Norwegian Embassy
Islamabad

ENTREPRENEURSHIP

CBT Curriculum

National Vocational Certificate Level 3

Version 1 - February 2020

Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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Introduction

An entrepreneur is a change agent who creates the new scope of business comprising of time, cost, and quality. One that acts as an industrialist and undertakes the risk associated with forming the business for commercial use. An entrepreneur has an unusual foresight to identify the potential demand for the goods and services. Entrepreneur has diverse personal characteristics. The only thing that is common is their willingness to take risks with surety of profitable outcomes. Entrepreneur's failures are the ultimate move towards successful businesses.

The person is able to plan and structure the work process according to the technical requirements and the company structure. He performs basic operations as per production requirements. An entrepreneur follows the relevant technical regulations and standards of the trade as well as health and safety regulations. Their work is always guided by environmental and economic aspects. The role of an entrepreneur is perfect for focused individuals who have tendency of attending to details and work with perfection. The characteristics of a successful entrepreneur includes taking risks, innovation, problem solving, organisational skills, communication and leadership.

Definition/ Description of the training programme for *(Entrepreneurship)*

Entrepreneurs are responsible for formulating policies, managing daily operations, and planning the use of materials and human resources. While specific duties vary depending on the type of establishment, the duties of Entrepreneur will include planning, setting up and managing a business that involve several stages. Entrepreneurs are also responsible for themselves and their teams of trainees.

Purpose of the training programme

The Entrepreneurship programme is to engage young people with a programme of development that will provide them with the knowledge, skills and understanding to start a career in Pakistan. The programme has been developed to prepare individuals with opportunity seeking attitude to become job providers instead of job seekers.

Overall objectives of training programme

The overall objectives of this qualification is to set high professional standards for entrepreneurship trade. The specific objectives of developing these qualifications are as under:

- Improve the personal and professional competence

- Provide opportunities for recognition of skills attained through formal or informal pathways

- Improve the quality and effectiveness of training and assessment

- Provide opportunities to reduce unemployment ratio through aforesaid skills set

- Promote culture of entrepreneurship in the country

- Enable the existing workforce to initiate their own businesses

- Increase employment opportunities through new business start-ups

Competencies to be gained after completion of course

At the end of the course, the trainee must have attained the following competencies:

- Apply computer skills at workplace
- Communicate effectively at workplace
- Identify business opportunities
- Identify key resources available for business
- Develop elementary business plan
- Set up a micro business
- Practice business ethics

Possible available career opportunities available immediately and later in the future

Person will be able to start his/her business including but not limited to;

- Consultancy
- Advisory
- Trading
- Manufacturing
- Workshops
- Training
- Self-employment

Trainee entry level

The entry requirement for this qualification is National Vocational Qualification Level-2 in any trade, or Matriculation, or equivalent. The entry for assessment of this qualification is not specified.

Minimum qualification of trainer

Teaching staff should have at least three years' experience in the role of teacher for Entrepreneurship and should have a master's degree in Entrepreneurship.

Other formal qualifications in entrepreneurship would be useful in addition to the above.

Recommended trainer: trainee ratio

It is recommended to assign 1 trainer to max 20 students.

Medium of instruction i.e. language of instruction

Urdu

Duration of the course (Total time, Theory & Practical time)

This curriculum comprises 7 modules. The recommended delivery time is 800 hours. Delivery of the course could therefore be full time, 5 days a week, for 6 months. Training providers are at liberty to develop other models of delivery, including part-time and evening delivery.

The full structure of the course is as follow:

Module	Theory[1] Days/hours	Workplace[2] Days/hours	Total hours
Module 1: Apply computer skills at workplace	60	140	200
Module 2: Communicate effectively at workplace	5	45	50
Module 3: Identify Business Opportunities	32	118	150
Module 4: Identify key resources available for business	19	51	70
Module 5: Develop Elementary Business Plan	63	107	170
Module 6: Set-up a micro business	20	30	50
Module 7: Practice Business Ethics	44	66	110

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[1] Learning Module hours in training provider premises
[2] Training workshop, laboratory and on-the-job workplace

Sequence of the modules

This qualification is made up of 7 modules. Two modules relate to identification of business ideas for example Module 3: Identify Business Opportunities; or Module 4: Identify key resources available for business. A suggested distribution of these modules is presented overleaf. This is not prescriptive and training providers may modify this if they wish.

