

ES KANOMBE/EFOTEC

ENTREPRENEURSHIP NOTES FOR SENIOR ONE

TOPIC AREA 1: ENTREPRENEURIAL CULTURE

SUB-TOPIC 1: CONCEPT OF ENTREPRENEURSHIP

UNIT 1: Meaning, roles and characteristics.

1.1. Concept of entrepreneurship

Entrepreneurial culture: is an environment where someone is motivated to: o Innovate o Create o Take risks.

Entrepreneurship: is a process , capacity, or ability of identifying the business opportunities from the environmental , gathering and organizing the necessary resources and using them to start up or initiate an enterprise, organize the production of goods and services and marketing them covering risks with the main aims of making profits.

Or

Entrepreneurship is having a dream or vision and the motivation to put the dream into reality. It involves innovation, creativity and risk taking in order to come up with new products.

Entrepreneurship education:

Entrepreneurship education is the education and teaching used to provide student with the basic knowledge and skills require to create and manage their own successful using the available resources from the environment in order to develop themselves and their country's economy as a whole.

Importance of studying entrepreneurship in schools

1. Entrepreneurship enables learners acquire basic knowledge and skills necessary of required to startup, operate and manage business.
2. It is very vital subject in helping learners develop a positive attitude and culture towards work business innovation and creativity.
3. It builds the culture of thinking towards job creation among the learners. This shall reduce on the mentality of seeking white-collar jobs.
4. It helps the learners with the theoretical framework which enables them to identify the opportunities in their environment. Example: through utilizing the local resources to establish private investment.
5. It enables learners to know that entrepreneurship is part and parcel of daily life.

6. It enables the learners know that business is a career like other professionals such as teaching, accounting and many others.
7. It improves on the skills of the existing entrepreneurs in the country. This is important because it minimize on the loss which entrepreneurs would have otherwise incurred
8. Entrepreneurship education equip the learners with the organizational skills like mobilizing resources through hard work to start up and operate a business
9. It builds self-confidence and awareness among the learners such that they can identify their potential. Example someone who takes pleasure in cooking for others and in the end starts a catering business.
10. It helps to improve the standards of living for the learners and citizens for the whole country. This is possible when learners engage in productive businesses that provide goods and services which the population demands.
11. It is used to boost household's income through encouraging creativity and production for both domestic and commercial consumption thereby reducing poverty.
12. It reduces the dependency syndrome in the country. This is done through encouraging creativity among individual to start up self-employment.

An entrepreneur:

The word *entrepreneur* is derived from the French word "**entreprendre**" which means to undertake and is used to mean a person who takes a risks of starting a new organization or introducing new idea, product or services in a society.

Characteristics of a successful entrepreneur:

Hard working: This involves an entrepreneur putting in extra efforts in what he is doing so as to meet the set goals within a short time.

Self confidence: An entrepreneur should have a strong belief in his / her abilities. He should be confident that he / she is able to achieve he/she sets himself to achieve.

Innovation and creativity : The entrepreneur should be able to think on new ways and new products for the market.

Financial discipline: Good entrepreneur should have the quality of discipline.

Ability to control himself and his actions.

Opportunity seeking: The entrepreneurship is about identifying and exploiting the opportunities. This is like identifying the best employees; advantages of cheap loans from commercial banks, taking advantage of availability of cheap raw materials, etc

Goal setting and planning: Good entrepreneur set goals to strive for. They set goals and tirelessly work towards achieving those goals.

Risk taking: Entrepreneurs are risk takers, they risk to start business. Good entrepreneurs assess the risks related to their businesses before they take them. They do not take every risk; they only take the moderate risks and the risks they are able to manage.

Keen to get information: The good entrepreneur is always on the lookout for information related to their businesses.

Commitment: Good entrepreneur should be able to spend a lot of time at the business and also makes sure that the customers are served properly.

Persuasive and good at networking: Good entrepreneur should be able to convince others and change their thinking. Networking is practice of meeting other people involved in the same kind of work to share information and support each other.

Determination and perseverance: Determination is the quality that makes a person to continue trying to do or achieve something that is very difficult.

Perseverance is continued effort to do or achieve something despite difficulties, failure or opposition.

Persistence: Good entrepreneur should have the determination to keep trying to achieve business success in the spite of a lot of difficulties. Starting and growing a business requires a lot of determination and a “*Never - give- up*” attitude.

An enterprise and enterprising person

An enterprise

This is a financially independent organism which produces marketable goods and services for the achievement of profit.



