

S6 ENTREPRENEURSHIP SYLLABUS BREAKDOWN

SENIOR SIX, TERM ONE

TOPIC 8: BUSINESS PLANNING

TIME: 36 HOURS/54 PERIODS

Learning Outcome: The learner prepares a workable Business Plan.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
8.1	Introduction to Business Planning	The learner selects a suitable type of business plan.	<ul style="list-style-type: none">• The concept of a business plans.<ul style="list-style-type: none">- Types of business plan.• Rationale for writing a business plan.
8.2	The Structure of a Business Plan	The learner writes the structure a business plan.	<ul style="list-style-type: none">• The structure of a business plan:<ul style="list-style-type: none">- Cover page.- Table of contents.- Executive summary.- Business background.- Vision, goals and mission statement.- Business experience.- Information about the owner or promoter of the business.- Description of the business idea and market.- Marketing plan.- Legal form.- Start-up capital and resources.- Organisation and staff.- Business operation and costs.- Financial plan.- Appendices.
8.3			<ul style="list-style-type: none">• Meaning of an executive summary.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
	The Executive Summary in a Business Plan	The learner writes an effective executive summary.	<ul style="list-style-type: none"> • The purpose of an executive summary. • Tips for writing an effective executive summary. • Structure of the executive summary: <ul style="list-style-type: none"> - The background of the business. - The objectives of the business. - The products/ services the business offers. - An overview of the market for the products/ services. - The competitive advantage of the business. - The projected growth. - The key members of the business. - Funding requirements of the business.
8.4	Production Plan.	The learner prepares the production plan section.	<ul style="list-style-type: none"> • Contents of the production plan: <ul style="list-style-type: none"> - product development. - Show what you have done and what you are planning to do. - Describe how the product/ service will be made. - Identify the problems that may occur in the production process. - Show the awareness of the industry standards and regulations. - Explain who the suppliers are, their prices, terms and conditions. - Explain the quality control measures set up.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> The production process section: <ul style="list-style-type: none"> Outline the business day to day operations. The physical plant. Equipment. Assets. Special requirements. Materials. Production. Inventory. Feasibility. Costs.
8.5	Management Plan/ Human Resource Plan	The learner prepares a management plan.	<ul style="list-style-type: none"> Contents of a management plan. <ul style="list-style-type: none"> Ownership section. Internal management team. External management team. Human resources needs. Schedule for remuneration.
8.6	Marketing Plan	The learner prepares a marketing plan.	<ul style="list-style-type: none"> Components of a marketing plan: <ul style="list-style-type: none"> Products/services. Pricing strategy. Sales/ distribution plan. Advertising and promotions plan. The 5p's of marketing
8.7	Financial Plan	The learner prepares Financial plan	<ul style="list-style-type: none"> Components of financial plan: <ul style="list-style-type: none"> Income statement. Cash flow projection. Balance sheet. The break-even analysis. Sources of finances. Assumption of cash flow projection. Sensitivity analysis.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
8.8	Competitive Analysis	The learner carries out a competitive analysis of a competitive plan.	<ul style="list-style-type: none"> • Making a competitive analysis: <ul style="list-style-type: none"> - Determine who your competitors are. - Gather the information about your competitors. - Preparing a competitive analysis. - Analysing the competition. - How to compete with that company. - Calculation of market share.

