



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

ENTREPRENEURSHIP

CCMBC302

Create a Business

Competence

RQF Level: 3

Learning Hours



Credits: 5

Sector: All

Trade: All

Module Type: Complementary

Curriculum: All

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Purpose statement	This module covers the skills, knowledge and attitudes needed to create a business. It will describe the necessary skills, knowledge and right attitude required to Describe basic aspects of Entrepreneurship, Assess Business Environment and Generate Business Idea.					
Delivery modality	Training delivery	100%	Assessment		Total 100%	
	Theoretical content	30%	Formative assessment	30%	100%	
	Practical work:			70%		70%
	<ul style="list-style-type: none"> Group project and presentation 	20%				
	<ul style="list-style-type: none"> Individual project /Work 	50%	Summative Assessment		N/A	

Elements of Competency and Performance Criteria

Elements of competency	Performance criteria	
1. Describe basic aspects of Entrepreneurship	1.1.	Concepts associated with Entrepreneurship are properly explained in business context
	1.2.	Entrepreneurial characteristics are properly described
	1.3.	Importance of Entrepreneurship is appropriately explained
	1.4.	Entrepreneurial cycle is clearly described
2. Assess Business Environment	2.1.	Business environment is clearly analysed
	2.2.	Business Opportunity is correctly identified based on results from business environment
	2.3.	Business opportunity related to Made in Rwanda is correctly identified
3. Generate Business Idea	3.1.	Concepts related to business idea are properly explained
	3.2.	Business idea is correctly generated based on identified business opportunity
	3.3.	Business idea feasibility is correctly analysed

Course content

Learning outcomes

At the end of the module the learner will be able to:

1. Describe basic aspects of Entrepreneurship
2. Assess Business Environment
3. Generate Business Idea

Learning outcome 1: Describe basic aspects of Entrepreneurship

Learning hours: 10 hours

Indicative content

- **Explanation of the concepts associated with Entrepreneurship**
 - ✓ Definition of concepts:
 - ✚ Business
 - ✚ Entrepreneurship
 - ✚ Intrapreneurship
 - ✚ Entrepreneur
 - ✚ Entrepreneur
 - ✚ Enterprise
 - ✚ Invention
 - ✚ Innovation
 - ✚ Creativity
 - ✓ Identification of Entrepreneur's characteristics:
 - ✚ Creativity
 - ✚ Responsibility
 - ✚ Curious
 - ✚ Goal Oriented
 - ✚ Independent
 - ✚ Risk taker
 - ✚ Action oriented
 - ✚ Positive attitude
 - ✓ Description of the role of an entrepreneur
 - ✚ In business
 - ✚ In community
- **Description Entrepreneurial characteristics**
 - ✓ Identification of successful entrepreneurial characteristics.
 - ✓ Description of Competences lacking in Unsuccessful entrepreneurs:
 - ✚ Inflexibility
 - ✚ Short –term thinking
 - ✚ Lacking focus
 - ✚ Poor problem- solving skills
 - ✚ Ungenerosity

- **Explanation of the importance of Entrepreneurship**
 - ✓ Acceleration of economic growth
 - ✓ Promoting innovation
 - ✓ Promoting social changes
 - ✓ Promoting research and development
 - ✓ Developing and improving existing enterprises
- **Description of the entrepreneurial cycle**
 - ✓ Idea generation
 - ✓ Opportunity evaluation
 - ✓ Planning
 - ✓ Company information/Launch
 - ✓ Growth

Resources required for the learning outcome

Equipment	Projector, Computer
Materials	Flip Chart, Markers, Notebooks
Tools	Reference books
Facilitation techniques	Brainstorming, Small group discussion on the characteristic of Entrepreneur, Case studies of Successful entrepreneurs
Formative assessment methods	Written assessment , Oral presentation

Learning outcome 2: : Assess Business Environment

Learning hours:5 hours

Indicative content

- **Analysis of business environment**
 - ✓ Meaning of business environment
 - ✓ Categories of business environment
 - ✚ Internal business environment
(Value system, mission and objectives, corporate culture and style of functioning of top management, quality of human resources, labour union, physical resources and technological capabilities)
 - ✚ External business environment
PESTEL (Political, Economic, Social, Technological, Environmental and Legal)
 - ✓ Analysis of environmental trends
 - ✚ Political,
 - ✚ Economic,
 - ✚ Social,