Enterprise of iron sheets

Enterprise is carried out through the work of an entrepreneur.

Enterprising person

An Enterprising person is a person who takes on risky projects or businesses in order to fulfill a need.

Characteristics of enterprising person

- Have a strong need for achievement
- Resourcefulness
- Perceptive
- Task oriented
- Planner
- Risk taker
- Ability to network
- Innovation
- Independent
- Skills
- Goal-oriented

Intra-preneurship

The term intra-preneurship is derived from two words: “intra” or internal and “entrepreneurship”. Intrapreneurship is the practice of creating new business undertakings within the boundaries of an existing enterprise or large organization. Intra-preneurship is induced by the need to create new products so as to find new markets. This enable an enterprise to serve a wide range of clients.

Intrapreneur:

The word intrapreneur was first used by **Gifford Pinchot**. He used the word to describe the person who is engaged in innovation but within an existing business organization.

An intrapreneur introduce new ideas, new products and services but within an existing enterprise. Intrapreneurs are more concerned with keeping business organizations up to date by providing new products and services to meet changing needs and circumstances.

Intrapreneur is therefore an enterprising person working within the boundaries of an existing enterprise.

Importance of intra-preneurship

1. It encourages innovation
2. It strategically guides an organization
3. It leads to better decision making
4. It leads to expansion of and growth in an organisation
5. It speeds up innovation
6. It leads to a competitive edge over competition or competitors

Characteristics of an intrapreneur

- Determined
- Adaptable
- Courageous
- Resourceful
- Team building abilities
- Persuasive
- Planning and organizing
- Self-reliance

- Opportunity awareness

Similarity between entrepreneurship and intrapreneurship

1. Both are driven by an individual who works with a team to bring a business idea to fruition.
2. Both require that the entrepreneur or intrapreneur be able to balance vision with managerial skills and pro-activeness with patience.
3. Both entail risk and require risk management skills
4. Both involve significant uncertainty
5. Both require the entrepreneur or intrapreneur to combine existing and new resources to accomplish a goal and promote business growth.

Difference between entrepreneur and intrapreneur

Differences	Entrepreneur	Intrapreneur
Dependency	An entrepreneur is independent in his operations.	An intrapreneur is dependent on the entrepreneur.
Raising of funds	An entrepreneur raises funds required for the business enterprise.	Funds are not raised by an intrapreneur.
Profits	An entrepreneur takes the profits made by	An intrapreneur does not take profits from business

	enterprise.	but may be provided with a variety of benefits for his innovation.
Ownership	An entrepreneur owns the business.	An intrapreneur is employed and does not own a business.
Operation	An entrepreneur operates from outside organization.	An intrapreneur operates from within already existing organization.
Risk	Entrepreneur bears all risks.	An intrapreneur bears few risks.
Orientation	An entrepreneur often begins his or her business with a newly set up enterprise which may provide a basis upon which other business ideas develop.	An intrapreneur sets up his or her business after working for someone else's organization.
Experience	As an entrepreneur establishes new business, he or she does not possess an experience over the business.	An intrapreneur establishes his or her business after gathering experiences through working in an already existing organization.
Motivation	An entrepreneur is motivated by money, personal achievement or fulfilling a lifelong dream.	An intrapreneur is motivated by financial stability, a love (passion) for what he or she does and putting others ahead of himself or herself.

Roles of an entrepreneur in entrepreneurship

1. Scanning the environment.
2. Identifying business opportunities.
3. Mobilising necessary resources.
4. Proper allocation of resources.
5. Setting up the business.
6. Managing business operations.

UNIT 2: PERSONAL VALUES, SKILLS AND CHARACTERISTICS

Personal qualities: are personal characteristics of an individual such as patience, kindness. They are what make up that *person's personality*.

Examples of personal qualities

Friendliness, Commitment

Respect, Loyalty

Intelligence, Honesty

Caring, Dignity

Self-reliance, Integrity

Accomplishment, Prudence

Importance of personal qualities to personal, social, emotional and economic well-being.

Personal well-being: this refers to one's welfare or wellness.

Personal wellbeing helps to embrace change, feel positive about who they are and enjoy healthy, safe, responsible and fulfilled lives.

Social well-being: this refers to the extent to which an individual feels a sense of belonging in the society.

Personal qualities help an individual to be actively engaged with life and with other people. They are foundation for positive and stable relationships and interactions as well as tolerance among individuals.

