



REPUBLIC OF KENYA

COMPETENCY- BASED MODULAR CURRICULUM

FOR

AGRIPRENEURSHIP

**KNQF LEVEL 6
(CYCLE 3)**

ISCED PROGRAMME CODE: 0811 554A



**TVET CDACC
P.O. BOX 15745-00100 NAIROBI**

AGRI-ENTERPRISE ESTABLISHMENT

ISCED UNIT CODE: 0811 254 01A

TVETCDACC UNIT CODE: AG/CU/PN/CR/01/3/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Establish agri-enterprise

Duration of Unit: 40 Hours

Unit Description

This unit specifies the competencies required to establish an agri-enterprise. It involves selecting and registering an Agri enterprise, carrying out SWOT analysis, developing agri-enterprise business plan, preparing agri-enterprise budgets and mobilizing required resources.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Select agri-enterprise	10
2.	Register agri enterprise	10
3.	Carry out SWOT analysis	10
4.	Develop agri-enterprise business plan	10
5.	Prepare agri-enterprise budgets	5
6.	Mobilize Agri-enterprise resources	5
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Select agri enterprise	<p>1.1 Definition of terms</p> <ul style="list-style-type: none"> • Market • Market scan • Agri enterprise <p>1.2 Types of agri-enterprises</p> <ul style="list-style-type: none"> • Crop products and services • Animal products and services <p>1.3 Importance of market scanning</p> <p>1.4 Rapid market scanning</p> <ul style="list-style-type: none"> • Basic methods of data collection • Basic methods of data analysis • Market gap analysis <p>1.5 Business idea generation</p> <p>1.6 Business model canvas for start ups</p>	<ul style="list-style-type: none"> • Oral questions • Written test • Observation • Third party report • Projects • Case study
2. Register agri enterprise	<p>2.1 Legal and regulatory requirements for business registration</p> <p>2.2 Business registration</p> <ul style="list-style-type: none"> • Manual • Online <p>2.3 Business bank accounts</p> <p>2.4 Benefits of bank accounts to small businesses</p> <p>2.5 Types of bank accounts</p> <p>2.6 Opening procedures and requirements</p> <p>2.7 Types of business permits / licenses for small businesses in Kenya</p>	<ul style="list-style-type: none"> • Oral questions • Written tests • Observation • Third party reports • Projects • Case study
3. Carry out SWOT analysis	<p>3.1 Meaning and Purpose of SWOT analysis</p> <p>3.2 Internal business analysis</p> <ul style="list-style-type: none"> • Strengths • Weaknesses. <p>3.3 External business analysis</p> <p>3.4 Opportunities</p> <p>3.5 Threats</p> <p>3.6 Developing business action plans</p>	<ul style="list-style-type: none"> • Oral questions • Written tests • Observation • Third party reports • Projects • Case study

	based on the SWOT matrix.	
4. Develop agri-enterprise business plan	4.1 Development of Agri- enterprise objectives and long-term goals 4.2 Development of agri enterprise vision and mission statements 4.3 Identification of business location and form of ownership 4.4 Development of marketing plan 4.5 Development of production and operational plans 4.6 Development of management plan 4.7 Development of financial plan 4.8 Preparation of agri enterprise plan	<ul style="list-style-type: none"> • Oral questions • Written tests • Observation • Third party reports • Projects • Case study
5. Prepare agri-enterprise budgets	5.1 Identification of agri-enterprise activities 5.2 Types of budgets 5.3 Cost allocation on materials and inputs 5.4 Budget preparation 5.5 Budgeting process for small enterprises 5.6 Drawing of work plan	<ul style="list-style-type: none"> • Oral questions • Written tests • Observation • Third party reports • Projects • Case study
6. Mobilize agri-enterprise resources	6.1 Identification of types of resources <ul style="list-style-type: none"> • Physical resources • Financial resources • Human resources 6.2 Methods of resource mobilization <ul style="list-style-type: none"> • Personal finance • Loans • Friends and relatives • Venture capitalist • Subsidies and grants • Bootstrapping strategies • Utilization of agri-enterprise resources 	<ul style="list-style-type: none"> • Oral questions • Written tests • Observation • Third party reports • Projects • Case study

	6.3 Acquiring and utilizing agri enterprise resources	
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Suggested Methods of Delivery and Instruction:

- Direct instruction
- Field trips/ site visits
- Group discussions
- Demonstration
- Practice by the trainee
- Computer aided learning
- Relevant videos
- Role play
- Guest speakers (Financial institutions, successful Agripreneur)

• Recommended Resources for 25 Trainees

Category/Item	Description/specification	Quantity	Recommended ratio (item: Trainee)
Desktop computers/laptops		25	1:1
Internet connection			
Projector		1	1:25
Printer		1	1:25
Invoice book		1	1:25
Well-equipped workshop		1	1:25
Mobile phones		1	1:25
Sample Business records		1	1:25
Workers contract templates		1	1:25
SOPs manuals		1	1:25
Learning guides		5	1:5

Note books, pens		1	1:25
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AGRI-ENTERPRISE OPERATION

ISCED UNIT CODE: 0811 254 02A

TVETCDACC UNIT CODE: AG/CU/PN/CR/02/3/MA

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Operate agri-enterprise

Duration of Unit: 40 Hours

Unit Description

This unit specifies the competencies required to operate an agri-enterprise. It involves recruiting and supervising agri-enterprise workers, monitoring production and processing activities, managing Agri enterprise finances, controlling agri enterprise risks, and, maintaining relationships with agri-enterprise stakeholders.

