**MAASAI MARA UNIVERSITY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPT. OF BUSINESS MANAGEMENT**

**COURSE OUTLINE**

**COURSE TITLE :ENTREPRENEURSHIP SKILLS**

**COURSE CODE : CMM 313**

**LECTURER : S. MBUGUA**

**Learning Objectives**

By the end of this course, the student should be able to;

1. Explain the concept of entrepreneurship and entrepreneur.
2. Discuss the theories of entrepreneurship.
3. Identify a business opportunity.
4. Conceptualize different stages of a business lifecycle.
5. Discuss the formulation of a business plan
6. Evaluate different sources of finance for a small enterprise.

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| **Week 1** | **The concept of entrepreneurship**  -definition of entrepreneurship and entrepreneur  -general characteristics of an entrepreneur |
| **Week 2-3** | **Theories of entrepreneurship**  -the various theories of entrepreneurship |
| **Week 4** | **Identifying a business opportunity**  -sources of business opportunities  -techniques of identifying a viable business opportunity  -characteristics of a good business opportunity |
| **Week 5** | **C.A.T 1** |
| **Week 6,7 and 8** | **Conceptualizing a business opportunity**  -pre-start-up  -perception of the potential entrepreneur  -forms of business organization  -sources of credit and finance for stating business  -start-up process  -stages of a business  -acquiring **business** skills and managing a business |
| **Week 9** | C.A.T 2 |
| **WEEK 10-11** | **Formulation of a business plan**  -the concept and role of a business plan  -the elements of a business plan  -who needs a business plan |

**Course Assessment**

Course work (Continuous Assessment Tests): 10%

A business plan for a business of one’s choice: 20%

Final (End of semester examination) : 70%

**Total : 100%**

**Recommended Reference Materials**

1. Hirich, R.D., M.P., & Shepherd, D.A (2007). Entrepreneurship. (6th ed) New Delh:

Tata Mcgraw Hill.

1. Gibb, A.A., Stimulating Entrepreneurship and New Business Development: ILO

Pamphlet. 1988.

1. Bwisa, H., (1998). How to find and evaluate a business opportunity. Mukmik Consultant

Nairobi.

**H.O.D**

**SIGN.**

**CLASS REPRESENTATIVE**

**SIGN.**

**MAASAI MARA UNIVERSITY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPT. OF BUSINESS MANAGEMENT**

**COURSE OUTLINE**

**COURSE TITLE :CREATIVITY AND INNOVATION IN SMALL ENTERPRISES**

**COURSE CODE : 1205**

**LECTURER : S. MBUGUA**

**Learning Objectives**

By the end of this course, the student should be able to;

1. Differentiate between the processes of creativity, creative problem solving (CPS) and innovation.
2. Explore a range of creative thinking tools and how to practically apply them to the entrepreneurial process.
3. Examine factors that influence creativity and innovation
4. Identify skills for creative and innovative problem solving.

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| **WEEK** | **CONTENT** |
| **1** | -Definition of creativity, innovation and invention  -Creativity process |
| **2** | -Diffusion of innovation  -Benefits of innovation in an organization  -Failure of innovation  -Enhancing creativity in an organization |
| **3** | -Types of innovation  -Sources of innovation  -Technology diffusion( s.curve) |
| **4** | -Timing of entry  -Advantages and disadvantages  -Factors influencing timing of entry |
| **5** | **C.A.T 1** |
| **6** | \_Protecting innovation   * Intellectual property * Trade mark |
| **7** | -Patent  -Definition  -Nature of patent right  -Patentable products and services |
| **8** | **C.A.T. 2** |
| **9** | -Industrial design  -Definition  -Reasons and requirements |
| **10** | -Copy right  -Definition  -Nature |

**Course Assessment**

Course work (Continuous Assessment Tests): 10%

A business plan for a business of one’s choice: 20%

Final (End of semester examination) : 70%

**Total : 100%**

**Reference**

Drucker, P., (1986). Innovation and entrepreneurship: practices and principles. Affiliated East-West Press

Mazzarol, T (2013). Strategic Innovation in Small Firms: An International Analysis of Innovation and Strategic Decision Making in Small to Medium Sized Enterprises. University of Western Australia, Perth, Australia

Mayer, , H. (2012). Entrepreneurship and Innovation in Second Tier Regions. University of Bern, Switzerland

**H.O.D CLASS REP.**

**SIGN. SIGN.**

**Read the case study and answer the questions**

When Judy and Juma graduated with university degrees in communication educa tion from Maasai Mara University, they expected to be employed not too long after graduation. However, two years down the line, no job offers were forthcoming.