SENIOR SIX, TERM ONE

TOPIC 9: PRODUCTION MANAGEMENT

TIME: 24 HOURS/36 PERIODS

Learning Outcome: The learner prepares a production operations plan.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
9.1	Products/ Services to be Produced.	The learner identifies the types of products/services to be produced.	<ul style="list-style-type: none"> • The concept of a production/ operations plan. • Types of products/services to be produced. • Capacity planning and design. • Production processes. • Factors affecting production decisions.
9.2	Purchasing Skills.	The learner operates a good inventory system.	<ul style="list-style-type: none"> • The concept of purchasing and steps in purchasing the right quality and quantity of goods and services: <ul style="list-style-type: none"> - Requirements of a business/ enterprise.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> - Estimating goods and services/raw materials required for a business. - Choice of suppliers. - Ordering goods and services/raw materials. - Receiving goods and services/raw materials. • Inventory management.
9.3	Purchasing of Raw Materials	The learner purchases the right quantity and quality of Raw materials.	<ul style="list-style-type: none"> • Factors for purchasing raw materials. <ul style="list-style-type: none"> - The price of raw materials. - The source of raw materials. - Reliability of the raw materials. - Purchasing plan. • Contributions of suppliers to the success of the business.
9.4	Labour Requirements	The learner identifies labour requirements for business.	<ul style="list-style-type: none"> • The concept of Labour and the need for labour. • Types of labour. • Labour requirements.
9.5	Production Machinery, Equipment and Facilities	The learner selects the machinery, equipment and facilities required to produce the product or service.	<ul style="list-style-type: none"> • Machinery equipment and facilities required to produce a good /service. • Choice of machinery, equipment and facilities.
9.6	Production Planning and Control	The learner prepares a production plan for a business.	<ul style="list-style-type: none"> • Components of a production plan: <ul style="list-style-type: none"> - Raw materials. - Labour planning. - Utilities. - Costing. - Plant location. - Facility layout. - Office space. - Capital equipment.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> - Work scheduling. - Waste disposal management. - Packaging. • Projected production statement. • Production control.
9.7	Costing of Production	The learner identifies ways of minimizing costs in a business.	<ul style="list-style-type: none"> • Types of production costs. • Elements of costing of production. • Methods of costing. • Ways of minimising costs and maximising profits.
9.8	Specific Business Control Systems	<p>The learner designs mechanisms for controlling business assets.</p> <ul style="list-style-type: none"> • Develops internal control systems of small businesses. 	<ul style="list-style-type: none"> • Mechanism for controlling business assets: <ul style="list-style-type: none"> - Cash. - Accounts receivables. - Inventory of merchandise for sale or raw materials. - Physical assets. - Customer merchandise. • Internal control systems of small businesses: <ul style="list-style-type: none"> - Purchasing. - Quality control. - Employee morale. - Financial analysis. - Cost controls. - Sales. - Pricing.
9.9	Technology in Production	The learner selects the appropriate technology for the business.	<ul style="list-style-type: none"> • The concept of technology and types of technology: <ul style="list-style-type: none"> - Indigenous technology. - Intermediate technology. - Advanced technology. • Factors influencing the choice of technology:

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> - Plant capacity. - Principle inputs. - Investment outlay. - Production costs. - Use of other units. - Products. - Ease of absorption. • Types of plant capacity: <ul style="list-style-type: none"> - Feasible normal capacity. - Normal maximum capacity. • Factors that influence capacity decisions: <ul style="list-style-type: none"> - Technological requirements. - Input constraints. - Investment costs. - Market conditions. - Resources of the firm. - Government policy.
9.10	Structuring Time for Increased Productivity	The learner conducts time management to increase productivity.	<ul style="list-style-type: none"> • Making productive use of hidden time to increase productivity. <ul style="list-style-type: none"> - Using energy highs and lows. - Executive time ('Nine to Fivers'). • Effective time management/ control. • Personal inventory on attitude towards time. • Time management planning.
9.11	Packaging.	The learner applies proper packaging materials.	<ul style="list-style-type: none"> • The concept of packaging and its importance. • Types of packaging. • Factors considered when choosing packaging materials.