Emotional well-being: a positive sense of well-being which enable an individual to be able to function in society and meet the demand of everyday life.

An individual should have the ability to acknowledge and share feelings of anger, fear, sadness or stress, joy, love and happiness in a productive manner. Economic well-being: this means a person's or family's standards of living based primarily on how well they are doing financially and in relation to the business.

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Developing self-awareness, self-esteem, confidence and positive attitude

Self-awareness: is conscious knowledge of one's own characteristics, feelings, motives, behaviors and desires. It defines who you are, what you want, what you think and how you feel.

There are two kinds of self-awareness:

Private self-awareness

Public self-awareness

Self-esteem: is positive or negative way an individual views himself or herself and how important they feel. It also entails the desire to be held in high esteem by others.

Self-confidence: is a feeling of believing in oneself, one's abilities and qualities. An individual's self confidence can be shown by his or her behavior, body language, how he or she speaks, what he or she says, and so on.

Positive attitude: is a person's tendency to respond positively toward a certain idea, person, object, situation and life in general. Positive attitude manifests in positive thinking, constructive thinking, creative thinking, optimism, motivation and energy to do things and accomplish goals, and an attitude of happiness.

Personal qualities that affect the success of an entrepreneur.

Creativity: ability to come up with clever and workable solution.

Determination: the ability to continue trying to do something, although it is very difficult (simply not giving up).

Ability to make decisions: The talent to analyse the complex situation and draw conclusions that will make the business succeed.

Independence: the desire to be his or her own boss.

Confidence: having a firm belief in his or her own capabilities and chances of success.

Communication skills: the ability to express himself or herself and to understand the other so that the ideas can be shared.

Persistence: never showing discouragement, always thinking of new ways to approach a problem and acting on his or her ideas.

Involvement: participating in an event or activity. We should be ready and willing to participate in communal activities such as cleaning our environment, building terraces, constructing schools or constructing houses for needy families.

Personal qualities in relation to the personal development:

Personal qualities enhance our personal development enabling us to be better people in the society. Personal qualities for personal development include:

- Respect,
- Tolerance,
- Justice
- Equality
- Empathy
- Forgiving.
- Goal setting,
- Responsibility,
- Commitment,
- Patience
- Positive attitude
- Humility
- Self-control.

Personal qualities in relation to the work in school:

The following are personal qualities in relation to work at school

- Attentiveness
- Communication
- Loyalty
- Honest and trustworthiness

Exercise 1

1a) Define the following terms:

i) Entrepreneurship

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ii) Intrapreneurship

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iii) Entrepreneurship education

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iv) Entrepreneurship culture

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b) State the main function of entrepreneur in entrepreneurship

c) Differentiate between an enterprise and enterprising person.

2a) What are the roles of intrapreneurship

b) State the main features of intraprenuer in intrapreneurship

3. What are the similarities and differences between entrepreneur and intrapreneur

Exercise 2

1a) Explain the meaning of personal qualities

b) State any five examples of personal qualities

2a) Explain the meaning of the following terms:

i) Self-awareness

ii) Self-esteem

iii) Self-confidence

iv) positive attitude

b) State any two types of self- awareness

ASSIGNMENT

Read carefully the text and answer the questions below it.

Mr.Locus owns a cloth industry at Masoro industrial park. His industry makes varieties of cloth. He has many workers. He also employs a specialist to bring more innovation in his business. He kept on supervising his business many times in a week. He never allow time for resting. To make his business more successful, he joined entrepreneurship school where he was taking evening lessons and other times concentrated in business. At times Locus could make loss but this did not discourage him from continue working. Fortunately his business flourished in these periods of COVID -19.

1. What technical name given to the specialist whom Mr. Locus employed to bring innovation in his business?
2. What type of industry Mr. Locus owned
3. What technical name is given to Mr. Locus as an owner of industry?
4. Why did Mr.Locus kept supervising his business.
5. List any 4 qualites Mr. Locus has that make his cloth industry a success?
 - i).....
 - ii).....
 - iii).....
 - iv).....
6. Identify the elements that distinguished Mr.Locus and his Specialist in terms of:
 - a) Raising funds
 - b) Operation
 - c) Risk
 - d) Ownership
7. What benefit did the entrepreneurship school give to Mr. Locus?
8. Why do you think Mr Locus made more money in the period of covid 19 than other periods he has ever worked?
9. Why did Mr. Locus never give up even in the times of losses?