



**CENTRE FOR INNOVATION AND ENTREPRENEURSHIP MANAGEMENT  
(CIEM)**



## ENTERPRISE DEVELOPMENT PROGRAMME

### 1.0 Introduction

*Do you want to be your own boss? If yes, Wao, try this programme.*

You may have at one time or another planned to venture into business but failed to do so due to lack of know-how. If this has ever happened to you, this programme is meant for you. The programme on Enterprise Development will equip you with the necessary attitudes, skills, and knowledge critical in the creation and management of a business as well as coping with the challenges and opportunities that may arise.

Enterprise Development programme will introduce you to the process of business opportunity identification, evaluation and exploitation including how you can bring new products or services to the market through design thinking and innovation. Business planning and general business management are also among the key focus areas of this programme.

**2.0 Purpose of the Programme:** The programme provides you with knowledge, skills and attitudes necessary to initiate and operate viable and sustainable businesses capable of creating decent employment and, increasing income generating opportunities among the owners and employees.

**3.0 Learning Outcomes:** By the end of the training programme, the participants should be able to:

- Make a decision to venture into self employment as an alternative career option
- Successfully identify and select viable business opportunity for implementation
- Prepare a comprehensive and bankable business plan
- Use design thinking process to introduce new goods or services into the market
- Identify the most suitable sources of business finance

**4.0 Target Group:** The programme targets the following groups:

- DeKUT students and staff with intention to venture into business
- Potential and existing entrepreneurs from the region

**5.0 The Programme Design:** The programme is structured into four broad modules, each comprising a number of topics addressing a specific theme. The four modules are as follows:

**5.1 Module One: Business Creation**

- Entrepreneurial Motivation
- Requirements for Successful Entrepreneur
- Entrepreneurial Opportunities
- Business Model Canvas
- Entrepreneurial Resources
- Entrepreneurial Awareness

**5.2 Module Two: Business Planning**

- Business description
- Marketing plan
- Organizational plan
- Operational/production plan
- Financial plan
- Risks and assumptions

**5.3 Module Three: Entrepreneurial Competences**

- Managerial Functions
- Critical Entrepreneurial Responsibilities

**5.4 Module Four: Enterprise Management**

- Marketing Management
- Human Resource Management
- Financial Management
- Production Management

- Project Management
- Managing Family Business

The modular and thematic structure of the programme aims at giving participants freedom and flexibility. You can decide to take one module or a combination of modules depending on your choice. None of the modules is a prerequisite to the other.

**6.0 Delivery Mode:** Participatory training methods will be used to deliver the contents of the programmes-business games, exercises and energizers.

**7.0 Duration:** Each module will take 60 hours per module spread over four weeks.

**8.0 Certification:** A certificate will be awarded for each module completed.

**Contact:** Muriithi Kaimoe  
**Director:** Centre for Innovation and Entrepreneurship Management  
**Institution:** Dedan Kimathi University of Technology  
**Email:** [entrepreneurship@dkut.ac.ke](mailto:entrepreneurship@dkut.ac.ke), Tel: 0722841423

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