SENIOR SIX, TERM TWO

TOPIC 10: QUALITY MANAGEMENT

TIME: 9 HOURS/14 PERIODS

Learning Outcome: The Learner maintains general quality standards.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
10.1	The Concept of Quality.	The learner uses the terms used in relation to quality.	<ul style="list-style-type: none">• The concept of quality and terms used:<ul style="list-style-type: none">- Quality policy.- Quality planning.- Quality control.- Quality assurance.- Quality system.• Misconceptions about quality.
10.2	Quality Standards for an Enterprise	The learner applies the elements of quality standards.	<ul style="list-style-type: none">• Elements of quality standards:<ul style="list-style-type: none">- Cleanliness.- Packaging.- Technical specifications regarding quality and quantity.• Economic and social benefits of quality products.
10.3	Quality Control	The learner applies operations of quality control at all stages.	<ul style="list-style-type: none">• The concept of quality control.• Operations of quality control at all stages:<ul style="list-style-type: none">- Marketing.- Product design.- Purchasing of raw materials.- Production of products.- Packaging and storage.- Sales and distribution.- Installation and technical assistance.- Suppliers of input materials and customers.- Installation.- Technical assessment (TA) and servicing.• Ways of achieving quality control in an enterprise.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
10.4	Quality and Market Demand.	The learner evaluates the benefits of setting quality standards of the business.	<ul style="list-style-type: none"> • Benefits of setting quality standards of the business: <ul style="list-style-type: none"> - Improve the brand image. - Improve entrepreneur's image and reputation. - Standardisation of the products. - Reduce costs of the product. - Determining cost and prices in advance. - Manufacturer compliance to Authority.
10.5	Product Life Cycle.	The learner follows product life cycle when producing goods.	<ul style="list-style-type: none"> • The concept of product life cycle and its models. <ul style="list-style-type: none"> - Enterprise activities model. - Input process output model. • Stages of product life cycle.
10.6	Total Quality Management.	The learner performs total quality management.	<ul style="list-style-type: none"> • The concept of total quality management. • Elements of total quality management. <ul style="list-style-type: none"> - Quality chains. - Company policy and accountability. - Control. - Monitoring process. - Team work. - Consumer views. - Zero defects. • Benefits of total quality management. • Challenges of total quality management.

SENIOR SIX, TERM TWO

TOPIC 11: MARKETING MANAGEMENT

Learning Outcome: The learner undertakes marketing of products and services.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
11.1	Marketing	The learner identifies a target market population.	<ul style="list-style-type: none"> • Differences between marketing and selling. • Target market population. • Factors determining the target market population.
11.2	The Marketing Plan	The learner prepares a marketing plan for a business.	<ul style="list-style-type: none"> • The concept of a marketing plan and its Preparation. • The marketing mix. • Benefits of a marketing plan to a business.
11.3	Market Survey/Research	The learner conducts a market survey.	<ul style="list-style-type: none"> • The concept of market research. • Purpose of a market research. • Tools of market research. • Identification of market size, market share and profitability of the product.
11.4	Marketing Strategy	The learner designs an effective marketing strategy.	<ul style="list-style-type: none"> • Developing marketing strategy: <ul style="list-style-type: none"> - Meaning of marketing strategy. - Tools for effective marketing strategy.
11.5	Potential Customers	The learner discovers the characteristics of potential customers for his/ her business.	<ul style="list-style-type: none"> • Meaning and characteristics of potential customers for a business: <ul style="list-style-type: none"> - Age. - Sex. - Location. - Occupation.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> - Income. - Leisure activities. - Usage. • Basis for market segmentation. <ul style="list-style-type: none"> - Geographical. - Demographic. - Psycho graphical etc. • Reasons for market segmentation.

SENIOR SIX, TERM TWO

TOPIC 12: SALES PROMOTION

TIME: 9 HOURS/14 PERIODS

Learning Outcome: The learner undertakes sales promotion for a business.

S/N	SUB TOPIC	COMPETENCES	CONTENT
12.1	Introduction to Sales Promotion	The learner uses the methods of sales promotion.	<ul style="list-style-type: none"> • The concept of sales promotion and its strategies. • Importance of sales promotion. • The methods of sales promotion.
12.2	Advertising	The learner prepares various advertising messages for goods and services.	<ul style="list-style-type: none"> • Meaning and types of advertising. • Advantages and disadvantages of each type of advertising. • Importance of advertising. • Factors influencing choice of advertising. • Preparing advertising messages for goods and services.
12.3	Distribution Channels	The learner selects appropriate distribution channels for goods and services.	<ul style="list-style-type: none"> • Meaning of a distribution channel and its agents. • Types of distribution channels.

S/N	SUB TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> Factors considered when selecting a distribution channel. Preparing a sales and distribution plan for goods and services.
12.4	Customer Service/Care	The learner applies customer service survey.	<ul style="list-style-type: none"> Meaning and forms of customer care. Customer service survey.
12.5	Creative Sales Persons/Sales Force	The learner applies steps of creative selling in a business.	<ul style="list-style-type: none"> Creative selling process: <ul style="list-style-type: none"> Meaning of creative selling. Steps of creative selling. Attributes of a creative salesperson. Terms of selling goods and services. Skills of salesmanship.

