



COMPETENCY BASED MODULAR CURRICULUM

FOR

AGRIPRENEURSHIP KNQF LEVEL 4
(CYCLE 3)

PROGRAMME ISCED CODE: 0811 354A



TVET CDACC
P.O. BOX 15745-00100 NAIROBI

SMALL AGRI-ENTERPRISE OPERATION

UNIT CODE: 0811 341 07 A

TVET CDACC UNIT CODE: AG/CU/PN/CR/02/4/MA

Relationship to Occupational Standards

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

Duration of Unit: 40 hours

Unit Description

This unit specifies the competencies required to operate a small agri-enterprise. It involves developing an entrepreneurial culture, preparing to start agrienterprise, operating a small business, assessing agri-enterprise start up and operational processes and completing starting agri enterprise

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.	Develop agripreneurial culture	10
2.	Prepare to start agri-enterprise	5
3.	Implement Agri-enterprise start up processes	5
4	Operate a small business	5
5.	Assess agri-enterprise start up and operational processes	10
6.	Complete starting agri enterprise	5
Total		40

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Develop agripreneurial culture	1.1 Concept of Agripreneurship 1.2 Common terminologies in Agripreneurship 1.3 Agripreneurship in National development 1.4 Agripreneurship and employment creation 1.5 Formal and informal employment 1.6 Agripreneurial culture <ul style="list-style-type: none"> ▪ Attitude ▪ Innovation ▪ Risk taker 1.7 How, why, when and who to be an agripreneurial 1.8 Habits that promote agripreneurial 1.9 History and development of Agripreneurship 1.10 Factors that inhibits Agripreneurship 1.11 Managing factors that inhibit Agripreneurship development	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
2. Prepare to start agri-enterprise	2.1 Types of agripreneurs and characteristics 2.2 Identification of sources of business ideas and generation of business ideas 2.3 Evaluation of business opportunities 2.4 Match competencies with business opportunity	<ul style="list-style-type: none"> • Written tests • Oral questions • Third party reports
3. Implement Agri-enterprise start up processes	3.1 Factors to consider when starting a small business 3.2 Forms of business ownership 3.3 Procedure of starting a small business 3.4 Challenges faced when starting a small business 3.5 Resource requirements for a small business 3.6 Business life cycle	<ul style="list-style-type: none"> • Written tests • Oral questions
4. Operate a small business	4.1 Definition of terms 4.2 Maintenance of small business records 4.3 Set up of business support services 4.4 Effect of marketing activities	<ul style="list-style-type: none"> • Written tests • Oral questions

	4.5 Running of small business resources 4.6 Record keeping of small business 4.7 Application of word processing concepts 4.8 Application of basic computer software and emerging trends and concerns	• Third party reports
5. Assess agri-enterprise start up and operational processes	5.1 Assesment of Agripreneurial start up operating processes 5.2 Review of Agripreneurial Operating processes	• Written tests • Oral questions
6. Complete starting agri-enterprise	6.1 Preparation of Agripreneurial start up and operational report	• Written tests • Oral questions • Third party reports

Suggested Methods of instruction

- Demonstration by trainer
- Field trips
- Discussions
- Direct instruction
- Role play
- Guided questions
- Case studies
- Mentorship program
- Apprenticeship

Recommended Resources

- Case studies for small businesses
- Writing materials
- Telephone /mobile phones.