There are three further modules relating to general skills that an entrepreneur must have: Module 1: Apply computer skills at workplace; Module 2: Communicate effectively at workplace and Module 7: Practice business ethics. This is interdependent with the identification and development of business ideas and need to be delivered in parallel. This is illustrated in the distribution table.

Two further modules relate to the supervisory skills of an entrepreneur: Module 5: Develop elementary business plan; Module 6: Set up a micro business. The distribution table suggests that these should be delivered at the end of the course but parallel with generic competencies.

Each module covers a range of learning components. These are intended to provide detailed guidance to teachers (for example the Learning Elements component) and give them additional support for preparing their lessons (for example the Materials Required component). The detail provided by each module will contribute to a standardized approach to teaching, ensuring that training providers in different parts of the country have clear information on what should be taught.

The distribution table is shown below:

Identify Business Opportunities	Apply computer skills at workplace
Identify key resources available for business	
Develop elementary business plan	Practice business ethics
Set up a micro business	Communicate effectively at workplace

Summary – overview of the curriculum

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 1: Apply computer skills at workplace **Aim:** The aim of this module is to to apply computer skills at workplace. This section is crafted to develop knowledge and skills required to apply computer skills at workplace.	**LU1:** Use internet for browsing business information **LU2:** Prepare In-page documents as per required information **LU3:** Prepare word documents on relevant business information **LU4:** Prepare spreadsheets on relevant business information **LU5:** Prepare presentations on relevant business information **LU6:** Communicate business information via email	60	140	200
Module 2: Communicate effectively at workplace **Aim:** The aim of this module is to to to communicate effectively at workplace. This section is crafted to develop knowledge and skills required to effectively communicate within and outside a workplace	**LU1:** Communicate within internal stakeholders **LU2:** Communicate with external stakeholders **LU3:** Collect feedback from stakeholders	5	45	50
Module 3: Identify Business Opportunities **Aim:** The aim of this module is to develop knowledge skills and understanding needed to identify business opportunities.	**LU1:** Develop self against skills and attributes required for entrepreneurship **LU2:** Collect information on various funding sources **LU3:** Finalize the business idea **LU4:** Present business idea to potential support providers	32	118	150

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 4: Identify key resources available for business **Aim:** The aim of this module is to identify key resources available for business. This section is crafted to develop knowledge and skills required for assessing financial, physical and human resources for a business venture.	**LU1:** Assess financial resources **LU2:** Assess physical resources **LU3:** Assess human resources	19	51	70
Module 5: Develop Elementary Business Plan **Aim:** The aim of this module is to develop an elementary business plan. This section is crafted to develop knowledge and skills required knowledge for describing product/service, assessing market situation, identifying business scope, and developing initial execution plans for a business venture.	**LU1:** Prepare description of product/ service **LU2:** Assess market situation **LU3:** Specify size and type of business **LU4:** Design business process of product/service **LU4:** Develop Cost & Price structure **LU5:** Identify business risks	63	107	170

Module Title and Aim	Learning Units	Theory Days/hours	Workplace Days/hours	Timeframe of modules
Module 6: Set-up a micro business **Aim:** The aim of this module is to set up a micro business. This section is crafted to develop knowledge and skills required knowledge for registering and setting up a location for business.	**LU1:** Register business **LU2:** Select appropriate business location	20	30	50
Module 7: Practice Business Ethics **Aim:** The aim of this module is to practice business ethics. This section is crafted to develop knowledge and skills required to develop ethical work culture, adopt eco-friendly and socially responsible practices.	**LU1:** Develop an ethical work culture **LU2:** Ensure safe work environment **LU3:** Adopt eco-friendly work practices **LU4:** Adopt socially responsible practices	44	66	110

Module-1

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Modules

Module 1: Apply computer skills at workplace

Objective of the module: This Competency Standard identifies the competencies required to apply computer skills at workplace. This section is crafted to develop knowledge and skills required to apply computer skills at workplace. The content will be useful for learners who want to perform a range of routine tasks in the workplace using a fundamental knowledge of spreadsheets, Microsoft office and computer graphics in under direct supervision or with limited responsibility.

