

Subject: ENTREPRENEURSHIP	Hours per week: 2h
Class : LOWER SIXTH FORM	Annual Minimum: 66 hrs
Option : COMMON SUBJECT	Coefficient: 2

SUBJECT OBJECTIVES:

Enable the Learner to:

- Draw up an Entrepreneurial **Project** on business creation;
- Simulate the creation of an enterprise;
- Learn how resources are combined in an Enterprise.

TOPICS	SUB – TOPICS	COMPETENCES	DUR.
1 FOUNDATIONS OF ENTREPRENEURSHIP	1.1 Explaining the Concepts of Entrepreneurship	• Explain the concepts: entrepreneur, entrepreneurship, entrepreneurial culture, enterprising or enterprise spirit, enterprise, etc; • Explain the meaning of entrepreneurship process and the stages of this process; • Discuss the importance or benefits of entrepreneurship.	3H
	1.2 Factors underlying Entrepreneurship	• Understand the risks borne by the entrepreneur; • Know the objectives the entrepreneur seeks to attain (self-satisfaction, profit, financial security, a business name, etc); • Present the profile of successful entrepreneurs.	2H
	1.3 Forms of Entrepreneurial Undertakings	• Understand and explain the different forms of entrepreneurship (Social, Commercial, Public, "Autocreational", Political). Entrepreneurship, Intrapreneurship, Extrapreneurship. etc;	2H
	1.4 An Evolution of Entrepreneurship Ideas/Models	• Explain the meaning & importance of Entrepreneurship Models or Theories; • Trace the Origins & Evolution of Entrepreneurship Ideas; • Describe the basic principles of economic, sociological, psychological models of entrepreneurship; • Discuss the environmental factors that account for the growth and development of the major models of entrepreneurship; • Discuss the internal and external factors that account for the motivation of entrepreneurs.	4H

2 THE ENTREPRENEUR AS THE UNDERTAKER	2.1 The Entrepreneurial Profile	- Describe the profile (Personal qualities, entrepreneurial skills) of an ideal entrepreneur and the main characteristics of successful entrepreneurs; - Describe the practical skills that an ideal entrepreneur has; Personal qualities and skills challenging the entrepreneur (self-examination). - Give examples of successful entrepreneurs in Cameroon; - Explain the weaknesses and Strengths of the entrepreneur.	3H
	2.2 Types of Entrepreneurs and their functions	- Identify types of Entrepreneurs; - Understand First generation entrepreneurs, Opportunists, Specialists, Innovators; - National and International Entrepreneurial undertakings; - Know the motivations / objectives of each type; - Discuss factors influencing entrepreneurial behavior; - Describe the Entrepreneur's social responsibilities towards partners, employees, customers, suppliers, the society and the environment;	3H
3 THE ENTREPRENEURIAL SPIRIT	3.1 The personality of the entrepreneur	- Know the meaning and importance of entrepreneurial spirit; - Understand the pillars of entrepreneurship (motivation, vision, will, open mindedness, dynamism, connections, alertness).	2H
	3.2 Promoting an Entrepreneurial Culture	- Appreciate the relationship between an entrepreneurial spirit and an entrepreneurial culture; - Identify the efforts made and challenges faced in promoting an entrepreneurial culture in Cameroon.	2H
4 THE ENTREPRENEURIAL ENVIRONMENT	4.1 Description of the Entrepreneurial Environment	- Make the choice of a business location based on strategic goals (mission & vision) of the new business venture to be; - Identify and Discuss factors to consider when choosing a business location; - Understand why knowledge of the natural environment is very important; - Understand that the actors and forces in the external business environment.	6H