After considering several options, Judy approached a relative who lent her Ksh 20,000 which she used to start a boutique in Naivasha town. She knew that although her parents had started from a humble beginning, They were currently running a leading auto-hardware business in town. Having taken some courses in entrepreneurship while in the university, she believed she had what it takes to succeed in business. However, her biggest challenge since she started the business has been the level of competition in town. She is yet to break – even, two years later.

Juma on the other hand took a different route.. He felt starting a business to be a risky option and hence sought employment as a store clerk in Kazi Nyingi Enterprise, where he has worked for three years now.As a store clerk in the first year of employment he introduced a coding system that helped control stock movement within and outside the organization. The system helped the organization’s profit margin to grow substantially by eliminating pilferage, enabling easy identification of goods, quick service and enhanced customer care. Worried that Juma might be poached by their competitors, the management of Kazi Nyingi Enterprise has promised Juma a promotion and a salary increase.

**Question One**

Required:

1. Who of the two is an entrepreneur and why**? (8 mks)**
2. Many small enterprises fail at the formative stages as a result of several pitfalls. Advice Judy on how to avoid the pitfalls **(7 mks)**
3. One method of enhancing creativity in an organization is reward system. Advice the management of Kazi Nyingi Enterprises on any other available option. **(5 mks)**
4. Judy has requested Juma to join her as a partnerand Juma has approached you for advise. Advice him on the strengths and weaknesses of accepting the request **(5 mks).**

**Question Two**

a) Differentiate between debt and equity financing **(5 mks)**

b) Discuss any five factors that are retarding the growth of enterprises in the Less Developed Countries **(10 mks)**

**Question Three**

a) Micro and small enterprises are the key to national development. Discuss the importance of this statement in respect to Kenya**.( 10 mks)**

b) Discuss the relevance of any five key areas considered when scanning for a good business opportunity **.(5 mks)**

**Question Four**

a) Discuss the key features of psychological theory and sociological theory of entrepreneurship and show the relevance of each in defining entrepreneurship**.(10 mks)**

b) Explain any five key characteristics of an entrepreneur.  **(5 mks)**

**Question Five**

a) Explain the growth stages of a business venture highlighting the key characteristics in each stage**.( 8mks)**

b) Explain the components of a business plan**. (7mks)**

1. a) Creativity is not an event but a process, discuss**. (15 mks)**

b) Discuss the five stages of diffusion of innovation according to Rogers. **(10 mks)**

2. a) Using relevant examples, distinguish the following terms:

i) Innovation **(2mks)**

ii) Creativity **(2mks**)

iii) Invention **(2mks)**

b) Explain any four reasons for protecting an industrial design**. (9 mks)**

3.Using the technology diffusion theory, discuss the Roger’s adopter categories**. (15 mks)**

4. a) Using relevant examples, discuss any five factors that influence optimal timing of entry**. (10 mks)**

b) Explain the two categories of intellectual property. **(5 mks)**

5. a) Discuss any five products/ services that are not patentable under the Kenyan Law. **(10 mks)**

b) Explain any five benefits of innovation to an organization**. ( 5 mks)**



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR/SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR IN BUSINESS MANAGEMENT**

**COURSE CODE: CMM 313**

**COURSE TITLE: ENTREPRENEURSHIP SKILLS**

**DATE TIME: –**

**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **THREE** questions

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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FIRST YEAR/SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR IN BUSINESS MANAGEMENT**

**COURSE CODE: BSE 1205**

**COURSE TITLE: CREATIVITY AND INNOVATION IN SMALL ENTERPRISES**

**DATE: 18th MAY 2017 TIME: – 8.30- 10.30 A.M**

**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **THREE** questions

***This paper consists of 2 printed pages. Please turn over***