Duration:200 **Theory: 60** **Practical:140**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Use internet for browsing business information	**The trainee will be able to:** Search work related information on different topics using internet Navigate a website to access the information or content required Save the searched information on computer in relevant folder using prescribed name style Print the document in prescribed style and color	- Learn the use of Search engines - Basic technical terminology related to Internet - Data Collection from different online databases to get maximum information regarding business - Understand the use of websites - Procedures of saving and printing documents	**Total** 24 **Theory:** 7 **Practical:** 17	- Computer - Internet - Printer - White board - Projector screen - Multimedia projector	Computer Lab and Classroom

Prepare In-page documents as per required information	**The trainee will be able to:** Set keyboard preferences according to information requirements Layout Page according to information requirements Summarize features, benefits and key information of the business information Make the document presentable to interested parties by using prescribed colour and font scheme Save the document in relevant folder using prescribed name style	• Installation of In-page • Features of In-page • Understanding the tools of In-page to create a business document • In-page to create documents, flyers, publications	**Total** 28 **Theory:** 8 **Practical:** 20	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Computer Lab and Classroom

	Print the document in prescribed style and colour				
Prepare word documents on relevant business information	**The trainee will be able to:** Write a word document related to business information using prescribed basic styles and format Summarize features, benefits and key information of the business information Make the document presentable to interested parties by using prescribed colour and font scheme Save the document in relevant folder using prescribed name style	• Installation of MS Word • Features of MS Word • Understanding the tools of MS Word to create a business document • MS Word to create documents, flyers, publications	**Total** 28 **Theory:** 8 **Practical:** 20	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Computer Lab and Classroom

	Print the document in prescribed style and color				
Prepare spreadsheets on relevant business information	**The trainee will be able to:** Prepare a spreadsheet related to business information using prescribed basic styles and format Enter the business information in the spreadsheet and apply basic calculations to generate desired results Generate tables, graphs and charts to make the data presentable for interested parties Save the document in relevant folder using prescribed name style	• Installation of MS Excel • Features of MS Excel • Understanding the tools of MS Excel to create a business document • MS Excel to store, organize, and manipulate data	**Total** 50 **Theory:** 15 **Practical:** 35	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Computer Lab and Classroom

	Print the document in prescribed style and color				
Prepare presentations on relevant business information	**The trainee will be able to:** Select a presentation template, customize if needed, and prepare a presentation on business information Insert / develop tables, graphs and charts on business information Use animation and transition tools to organize the presentation so that business information is presented in correct sequence and time, and is easy to understand for interested parties	• Installation of MS Power Point • Features of MS Power Point • Understanding the tools of MS Power Point to create a business document • MS Power Point to store, organize, and manipulate data • MS PowerPoint to create presentations	**Total** 35 **Theory:** 10 **Practical:** **25**	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Computer Lab and Classroom

	Make the presentation self-explanatory by using images, videos and other graphic tools Save the document in relevant folder using prescribed name style Print the document in prescribed style and color Set-up the presentation on an external display device and adjust the settings/format of presentation to match the display settings				
Communicate business information via email	**The trainee will be able to:** Make email account for business communication Compose text of an email message according to	• Log-in procedures relating to accessing a personal accounts (PC) • Communications skills required to generate professional documents and emails • Outlook to manage email and calendars, to do lists, and contacts	**Total** 35 **Theory:** 12 **Practical:** **23**	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Computer Lab and Classroom

	organizational guidelines as required Create an automatic signature for the user Attach files to email message where required Send email message with relevant attachments to intended recipients Open and save a received email message on computer along with the attachments in relevant folder using prescribed name style Adjust email accounts to restrict and quarantine possible email security problems Print the email messages in prescribed style and colour	• Learn to attach, upload and download as well as save and print the documents • Learn to secure the email accounts .			