5 ENTREPRENEURSHIP IN THE CONTEXT OF SCHOOLS	5.1 Business Creation Projects by students	- Describe the entrepreneurial environment: The school farm, the school Garden, school Canteen, school workshops, school cooperative; - Write entrepreneurial projects to be carried out by the school; - Describe the stages in the conception and development of a project; - Develop entrepreneurial projects for the school based on the above environment; - Conceive entrepreneurial projects for individual students or teachers and understand EACH stage of the business plan in real or practical terms; - Partnership with an external but registered business.	6H
6. THE ENTREPRENEUR AS A LEADER	6.1 Basic notions of leadership	- Appreciate the functions of an entrepreneur as leader of an entrepreneurial team; - Understand the meaning of leadership and different leadership styles; - Explain the bases of leadership (including sources of leadership power and theories of leadership); - Appreciate recent concepts of leadership such as transactional leadership and transformational leadership.	4H
7 GENERATING IDEAS & RECOGNIZING OPPORTUNITIES	7.1 Generating Business Ideas	- Appreciate the meaning of a business idea; - Know how to generate business ideas (techniques/methods); - Identify needs as the basis for a new business venture; - Search for business ideas; - Screen business ideas and choose one idea from among alternatives; - Identify legal means of protecting a new business idea; (examine various types of intellectual property rights);	4H
	7.2 Identifying Business Opportunities	- Appreciate the meaning of a business opportunity & distinguish a business opportunity from a business idea; - Convert a business idea into business opportunity; - Spot sources of business opportunities in existing businesses (Franchising, Licensing, Dealership, Network Marketing, etc); - Appreciate the main Approaches (including: Observing Trends, Solving a Problem & Finding	8H

		Gaps in the Market Place) & associated techniques of Identifying business opportunities • Discuss the importance of and describe the forms / methods of Market Research as a technique of identifying business opportunities; • Describe the methods of and main stages in the process of ‘Creative Problem Solving’ as a technique of identifying business opportunities; • Discuss the meaning and types of “Innovation” and explain its relevance in identifying business opportunities; • Discuss the meaning of “Social Entrepreneurship” and explain its relevance in identifying business opportunities;	
8 ANALYSIS OF BUSINESS OPPORTUNITIES	8.1 Business Feasibility Analysis	• Appreciate the meaning of feasibility (analysis) studies and its importance; • Distinguish among the various types of feasibility studies; • Identify the underlying tests and concepts for each Key Components of a business feasibility analysis; • Describe the key stages of a Business Feasibility Studies;	4H
	8.2 Aids to Business Feasibility Analysis	• Discuss and apply the common methods of Feasibility Studies. (including investment appraisal techniques and break-even analysis). • Perform calculations using these techniques	4H
9 BUSINESS PLANNING	9.1 The Business Plan	• Explain the meaning of a business plan and identify common types of business plans; • Outline the Characteristics of and the benefits of using a good business plan; • Identify the key blocks (components) of a Business Plan & describe sub-elements of these key components;	2H
	9.2 Gathering Content for the Business Plan	• Choose a legal form of business; • Explain the administrative formalities to be used for business registration; • Understand key elements of a business plan; • Obtain a legal protection for a new business idea; • Source relevant information for the business plan from Feasibility Studies and by carrying out: ✓ Market analysis, ✓ Demand and Supply Analysis,	5H

		✓ Competitor analysis (Study the competitors and the nature of the competition), ✓ SWOT analysis, for the business venture; • Write a marketing plan and elaborate a financial plan for the business venture;	
REVIEW & INTERNSHIP	• Review of Course work; • Work on Case study and Field trip(s).		2H

ADDITIONAL INFORMATION AND DELIMITATIONS

This syllabus is aimed at providing students with a solid base for the understanding of Entrepreneurship. The indicative durations take into account the periods to be spent on lectures and practical exercises.

The syllabus is focused on **nine** main topics:

- **Foundations** of Entrepreneurship (15%)
- The Entrepreneur as the Undertaker (15%);
- The entrepreneurial spirit (15%);
- The entrepreneurial environment (20%);
- Entrepreneurship in the context of schools (10);
- **The Entrepreneur as a Leader** (4%)
- **Generating Ideas and Recognizing Opportunities** (16%)
- **Analysis of Business Opportunities** (7%)
- **Business Planning I** (10%)
- **Review & Internship**

Subject: ENTREPRENEURSHIP	Hours per week: 2H
Class : UPPER SIXTH FORM	Annual Minimum: 66H
Option : COMMON SUBJECT	Coefficient: 2

SUBJECT OBJECTIVES:

This subject enables students to:

- Be able to produce a business plan;
- Organise a search for finances for a business;
- Register a new business venture;
- Operate a new Enterprise;
- Carry out management functions.