Summary of learning outcomes

By the end of this unit of learning, the trainee should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Recruit agri-enterprise workers	5
2.	Supervise agri-enterprise workers	10
3.	Monitor production and processing activities	10
4.	Manage agri-enterprise finances	10
5.	Control agri enterprise risks	10
6.	Maintain agri-enterprise stakeholder relationships	5
Total		50

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Recruit agri-enterprise workers	<p>1.1 Meaning of terms</p> <p>1.2 Worker's recruitment</p> <ul style="list-style-type: none"> – Internal sources – External sources <p>1.3 Worker's selection process</p> <ul style="list-style-type: none"> – Worker interviews – Job offers and placement – Terms of employment (casual and contract) – Contract signing and termination – Worker's placement <p>1.4 Identification of work engagement</p> <p>1.5 Advertisement of worker recruitment positions</p> <p>1.6 Conduction of recruitment interviews</p> <p>1.7 Signing of work job contract</p> <p>1.8 Conduction of work placement and orientation</p>	<ul style="list-style-type: none"> • Oral interview • Written test • Observation • Third party reports • Practical test • Case study
2. Supervise agri-enterprise workers	<p>2.1 Worker's supervision</p> <ul style="list-style-type: none"> • Importance of workers supervision • Levels of workers supervision • Qualities of a good supervisor <p>2.2 Reporting channels performance management</p> <ul style="list-style-type: none"> • Tools for performance management • Steps in performance management • Performance monitoring and feedback • Effective management of meetings • Worker's training and development 	<ul style="list-style-type: none"> • Oral • Written • Observation • Third party reports • Practical test • Case study

	<ul style="list-style-type: none"> • Conflict resolution • Worker's motivation • Worker's sanction and rewards <p>2.3 Tools for performance management</p> <p>2.4 Steps in performance management</p> <p>2.5 Performance monitoring and feedback</p> <ul style="list-style-type: none"> • Effective management of meetings <p>2.6 Worker's training and development</p> <ul style="list-style-type: none"> • Conflict resolution • Worker's motivation 	
3. Monitor production and processing activities	<p>3.1 Importance of monitoring and evaluation</p> <p>3.2 Key performance indicators for production and processing</p> <p>3.3 Identification of regulatory authority measures</p> <p>3.4 Documentation of task procedures and flow charts</p> <p>3.5 Sourcing of raw materials in line with firms procurement</p> <p>3.6 Checking of quality raw materials</p> <p>3.7 Maintenance of stock levels</p> <p>3.8 Production of product services</p> <p>3.9 Waste control</p>	<ul style="list-style-type: none"> • Oral • Written • Observation • Third party reports • Practical test • Case study
4. Manage agri-enterprise finances	<p>4.1 Monitoring of agri-enterprise expenditure and income</p> <p>4.2 Identification of Agribusiness liabilities</p> <p>4.3 Analyzation of business gross margins</p> <p>4.4 Business financial adjustment measures</p>	<ul style="list-style-type: none"> •

5. Control agri enterprise risks	5.1 Monitoring of agri- enterprise expenditure and income 5.2 Agribusiness liabilities 5.3 Analyzation of business gross margins 5.4 Business financial adjustment measures 5.5 Development of risk management plan 5.6 Sourcing of resources to implement risk management 5.7 Assessment of risk intervention measures	• Oral • Written test • Observation • Third party reports • Practical test • Case study
6. Maintain agri-enterprise stakeholder relationships	6.1 Stakeholders mapping 6.2 Types of agri-enterprise stakeholders 6.3 Partnerships / networking 6.4 Methods of communication 6.5 Stakeholder engagement 6.6 Stakeholder relationship management 6.7 Risk intervention measures	• Oral • Written test • Observation • Third party reports • Practical test • Case study

Suggested Methods of Delivery and Instruction:

- Direct Instruction
- Group discussions
- Field trips / site visits
- Demonstration
- Facilitated practical's
- Use of visual and audio-visual aids
- Role play

• Recommended Resources for 25 Trainees

Category/Item	Description/specification	Quantity	Recommended ratio (item: Trainee)
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Desktop computers/laptops		25	1:1
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