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Module-2

Module 2: Communicate effectively at workplace

Objective of the module:

This Competency Standard identifies the competencies required to communicate effectively at workplace. This section is crafted to develop knowledge and skills required to effectively communicate within and outside a workplace. The content will be useful for learners who intend to start a business, become self-employed or want to get prerequisite knowledge before starting a business.

Duration: **50**   **Theory: 5**   **Practical: 45**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Communicate within internal stakeholders	**The trainee will be able to:** Identify communication needs of internal stakeholders Establish internal communication procedures matching the needs of internal stakeholders Communicate the developed procedures within the organization and ensure that set procedures are followed	- Business Communication Skills - Defining Modes of communication - Effective communication in workgroup - Introduction to internal/external Stakeholders - Importance of intra and inter organizational communication - Fundamentals of stakeholder management	**Total** 20 **Theory:** 5 **Practical:** 15	- Computer - Internet - Printer - White board - Projector screen - Multimedia projector	Classroom

Communicate with external stakeholders	**The trainee will be able to:** Identify communication needs of external stakeholders (e.g. suppliers, customers and legislators) Establish external communication procedures matching the needs of internal stakeholders Communicate the developed procedures within the organization and ensure that set procedures are followed Ensure that business ethics are followed in all communications especially focusing on cultural sensitivity and	• Ethical Communication • Interpersonal communication skills • Channels of Communication	**Total** 20 **Theory:** 5 **Practical:** 15	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

	avoiding any type of discrimination				
Collect feedback from stakeholders	**The trainee will be able to:** Devise feedback mechanism and collect feedback of internal and external stakeholders Establish procedures to assess and resolve any business issues while maintaining business integrity and satisfying stakeholders Arrange group sessions/meetings to increase the level of participation of stakeholders	• Group Discussions • How to collect feedback from Stakeholders	**Total** 10 **Theory:** 2 **Practical:** 8	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

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Module-3

Module 3: Identify Business Opportunities

Objective of the module: The aim of this module is to develop knowledge skills and understanding needed to identify business. This section is crafted to develop knowledge and skills required to identify business opportunities and present the business ideas to potential support providers. The content will be useful for learners who intend to start a business, become self-employed or want to get prerequisite knowledge before starting a business.

Duration:150   **Theory: 32**   **Practical:118**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Develop self against skills and attributes required for entrepreneurship	**The trainee will be able to:** Set personal objectives for pursuing entrepreneurship Document gaps in self for skills and attributes required for an entrepreneur Take appropriate actions to cover identified gaps	• The fundamentals of entrepreneurship including, causal and effectual entrepreneurship • The characteristics, skills and attributes possessed by entrepreneurs • Risks and rewards for an entrepreneur • Identifying personal strengths and weaknesses • Techniques to conduct self-assessment for entrepreneurial skills • Identification of learning mediums	**Total:** 30 **Theory:** 5 **Practical:** 25	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom
Collect information on viable business ideas	**The trainee will be able to:** Conduct an elementary market survey to	• Basic survey methods • Deming cycle (Plan Do Check (study) Act)	**Total:** 40 **Theory:** 10	• Computer • Internet • Printer • White board	Classroom

	collect basic information on business ideas relevant to own interests	• Concept of the business value chain	**Practical:** 30	• Projector screen • Multimedia projector	
	Compile the information collected through the market survey	• Documentation techniques • Report writing • Customer need analysis including existing business, types of customers, location, needs recognition • Elementary cost evaluation • Techniques of evaluating business options in terms of cost, service, quality, sales, profit margin, overall expenses			
	Gather customer needs for identified business ideas				
	Shortlist the best option in terms of cost, service, quality, sales, profit margin, overall expenses				
Collect information on various funding sources	**The trainee will be able to:** Identify the available funding sources based on their terms and conditions, maximum loan limit, payback time, interest rate	• Funding sources including family, friends, funding agencies, grants, government institutions, commercial banks, business incubation centres. • Techniques to prepare documents for the best available	**Total:** 25 **Theory:** 5 **Practical:** 20	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