TOPICS	SUB – TOPICS	COMPETENCES	DUR.
1 BUSINESS PLANNING	1.1 Writing the Business Plan	• Understand the constituent elements of a business plan; • Explain the objectives of a business plan; • Write a detailed Business Plan for your business venture;	8H
	1.2 Latest Trends in Business Planning	• Explain the limitations of a Business Plan; • Discuss the Business Model Canvas (BMC) and explain the benefits of its use in business.	4H
2 MOBILISATION OF RESOURCES FOR THE BUSINESS	2.1 Source for Financial Resources	• Determine the financial needs of the Business; • Identify sources of finances for a new business and for an existing businesses; • Discuss factors affecting choice of sources for finance; • Prepare Finance records.	2H
	2.2 Source for Human, Material & other Resources	• Put together financial Resources; • Choose a location for the new business; • Obtain the premises, Fixtures and Fittings; • Hire (Recruit and Select) necessary labour or personnel and train them; • Acquire the material Resources and installations;	4H
3 STARTING OF BUSINESS OPERATIONS	3.1 Registering a New Business in Cameroon	• Interpret the laws guiding the creation & promotion of small & medium-sized enterprises in Cameroon; • Appreciate Government Policy towards the Promotion of the Entrepreneurship; • Describe the Procedures for registering a New Business in Cameroon.	4H

	3.2 The Entrepreneur as a Promoter	- Understand the meaning of a promoter; - Elaborate and appreciate the Curriculum Vitae (CV) of a business Promoter; - Trace the qualities of an Entrepreneur in the Promoter. (Students should try tracing these qualities in themselves along with their Teacher).	4H
	3.3 Production (This depends on the type of business activity in which the Enterprise is involved).	- Know when to begin production processes; - Offer services to the public ; - Begin commercialisation of goods; (Each should be treated as topic on its own for the students to understand clearly what happens in each type of business. It could be two types of activities).	6H
4 MANAGING THE ENTERPRISE	4.1 Introductory Notions of Management	- Understand the meaning of Business Management (discuss managerial roles & the business management process: Planning, Organising, Leading & Controlling); - Understand Managerial Decision making & the techniques involved; - supply chain management and conflict resolution;	4H
	4.2 Essentials of Financial Management	- Develop a finance plan with a result account (balance sheet, income statement..); - Understand the notion of finance education; - Know how to budget; - Calculate break even; - Carry out investment appraisals; - Draw up simplified result accounts; - Solve overtrading and/or Cash flow Problems;	8H
	4.3 Essentials of Human Resource Management	- Plan the management and development of human resources; - Hire an employee and create a simple employment contract; - Understand the different methods of remuneration of the workforce (time, piece, bonus schemes, commission based); - Explain motivation and different sources of employee motivation; - Discuss essential concepts & techniques of Conflict Resolution.	6H
	3.4 Marketing	- Segment, Position and Target a given market; - Carry out Market Research including Market Analysis (Market of an enterprise, Non	8H

REVIEW & INTERNSHIP		Relative Consumers, Actual market, etc) and Competitor Analysis; • Apply marketing mix policies (4Ps, 3Ps) ; • Make use of Digital Marketing tools; • Know how to manage stocks (FIFO,WACAEE,20/80 method, EOQ etc);	
	3.5 Business Growth & Sustainable Business Practices	• Understand various business growth strategies and explain the benefits of business growth; • Appreciate the problems that arise from rapid business growth & Suggest ways to overcome it • Use sustainable business practices including Corporate Social Responsibility and Social Entrepreneurship	4H
		• Carry out exercises on the topics treated with cases study; • Review the entire syllabus; • Take field trip(s) and write report(s) ; • Submit an end of course internship report.	6H

ADDITIONAL INFORMATION AND DELIMITATIONS

This syllabus is aimed at providing students with a solid base for the understanding of Entrepreneurship. The indicative durations take into account the periods to be spent on lectures and practical exercises. The syllabus is focused on **four** main topics:

- Business Planning II (20%)
- **Mobilisation of Resources for the Business (12%)**
- Starting the Operations of an Enterprise (23%)
- Managing the Enterprise (45%).
- Review & Internship

There is enough time allocated in this syllabus for field trips, practical exercises and review of the entire syllabus. This was to better prepare the learners for the very testing tasks awaiting them in real life, as for the examination they are going to take at the end of the course.