- ✚ Technological,
- ✚ Legal

- **Identification of business Opportunity based on results from business environment**
 - ✓ Identification of Possible gaps linked to current business Environment Needs
- **Identification of business opportunity related to Made in Rwanda**
 - ✓ Meaning of made in Rwanda
 - ✓ Aim of Made in Rwanda policy
 - ✓ Vision of made in Rwanda policy
 - ✓ Objectives of made in Rwanda
 - ✚ Competitive products
 - ✚ Reduce the trade deficit by boosting domestic supply to compete with import as well as improving export Capabilities
 - ✚ Change the perception that Rwandan-made products are of lower quality than import
 - ✓ Challenges of Made in Rwanda
 - ✓ Guiding principles of Made in Rwanda
 - ✚ Safeguarding competition
 - ✚ Competitiveness
 - ✚ meaningful public ,private partnership
 - ✚ Government of Rwanda will facilitate economic transformation
 - ✚ Ensuring quality
 - ✓ Pillars of Made in Rwanda policy
 - ✚ Mind-set change
 - ✚ Improving quality
 - ✚ Reducing the cost of production
 - ✚ Promoting backward linkage
 - ✚ Sector specific strategies
 - ✓ Business opportunities related to Made in Rwanda
 - ✚ Agriculture (ex: Meat and dairy, milling products, sugar)
 - ✚ Construction (ex: Wood based products, cement, metallic,...)
 - ✚ Tourism (ex: Leisure tourism, MICE,..)
 - ✚ Knowledge based services (ex: Finance, ICT, Kuvugira inka, ..)
 - ✚ Manufacturing (ex: Textile, tiles, brick,..)
 - ✚ Arts crafts (Leather product, Uduseke,..)

Resources required for the indicative content

Equipment	- Projector, Computer
Materials	- Flip Chart, Markers
Tools	- Reference book, Internet
Facilitation techniques	- Brainstorming on entrepreneurs' competences - Large group discussion on Entrepreneur competences

	- Guest Speaker listening
Formative assessment methods	- Written assessment - Oral presentation

Learning outcome 3: Generate Business Idea	Learning hours: 15hours
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Indicative content

- **Explanation of the concepts related to business idea**
 - ✓ Definition of business idea
 - ✓ Describing Sources of Business idea
 - + Talents
 - + Attending events
 - + Other Countries
 - + Scientific Discovery
 - + Exhibitions
 - + customer needs, complaints, preferences, wishes
 - + Personal interest /hobbies
 - + changes in society
 - + prior jobs
 - + gap in market place
 - + surveys
 - ✓ Characteristics/qualities of business ideas
 - + Market driven
 - + Feasible
 - + Unique
 - + Fundable
 - ✓ Techniques of discovering new business idea
 - + Observation
 - + Story telling
 - + Interview
 - + Survey
 - + Brainstorming
 - ✓ Reasons for generating business ideas
 - + Respond to market needs
 - + Changing fashions and requirements
 - + To stay ahead of the competition
 - + To exploit technology
 - + Because of Product life cycle
 - + To spread risk and minimise failure

- **Identification of Business idea**
(Business idea is identified from identified business opportunities)
- **Analysis of business idea feasibility.**
 - ✓ Meaning of business feasibility study
 - ✓ Identifying the purpose of business feasibility study.
 - ✓ Explaining the components of business feasibility study:
 - ✚ Product feasibility
 - ✚ Market feasibility
 - ✚ Organizational feasibility
 - ✚ Financial feasibility
 - ✚ Recommendations and conclusion
 - ✓ Analysing steps involved in feasibility analysis:
 - ✚ Step 1. Conduct a preliminary analysis
 - ✚ Step 2. Prepare a projected income statement
 - ✚ Step 3. Conduct a market survey
 - ✚ Step 4. Plan business organization and operations
 - ✚ Step 5. Prepare an opening day balance sheet
 - ✚ Step 6. Review and analyse all data
 - ✚ Step 7. Make "go/no go" decision
 - ✓ Meaning of business idea feasibility analysis
 - ✓ Purpose of business idea feasibility analysis

Resources required for the indicative content

Equipment	White board, Case study
Materials	Markers, Flip chart, Pens
Tools	Reference books, Feasibility study template
Facilitation techniques	Case study on successful entrepreneurs, Group work to Discuss case scenarios, Brainstorming on the Competences lacking in Unsuccessful entrepreneur
Formative assessment methods	Written assessment ,Oral presentation

References:

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2. Sundquist, Douglas F., et al. "Control of pre-ordered stock." U.S. Patent No. 5,044,619. 3 Sep. 1991
3. Delaney, Laurel J. "Pricing and Preparing Quotations." Exporting. Apress, 2013. 323-341.
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