	Choose the best available option according to investment requirement	option regarding funding sources			
CU1. Finalize the business idea	**The trainee will be able to:** Estimate the available resources Identify relevant customer segments and their needs Identify existing solutions in the market Devise the business idea for specific customer needs Identify key technologies required	• Types of resources required for business (financial, human and physical resources) • Basic estimation of available resources • Bases for consumer segmentation (behavioral, demography, geography, psychographic etc.) • Comparing existing solutions including offered products/services, prevailing prices, positioning maps. • Techniques of conducting customer profiling • Scale of business, estimated volume of business, process of business, key technologies of business ideas	**Total: 35** **Theory:7** **Practical:28**	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

	for execution of business idea				
Present business idea to potential support providers	**The trainee will be able to:** Identify support providers for promoting the business idea Summarize features, benefits and key information of the business idea Present the business idea considering criteria of support providers	• Types of support providers including, career counselors, mentors, existing entrepreneurs, chambers of commerce, public organizations, startup investment companies. • Preparing business pitch deck	**Total: 20** **Theory:5** **Practical:15**	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

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Module-4

Module 4: Identify key resources available for business

Objective of the module: The aim of this module is to develop knowledge skills and understanding needed to identify key resources available for business. This section is crafted to develop knowledge and skills required for assessing financial, physical and human resources for a business venture.

Duration: 70   **Theory: 19**   **Practical: 51**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Assess financial resources	**The trainee will be able to:** Identify financial resources required for business Perform gap analysis of available and required financial resources Devise a plan to acquire the required finances	• Types of financial resources • Exploring financial resources • Accessing financial resourcing • Ways of performing gap analysis • Documentation for proposed business with scope • Negotiation skills including communication, interpersonal skills • Ways of making financial decisions	**Total** 30 **Theory:** 10 **Practical:** 20	• Smartphone • SWOT for Gap analysis • Financial planning template • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom
Assess physical resources	**The trainee will be able to:**	• Types of physical resources i.e. machinery, land, vehicles, raw material • Basic budgeting techniques to calculate business capital	**Total** 25 **Theory:** 4	• Smartphone • Template for calculating business capital	Classroom

	Identify physical resources required for business Perform gap analysis of available and required physical resources Devise a plan to acquire the required physical resources	• Calculate business management operational costs • Measuring opportunity cost i.e. comparisons among available physical resources	**Practical:** 21	• Computer • Internet • Printer • White board • Projector screen • Multimedia projector	
Assess human resources	**The trainee will be able to:** Identify required human resources Devise an outline to recruit human resources Make a plan for division of staff and duties	• Types of human resources as per business scope • Basics of human resource management as per business requirement • Creation of job descriptions as per the required skills	**Total** 15 **Theory:** 5 **Practical:** 10	• Smartphone • Social Media • Templates for job description • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

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Module-5

Module 5: Develop Elementary Business Plan

Objective of the module: The aim of this module is to develop knowledge skills and understanding needed to develop an elementary business plan. This section is crafted to develop knowledge and skills required knowledge for describing product/service, assessing market situation, identifying business scope, and developing initial execution plans for a business venture.

