**CCMBE302 - ENTREPRENEURSHIP**

**Apply basic entrepreneurial skills**

**Competence**

**RQF Level: 2 Learning Hours**

**40**

**Credits: 4**

**Sector: All**

**Trade: All**

**Module Type: Complementary**

**Curriculum: All**

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| **Purpose statement** | This module describes the skills, knowledge and attitude required to apply basic entrepreneurial skills. It is intended for adult learners pursuing level 2 of RTQF in any option of TVET. At the end of this module, learners will be able to develop business idea, perform business operations, prepare an elementary business plan and perform business financial operations. Qualified learners deemed competent to this competency may work alone or with others on simple routine tasks under frequent and directive supervision by using a few basic, routine skills to undertaking familiar and routine tasks; completing pre- planned tasks; making use of, with guidance, the basic tools and materials, safely and effectively; producing and responding to simple written and oral communication in familiar and routine contexts and may find and keep work in their vocational area, start their own businesses or continue on to an RTQF Level 3 program. | | | | | |
| **Learning assumed to be in place** |  | | | | | |
| **Delivery modality** | Training delivery | | 100% | Assessment | | Total 100% |
| Theoretical content | | 30% | Formative assessment | 30% | 100% |
| Practical work: | | 70% | 70% |
| * Group project and presentation | 20% |
| * Individual project /Work | 50% |
|  | | Summative Assessment | | | N/A |

**Elements of Competency and Performance Criteria**

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| **Elements of competency** | **Performance criteria** |
| 1. Develop business idea | * 1. Business opportunities are effectively identified based on market needs |
| * 1. Business idea proposal is Properly developed in terms of needs and requirements |
| * 1. The implementation plan is Properly elaborated aligned to the available resources |
| 1. Prepare an elementary business plan | * 1. Proposal components are adequately identified according to the proposed template |
| * 1. Business proposal is properly presented according to the defined criteria. |
| * 1. Business proposal is properly presented according to the defined criteria. |
| 1. Perform business operations | * 1. Relevant stakeholders are effectively interacted according to their role or potentials to impact the success of one’s business |
| * 1. Inputs are appropriately purchased according to the business production targets |
| * 1. Production unit is appropriately run according to the product specification, production capacity and targets |
| **4. Perform business financial operations** | * 1. Financial resources are properly mobilized by collaborating with financial institutions and others sources of funds. |
| * 1. Business expenses are adequately paid as per rules and regulations |
| * 1. A Balance sheet is created based on given assets and liabilities of a business |

**Course content**

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| **Learning outcomes** | **At the end of the module the learner will be able to:**   1. Develop business idea 2. Prepare an elementary business plan 3. Perform business operations 4. Perform business financial operations |

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| **Learning outcome 1: Develop business idea** | | **Learning hours: 10** |
| **Indicative content** | | |
| * Selection of business opportunities * Personality traits and skills that make an effective entrepreneur * Role of innovation and creativity in entrepreneurship * Meaning of business opportunities * Difference between needs and wants * Ways to identify business opportunities * Identifying people’s needs * Finding gaps in the market * Observing trends (Political, Economic, Socio-cultural and Technological (PEST) Analysis) * Characteristics of a good business opportunity * Real demand, * Return on investment, * Equal to or better than competition, * Meets objective/goals of entrepreneur * Entrepreneur can access resources * Development of business idea proposal * Meaning of business idea * Sources of business ideas * Techniques to generate good business ideas * Business ideas identification * Selection of a good business Idea * Strengths, Weaknesses, Opportunities and Threat (SWOT) Analysis * 6Cs: Cash, capital, customers, competitors, cost and competence * Elaboration of the implementation plan * Meaning of a business goal * Business goal * Importance of goal setting * Characteristics of a good business goal (SMART) * Business activities * Business start-up costs * Resources to start up business * Financial resources * Human resources * Technical resources * Budgeting * Meaning and importance of budgeting * Keeping personal and business money separate * Prioritizing business activities * Ways to minimize the cost in business * Business start-up plan | | |
| Resources required for the learning outcome | | |
| **Equipment** | * Computer | |
| **Materials** | * + Flipchart   + Marker pen   + Blackboard   + Chalks   + Internet | |
| **Tools** | * + Reference books   + Proposal template   + A complete Business proposal | |
| **Facilitation techniques** | * + Brainstorming   + Group discussion   + Questions &answers | |
| **Formative assessment methods** | * Written assessment * Oral presentation | |