SENIOR SIX, TERM TWO

TOPIC 13: MANAGING PERSONNEL

TIME: 12 HOURS/18 PERIODS

Learning Outcome: The learner identifies, manages and motivates staff in a business.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
13.1	Hiring Criteria and Labour Requirements for an Enterprise.	The learner designs a recruitment process in a business.	<ul style="list-style-type: none"> Meaning and importance of employees in a business. The recruitment process. Sources of recruiting employees. Procedures of recruiting employees needed for a business. Induction of workers: <ul style="list-style-type: none"> Basic rules of orientation.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> • Factors considered when preparing induction of new employees. • Advantages of induction of new employees.
13.2	Motivation of Employees	The learner motivates employees.	<ul style="list-style-type: none"> • Motivation. <ul style="list-style-type: none"> - Meaning of motivation. - Importance of motivation. • Ways of motivating employees. <ul style="list-style-type: none"> - Professional growth. - Proper orientation of workers. - Fringe benefits etc. • Employee considerations <ul style="list-style-type: none"> - Pay plans. - Employee benefits. - Employee relations. - Working conditions. - Employee hand book. - Fringe benefits.
13.3	Training of Employees	The learner designs the training method appropriate for the business.	<ul style="list-style-type: none"> • Purpose of training employees. • Identifying training needs. • The training process. • Training methods (on-the-job and off- the-job techniques). • Selecting competent trainers. • Training administration. • Evaluation of training process.
13.4	Employee Turnover	The learner develops skills of managing labour turnover.	<ul style="list-style-type: none"> • Labour turnover. <ul style="list-style-type: none"> - Meaning. - Causes of labour turnover. • Challenges of labour turnover. • Managing labour turnover.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
13.5	Entrepreneurial Management	The learner adapts the entrepreneurial management functions.	<ul style="list-style-type: none"> • Entrepreneurial management. - Meaning. - Importance of entrepreneurial management. • Functions of entrepreneurial management. • Challenges of managing an enterprise.

SENIOR SIX, TERM TWO

TOPIC 14: FINANCIAL MANAGEMENT

TIME: 20 HOURS/30 PERIODS

Learning Outcome: Learner manages finances for self, family and business effectively.

S/N	SUB TOPIC	COMPETENCES	CONTENT
14.1	Utilising Capital	The learner identifies sources and types of capital.	Capital: <ul style="list-style-type: none"> - Meaning of capital. - Sources of capital. - Types of capital.
14.2	Financial Needs of Potential Business	The learner identifies financial needs of the potential business.	<ul style="list-style-type: none"> • Initial investment: <ul style="list-style-type: none"> - Working capital. - Fixed capital.
14.3	Components of a Financial Plan	The learner prepares components of the financial plan.	<ul style="list-style-type: none"> • Financial plan: <ul style="list-style-type: none"> - Meaning of a financial plan. - Importance of financial record keeping in small business. • Components of financial plan: <ul style="list-style-type: none"> - Projected production statement.

S/N	SUB TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> - Projected sales. - Projected capital expenditure. - Projected cash flow. - Projected income statement. - Projected balance sheet. - Projected funds flow statements. - Break- even analysis. <p>(Also see components of financial plan Under business planning).</p>
14.4	Managing the Flow of Funds	The learner designs controls to manage the flow of funds in a business.	<ul style="list-style-type: none"> • Controls to manage the flow of funds in a business: <ul style="list-style-type: none"> - Inventory - Trade Credit - Control over receivables etc
14.5	Tools for Interpreting Financial Statements	The learner uses tools for interpreting financial statements.	<ul style="list-style-type: none"> • Tools for interpreting financial statements <ul style="list-style-type: none"> - Profitability ratios. - Activity ratios. - Liquidity ratios.
14.6	Business Taxes	The learner conforms to business tax laws.	<ul style="list-style-type: none"> • Taxation. <ul style="list-style-type: none"> - Meaning of a tax and taxation. - Types of taxes. • Some terms used in taxation.. • Reasons for paying taxes. • Calculating tax payable. • Tax compliance in Uganda. • Challenges of tax compliance. • Measures to overcome the challenges of tax compliance.