Duration:170   **Theory: 63**   **Practical:107**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Prepare description of product/ service	**The trainee will be able to:** Outline product/service portfolio Prepare product/service parameters Specify benefits of product/service Specify unique selling point (USP) of product/service	• Types of products as per business requirements • Types of services as per business requirements • Development of portfolio as per business requirements • Product/service pricing • Product/Service development • Unique Selling point • Product/Service benefits • Product/Service innovation	**Total** 25 **Theory:** 10 **Practical:** 15	• Smartphone • Business Magazine • Template for designing portfolio • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom
Assess market situation	**The trainee will be able to:** Identify target market of the business	• Types of market segmentation • Market targeting • Competitor analysis (4Ps of Marketing, SWOT) • Measuring opportunity cost • Break even calculation i.e. balance sheet	**Total** 32 **Theory:** 10	• Smartphone • Computer • Internet • Printer • White board • Projector screen	Classroom

			Practical: 22	• Multimedia projector	
	Identify potential competition Measure Demand and Supply gaps for product/service Assess prevailing prices of relevant product/service in the market	• Pricing strategies			
Specify size and type of business	**The trainee will be able to:** Specify size of business registration Estimate financial scope of business Enlist basic infrastructure requirements	• Scope and sizes of Business (micro enterprises, small enterprises, medium-sized enterprises, Large enterprises employ) • Infrastructural requirements (size of office, incubation centers, office equipment and supplies) as per financial resources available •	Total 25 Theory: 10 Practical: 15	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom
Design business process of product/service	**The trainee will be able to:**	• Functions of management (Planning, organizing, leading, staffing, controlling) • Fundamentals of Inventory management	Total 35 Theory: 12	• Smartphone • Computer • Internet • Printer • White board	Classroom

	Develop Management, Operational and support processes Identify potential sources of procurement Outline product/service conversion process Define distribution channels	• Types of selling (Transactional, Feature, Value, and Consultative selling) • Types of selling mediums (stock exchange, google, social media, local market, e-commerce etc.)	**Practical:** 23	• Projector screen • Multimedia projector	
Develop Cost & Price structure	**The trainee will be able to:** Estimate costs and expenditures of business Set price of product/service based on market situation assessment	• Estimate manufacturing cost (Cost of raw material, labor, transportation, etc.) • Pricing strategy (Cost-plus pricing, Competitive pricing, Value-based pricing, Price skimming, Penetration pricing, profit margin estimation)	**Total** 23 **Theory:** 6 **Practical:** 17	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector • Template for price structure	Classroom
Identify business risks	**The trainee will be able to:**	• Types of risks (Strategic Risk, Compliance Risk, Operational Risk, Financial Risk, and Reputational Risk, cyber risks, disasters, PESTLE risks)	**Total** 30 **Theory:** 15	• Smartphone • Computer • Internet • Printer • White board	Classroom

	Identify internal/external economic risks to the business State copyright issues Enlist applicable laws and regulations	• Basic intellectual property rights (copyright, business name, sketching logo, trademark, patent, color scheme, slogan, etc.) • Basic taxation policies (Sales tax, custom tax, income tax, WH Tax, etc.) • Government rules and regulations	**Practical:** 15	• Projector screen • Multimedia projector	

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Module-6

Module 6: Set-up a micro business

Objective of the module: The aim of this module is to develop knowledge skills and understanding required to set up a micro business. This section is crafted to develop knowledge and skills required knowledge for registering and setting up a location for business.

Duration: 50   **Theory: 20**   **Practical: 30**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Register business	**The trainee will be able to:** Specify type of the micro business registration Register a business name with relevant authority	• Types of businesses (Merchandising Business, Manufacturing Business, Hybrid Business, Sole Proprietorship, Partnership, Corporation, Limited Liability Company) • Types of infrastructure requirements • Relevant Authorities (SECP, PTO Office, FBR)	**Total:** 25 **Theory:** 15 **Practical:** 10	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector • Relevant websites	Classroom
Select appropriate business location	**The trainee will be able to:** Develop layout of the business processes to ensure appropriate space is allocated to each function	• Observation of the market, research based activity in the market intelligence. • Monitoring and allocation of the resources to the concerned departments. (marketing, finance, operations, production, IT and etc.)	**Total:** 25 **Theory:** 5 **Practical:** 20	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

	Conduct market research on viable business locations Select the most viable business location keeping in view cost, market potential and accessibility				

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Module-7

Module 7: Practice Business Ethics

Objective of the module: This Competency Standard identifies the competencies required to practice business ethics. This section is crafted to develop knowledge and skills required to develop ethical work culture, adopt eco-friendly and socially responsible practices.

