

JARAMOGI OGIGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

EXAMINATIONS FOR UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT

ABA 413: ENTREPRENEURSHIP

BBA-SCM Y4S1

KLC

INSTRUCTIONS

Attempt question one and any other two questions.

Question one Compulsory 30 marks

Question One

- a) Explain how entrepreneurs contribute to economic development in reference to a developing country.(20 marks)
- b) Discuss five source of a business idea (10marks)

QuestionTwo

- a) Define the term entrepreneurship?(5marks)
- b) What are the key qualities of successful entrepreneur. (15marks)

Question Three

- a)What are the main types of entrepreneurs?(10 marks)
- b)Briefly explain the origin of new ventures.(10marks)

Question Four

Discuss the best ways to prepare for entrepreneurship.(20 marks)

Question Five

Explain the main components of a business plan.(20 marks)

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COURSE OUTLINE

1.0 COURSE OBJECTIVE

At the end of the course, the learner should be able to:

- Define and explain the meaning of entrepreneurship
- Define and explain the role of entrepreneurship in national development
- Develop business plans
- Gain basic management skills

2.0 COURSE CONTENT

- Introduction to entrepreneurship
- Personal characteristics of entrepreneurs
- Traits of successful entrepreneur
- Theories, sociological, economic, Psychological, financial and trait
- Entrepreneurial personality and business acumen
- Driving forces to entrepreneurship
- Myths and realities on entrepreneurship
- Preparation of entrepreneur's
- Writing a business plan
- Contemporary issues facing entrepreneurship in Kenya

REFERENCES

- 1.Hails D. (1968)"Small Business Management" 3rdEdition.Dalmar Publishers.
- 2.Kilby P.(1971), Entrepreneurship and Economic Development in New York, The Free Press
- 3.Moore(1991), An entrepreneurial Approach,8th Edition. South Western Publishing company.
- 4.Robert D.M.(2002) Entrepreneurship, Tata Mc Gall Hill Publishers.