SENIOR SIX, TERM THREE

TOPIC 15: COPING WITH COMPETITION

TIME : 18 HOURS/27 PERIODS

Learning Outcome: The learner competes favourably with other related businesses.

S/N	SUB-TOPIC	COMPETENCES	CONTENT
15.1	Types of Business Competition	The learner identifies types of business competition.	<ul style="list-style-type: none">• Business competition:<ul style="list-style-type: none">- Meaning of business competition.- Types/Forms of business competition:<ul style="list-style-type: none">- Pricing.- Presentation and appearance.- Quality.- Added convenience.- Attitude towards the customers.- Extending customer credit.- Rewarding customers.• Factors to consider in analysing competition:<ul style="list-style-type: none">- Description of competitors.- Size of competition.- Profitability of competition.- Operating methods.• Factors affecting competition:<ul style="list-style-type: none">- Mobility/accessibility overlap.- Product overlap.- Substitution.- Public awareness.
15.2	Business Competitive Position	The learner maintains a competitive position in business.	<ul style="list-style-type: none">• Sustainable competitive advantage.<ul style="list-style-type: none">- Meaning of sustainable competitive advantage.- Managing/ maintaining a competitive position in business.• Evaluating business competition. (Compare business to major competitors, monitor sales, flow of customers, production order,

S/N	SUB-TOPIC	COMPETENCES	CONTENT
			<p>cash flow, personnel, and potential competitors for a given business in a location, technology, managing competition).</p> <ul style="list-style-type: none"> • Effects of competition on business and customers.

SENIOR SIX TERM THREE

TOPIC 16: CAPITAL MARKETS IN UGANDA

TIME: 30 HOURS/45 PERIODS

Learning Outcome: The learner participates in capital markets.

S/N	SUB – TOPIC	COMPETENCES	CONTENT
16.1	Introduction to Capital Markets	The learner promotes capital markets.	<ul style="list-style-type: none"> • Meaning of a capital market. • Types of instruments used in Uganda's capital markets.
16.2	Role of Capital Markets in Business	The learner appreciates the roles capital markets in business.	<ul style="list-style-type: none"> • Roles of capital markets in business <ul style="list-style-type: none"> - Raising funds / capital for investment purpose. - Providing a ready market for buying and selling of shares.
16.3	Investment Opportunities Through Capital Markets	The learner performs the process of selling and buying shares.	<ul style="list-style-type: none"> • Meaning of a stock exchange. • Investment opportunities through capital markets. • Major players in the capital markets industry: <ul style="list-style-type: none"> - Shareholders. - Brokers / dealers. - Investment advisors. - Fund managers. - Stock exchanges. • Process of buying and selling shares.

S/N	SUB – TOPIC	COMPETENCES	CONTENT
16.4	Shareholders in Capital markets	The learner becomes a shareholder in capital markets.	<ul style="list-style-type: none"> • Capital Markets: <ul style="list-style-type: none"> - Benefits to a shareholder. - Challenges faced by a shareholder. - Ways to overcome the challenges.
16.5	Long Term Finance in Uganda	The learner raises long term funds from capital markets.	<ul style="list-style-type: none"> • Types of long-term finance for business in Uganda. • Sources of long-term finance for businesses in Uganda. • Tools used in securing long term business finance. • Requirements for rising long term finances. Process of securing different types of long – term business finances.
16.6	Trading in Stock Exchange	The learner identifies the companies that trade on stock exchange.	<ul style="list-style-type: none"> • Companies that trade on the stock exchange.
16.7	Collective Investment Schemes	The learner participates in collective investment schemes.	<ul style="list-style-type: none"> • Major players in the collective investment scheme. (investors, fund managers, trustees). <ul style="list-style-type: none"> - Meaning of collective investment scheme. • Types of collective investment scheme in Uganda. <ul style="list-style-type: none"> - The unit trust. - The open-ended investment company. - Investment Company with variable capital. • Advantages of collective investment schemes. <ul style="list-style-type: none"> - Diversification of risks. - Access to securities investments. - Lower transaction costs. - Professional management. - Investor protection.

S/N	SUB – TOPIC	COMPETENCES	CONTENT
			<ul style="list-style-type: none"> • Conditions necessary for effective operation of collective investment schemes. <ul style="list-style-type: none"> - Operation environment. - Banking environment. - Saving environment.