Duration: **110** **Theory: 44** **Practical:** **66**

Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials Required	Learning Place
Develop an ethical work culture	**The trainee will be able to:** Set policies defining organizational responsibilities towards society and employees Design a mechanism to conduct assessment for on job work ethics Establish procedures and code of conduct for ethical work practices Develop communication techniques to convey the policies and procedures for work ethics within the organization	• Basics of professional and ethical behaviour i.e. Behavioural skills, Moral Principles • ethical work practices • Examples of Policies and procedures for ethical work • Ways to relate with people from a range of social, cultural, physical and mental backgrounds • code of ethics including government regulations and laws, cyber harassment • Interdepartmental communication • Communication Channels Including; Emails, Apps, Messages, direct communication etc.	**Total** 40 **Theory:** 25 **Practical:** 20	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

	Formulate a monitoring plan for the implementation of procedures and code of conduct	• Learn monitoring tools i.e. surveillance cameras, vigilance personnel • Monitoring plan			
Ensure safe work environment	**The trainee will be able to:** Identify potential hazards at workplace Calculate workplace risks Develop risk control action plan Comply with applicable safety regulations Develop emergency response plan	• understand hazards, exposure and risk • ways to identify and assess hazards • ways of calculating/assessing risks • designing emergency drills • Developing an environmental action plan • Types and uses of personal protective equipment	**Total** 32 **Theory:** 6 **Practical:** 26	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom
Adopt eco-friendly work practices	**The trainee will be able to:** Document environmental impact of business practices	• Occupational health and safety procedures, practices and regulations • Calculating environmental performance	**Total** 25 **Theory:** 5 **Practical:**	• Smartphone • Computer • Internet • Printer • White board • Projector screen	

	Create an action plan to improve environmental performance Adopt procedures for reusing/recycling	• The process of recycling through demo, visuals and case studies	20	• Multimedia projector	
Adopt socially responsible practices	**The trainee will be able to:** Communicate rights of employees within the organization Comply with social security regulations	• introduction to labour laws • social security regulations	**Total** 13 **Theory:** 8 **Practical:** 5	• Smartphone • Computer • Internet • Printer • White board • Projector screen • Multimedia projector	Classroom

Complete list of tools and equipment

Sr#	Name of Item/ Equipment/ Tools	Quantity
1	Computer system along with all accessories	21
2	Laser Printer Black & White	2
3	Laser Printer Coloured	2
4	Scanner	4
5	Templates of elementary business plan	20
6	Templates for costing and pricing structures	20
7	Templates of business plan	20
8	Templates of operational plan, financial plan, marketing plan etc.	20
9	Templates of market survey tools (e.g. questionnaires, interviews etc.)	20
10	Quality Management System Standard and Manual	20
11	Projector screen	2
12	Multimedia projector	2
13	Internet	1 connection
14	White Board	1
15	Smartphones	20

List of consumable supplies

Sr#	Name of Consumable Supplies	Quantity
1	Multi-color markers	
2	Papers	
3	Dusters	
4		

Credit values

The credit value of the National Certificate Level 3 in Entrepreneurship is defined by estimating the amount of time/ instruction hours required to complete each competency unit and competency standard. The NVQF uses a standard credit value of 1 credit = 10 hours of learning (Following Higher Education Commission (HEC) guidelines.

The credit values are as follows:

Competency Standard	Estimate of hours	Credit
A: Apply computer skills at workplace	200	20
B: Communicate effectively at workplace	50	5
C: Identify Business Opportunities	150	15
D: Identify key resources available for business	70	7
E: Develop elementary business plan	170	17
F: Set up a micro business	50	5
G: Practice business ethics	110	11