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| **Learning outcome 2:Prepare an elementary business plan** | | **Learning hours: 10** |
| **Indicative content** | | |
| * Identification of the proposal components * Title page * Executive Summary * Business/Company Description * Market Assessment * Competitive Analysis   Competitors (Who, What, How, Weakness, Strengths)   * Description of Management and Organization * Organization structure * Partnership, * A sole proprietorship or * a business with a different ownership structure * Breakdown of Products and Services * Marketing Plan * Sales Strategy * Request for Funding * Financial Projections * Development of business proposal components * Formulation of the business naming * Description of the business idea * Description of business operations * The product and/or service of the business * Target customers * Requirement in terms of capital * Location of business * Timeline of main phases of the business * Presentation of the business proposal * Business Plan Presentation * Self-introduction, * Introduction of Company and its products. * Description of the market * Role of company in solving customers' problems. * Particularity of products * Size of the market for products * Growth of market in the next 3-5 years * Competitive advantages for outstanding revenue growth and profitability. * Marketing strategies, * Distribution channels * Sales strategies * Introduction of management team * Total amount of capital in need * Major expenditures | | |
| Resources required for the indicative content | | |
| **Equipment** | * Computers * Projectors | |
| **Materials** | * Flipchart * Marker pen * Pen * Reference books * Proposal templates * Flipchart * Internet | |
| **Tools** | * Power point presentation software * A complete business plan proposal * Business plan proposal template | |
| **Facilitation techniques** | * Brainstorming * Group discussion * Role play | |
| **Formative assessment methods** | * Written assessment * Oral presentation | |

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| **Learning outcome 3:Perform business operation** | | **Learning hours: 10** |
| **Indicative content** | | |
| * Interaction with relevant stakeholders * Meaning of business stakeholders * Key business stakeholders and their roles * Customers * Suppliers * Government * Shareholders * Importance of establishing a good relationship with business stakeholders * Ways to establish good relationship with stakeholders * Effective customer service * Doing business with suppliers * Governmental laws and policies affecting opening and running a business (tax, registration, environmental laws, …) * Purchase of inputs * Setting production target according to the market needs and available resources * Identification of production input and their costs * Raw materials * Others factors of production * Labor * Machine * Others * Identification of key business suppliers within relevant industries * Selection of a favorable supplier for one’s business * Purchase of goods * Ordering goods * Receiving goods * **Running a production unit** * Determination of the quality of final product * Characteristics of good quality product * Resources required for production – equipment, human resources, utilities raw * Required standards for product production as per Rwanda Standards Board * Customer demand * Product packaging * Packaging materials * Safety and security * Attracting customers * Standards of packaging * **Performing of selling activities** * Market analysis (survey) * Meaning of market * Marketing * Meaning of marketing * Marketing mix(5Ps) * Template of market analysis * Customers survey * Meaning and importance of a customer * Types of customers * Ways to establish a good ways of treating customers * Tips for customer analysis * Competitors Survey * Who is the competitor * Types of competitors * Tips for competitor analysis * **Management of business money coming in and out** * Difference between business money and private money * Business transactions/activities involving money * Cash in transactions * Cash out transactions * Cash balance (profit/loss) * Business record keeping * Key business records **(**Sales records, Purchase records, cash records, Debtors records, Creditors records * Importance of record keeping * Estimation of the start-up capital and on-going costs * Fixed costs, * Variable costs | | |
| Resources required for the indicative content | | |
| Equipment | * Computers * Projectors | |
| Materials | * Flipchart * Marker pen * Internet * Scenarios | |
| Tools | * Printed exercises * Money in Money out template * Scenarios * Reference books | |
| Facilitation techniques | * Small group discussion * Large group discussion | |
| Formative assessment methods | * Written assessment * Oral presentation | |

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| **Learning outcome 4: Perform business financial operation.** | | **Learning hours: 10** |
| **Indicative content** | | |
| * Mobilization of financial resources * Sources of business funds * Working (salary/profit) * Savings * Loans * Gift /Donations * Grants * Selling property * Financial institutions as source of finance * Types of financial institutions * Role of financial institutions * Informal sources of finance * Saving and Lending Groups(SLGs-IBIMINA) * Payment of business expenses * Key business operating expenses * Rent * Salaries * Taxes * Transport * Electricity * Communication * Water * Others business expenses * Modes of payment * Payment by cash * Payment by cheque * Payment by bill of exchange * Payment by telephone (mobile money, Tigo cash, Airtel money) * Necessary documents required for payment * Purchase order * Goods delivery note * Goods received note * Invoice * Receipt * **balance sheet creation** * Meaning of business assets * Classification of assets * Fixed assets   + Current assets * Liabilities * Sources of business assets and liabilities * Capital/owner’s equity * Statement of assets * Simple Balance Sheet | | |
| Resources required for the indicative content | | |
| Equipment | * Computers * Projectors | |
| Materials | * Flipchart * Marker pen * Internet * Scenarios | |
| Tools | * Printed exercises * Money in Money out template * Scenarios * Reference books * balance sheet template | |
| Facilitation techniques | * Small group discussion * Large group discussion | |
| Formative assessment methods | * Written assessment * Oral presentation | |

References:

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