

JARAMOGI UNIVERSITY OF SCIENCE AND TECHNOLOGY  
 COURSE DESCRIPTION  
 ENTREPRENEURSHIP  
 CODE: BEP3315

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Prerequisite none

The learning objectives of this course include:

1. Generating several ideas for potential businesses based on important trends and each student's interests
2. Sharpening each student's communication and networking skills
3. Developing each student's entrepreneurial mindset

TOPICS	SUBTOPIC	DURATION
Definition of terms: Entrepreneurship		
	state the meaning of entrepreneurship; describe the importance of entrepreneurship; outline the qualities of a successful entrepreneur; state the functions of an entrepreneur; distinguish between entrepreneur and promoter; explain the issues and problems faced by entrepreneurs; and Describe the entrepreneurial practices in India.	3HRS
Small and Medium Enterprise (SME);	Definition of enterprise, small enterprise, medium	
Theory and philosophy of entrepreneurship	Sociological theories Economic theories Cultural theories Psychological theories	
Production efficiency		
large vs. small enterprises, and justification for small enterprises	Definition of large and small enterprise Difference Benefit of each	

Understanding entrepreneurship	The nature of entrepreneurs: attitudes and behaviors The nature of new ventures A brief history of the entrepreneurial revolution Some research on the entrepreneurial phenomenon An understanding of the organization of the book The new environment in which entrepreneurs operate	
Starting a SME	define SME steps to follow factors to consider requirements	
creating and managing the venture	Business Strategy development or Review Idea generation Concept development and evaluation Business analysis	
Sources of capital in venture creation	Sources of Finance; Criteria Used by Different Sources of Finance; When to Go for Which Source	
Consumer-entrepreneur relationship	definition importance	
role of product quality	Methods of quality control Advantages and disadvantages	
::, innovation and skill in product quality	types of skilled required Identify the importance of personality and ability when selecting a type of business to open. Identify how personal goals, lifestyle, background, hobbies, interests, experience, abilities, and financial resources will impact one's choice of business.	
Marketing of SME product	DETERMINE MARKET needed for effective business ownership, Interpret research data to determine market driven problems faced by entrepreneurs e.g research data, business journals, stock market reports, newspaper international trends.	
Competitiveness; Scaling up	Processes Challenges, Enhancing competitiveness	
institutional arrangements	They are formal or informal institutional, legal and procedural agreements between the lead inventory agency, national inventory management team, and other institutions.	
standards and quality	business standards definition business standards examples	

Barriers to SME development	Lack of Market Knowledge Lack of Technical Skills Lack of business know how Lack of Motivation Lack of Time Management Lack of attachment with business	
role of SME in economic development	Forces in the Environment that Facilitate and Constrain Levels of Entrepreneurship in a Society or Community; How to Encourage Greater Levels of Entrepreneurship	
Case studies of successful SME		
Indicators, vertical integration	Definition Types Definition vertical integration advantages and disadvantages vertical integration example	

Methods of delivery

- Lecture
- Case studies
- Demonstration
- Discussion
- Presentations

METHODS OF ASSESSMENT AND EVALUATION

- CAT 30%
- Final examination 70%

RECOMMENEDE BOOKS

Innovation and Entrepreneurship (1985) by Peter F. Drucker

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

3<sup>RD</sup> YEAR FIRST SEMESTER EXAM 2017  
BEP 3521 ENTREPRENEURSHIP  
TIME: 2HRS

Answer question one (compulsory) and any other two questions.

Question 1

- a) Explain objectives of Entrepreneurship Development Programme (EDPs) ( 4marks)
- b) Highlights problems faced by entrepreneurs in the Kenyan economy, which the government should address urgently.( 8 marks)
- c) Mention any incentives and concessions provided by the government to encourage entrepreneurs.( 10 marks)
- d) Discuss how you could turn a business into an entrepreneurial venture(8 marks)

Question two

- a) Explain the types of entrepreneurs on the basis of:
  - I. Area \_\_\_\_\_( 3 marks)
  - II. Gender (i) \_\_\_\_\_(3marks)
- b) Briefly explain factors should an entrepreneurs keep in mind regarding the following aspects of business:
  - I. Financing: ( 2 marks)
  - II. Location: ( 2 marks)
  - III. Machines and Equipment: (3marks)
  - IV. Manpower: ( 2 marks)
- c) Normally a business is divided into three components (environments). Explain these environments by means of a diagram & a comprehensive explanation of each of the different environments.( 5 marks)

Question three

- a) The identification of a viable business idea is key to starting a business. Discuss five (5) possible sources of creating business ideas ( 10 marks)
- b) There are three (3) main stages of setting up a business. These stages include the identification of a feasible idea to the execution of that idea. Illustrate using diagrams( 10 marks)

Question four

- a) Name and describe the four ways markets can be segmented or sub-divided( 8 marks)
- b) Describe procedure of small business innovation research( 6 marks)
- c) Explain ways of measuring productivity.( 6 marks)