

Question One

After working for 3 three years Njoroge decided to go into self employment and started a furniture making enterprise of its own kind in Nakuru County. In various occasions he has come up with innovative ideas that have won him great reputation in the County and beyond. One of the most recent and notable was the redesigning of the “african traditional chair” to allow bulk production, easy transportation and enhance commercialization.

From the beginning of this year however, Njoroge admits that things have not been ok in his businesses.

The “african traditional chair” is gaining popularity among other business men who are imitating and making their own and others selling which has turned to be a big headache for Njoroge .

Required:

- i) What are the advantages and disadvantages did Njoroge experience as a pioneer into this business **(8 marks)**
- ii) How would you classify the type innovations in this case **(6 marks)**
- iii) Discuss constraints to technology growth in Kenya **(6 marks)**
- iv) To protect an innovation one needs to get it registered. Advice Njoroge under which Intellectual Property right should he register his innovation and why? **(5 mks)**

Question 2

Creativity is key to idea generation and venture development, but more importantly it can be learned. Discuss the creativity process indicating the activities in each stage. **(15 mks)**

Question 3

Differentiate between;

- (i) patents, copyright and trademarks **(6 mks)**
- (ii) Creativity and innovation **(4 marks)**
- (iii) Early adopters and laggards **(5 marks)**

Question 4

Discuss the factors that affect the diffusion of technology and ways of promoting its diffusion in Kenya **(15 marks)**

Question 5

- (i) Discuss the challenges Kenyan entrepreneurs face protecting their innovations **(10mks)**
- (ii) Discuss the merits of being a late entrant in a market. **(5mks)**



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR/SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR IN PROJECT MANAGEMENT
COURSE CODE: BPM 3207
COURSE TITLE: CREATIVITY AND
INNOVATION IN PROJECT MANAGEMENT.

DATE: 29th April 2019

TIME: - 8.30 A.M- 10.30 A.M

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over

MAASAI MARA UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
DEPT. OF BUSINESS MANAGEMENT
COURSE OUTLINE

COURSE TITLE :CREATIVITY AND INNOVATION IN PROJECT MGT

COURSE CODE : BPM 3207

LECTURER : S. MBUGUA

Learning Objectives

By the end of this course, the student should be able to;

1. Differentiate between the processes of creativity, creative problem solving (CPS) and innovation.
2. Explore a range of creative thinking tools and how to practically apply them to the entrepreneurial process.
3. Examine factors that influence creativity and innovation
4. Identify skills for creative and innovative problem solving.

WEEK	CONTENT
1	-Definition of creativity, innovation and invention -Creativity process
2	-Diffusion of innovation -Benefits of innovation in an organization -Failure of innovation -Enhancing creativity in an organization
3	-Types of innovation -Sources of innovation -Technology diffusion(s.curve)
4	-Timing of entry -Advantages and disadvantages -Factors influencing timing of entry
5	C.A.T 1

6	_Protecting innovation <ul style="list-style-type: none"> - Intellectual property - Trade mark
7	-Patent -Definition -Nature of patent right -Patentable products and services
8	C.A.T. 2
9	-Industrial design -Definition -Reasons and requirements
10	-Copy right -Definition -Nature

Course Assessment

Course work (Continuous Assessment Tests):	10%
A business plan for a business of one's choice:	20%
Final (End of semester examination) :	<u>70%</u>
Total :	<u>100%</u>

Reference

- Drucker, P., (1986). Innovation and entrepreneurship: practices and principles. Affiliated East-West Press
- Mazzarol, T (2013). Strategic Innovation in Small Firms: An International Analysis of Innovation and Strategic Decision Making in Small to Medium Sized Enterprises. University of Western Australia, Perth, Australia

Mayer, , H. (2012). Entrepreneurship and Innovation in Second Tier Regions. University of Bern, Switzerland

H.O.D

CLASS REP.

SIGN.

SIGN.

**MAASAI MARA UNIVERSITY
OFFICE OF THE REGISTRAR (ACADEMIC AFFAIRS)**

COURSE OUTLINE FORM

1. SCHOOL:

School of Business and Economics

- 2. DEPARTMENT:** Business Management
- 3. COURSE CODE/TITLE:** BBM 3200 Entrepreneurial & Work Skills

4. COURSE DESCRIPTION:

Basic concepts in entrepreneurship; Theories of entrepreneurship; Types and functions of entrepreneurs; Importance of small enterprise sector, personal entrepreneurial characteristics and skills, Entrepreneur versus manager, self versus wage employment, constraints facing small enterprises, Small Enterprise Environment; Options of getting into business; Entrepreneurship development and small business support programmes.

5. INDICATIVE LEARNING OUTCOMES

By the end of this course the student should be able to:

1. Explain various entrepreneurship concepts and theories.
2. Explain the importance of the small enterprise sector.
3. Examine the small enterprise environment.
4. Discuss various options of getting into business.
5. Examine entrepreneurship development and small business support programmes in Kenya.

6. COURSE CONTENT

1.0 Introduction - Basic Concepts

- 1.1 Basic concepts: entrepreneur, intrapreneur, entrepreneurship, business, small enterprise, creativity, innovation.
- 1.2 Theories of entrepreneurship.
- 1.3 Types and functions of entrepreneurs.
- 1.4 Importance of entrepreneurship and small enterprise sector in Kenya.
- 1.5 Entrepreneur versus a manager.
- 1.6 Personal entrepreneurial characteristics and skills.
- 1.7 Self employment versus wage employment.
- 1.8 Challenges/constraints facing small scale entrepreneurs

2.0 The Environment of a Small Business

- 2.1 Internal environment
- 2.2 External environment
 - Political-legal environment
 - Economic environment
 - Socio-cultural environment
 - Technological environment
 - Physical/Ecological environment

3.0 Options of Getting into Business

- 3.1 Starting a new business
- 3.2 Buying an existing business

3.3 Other options

4.0 Entrepreneurship Development and Small Business Support Programs

4.1 Approaches to development of entrepreneurship and small business

4.2 Entrepreneurship development initiatives and small business support programmes in Kenya

7. COURSE DELIVERY PLAN / SCHEDULE

WK	TOPIC	SUB-TOPICS
1	1.0 Introduction - Basic Concepts	<ul style="list-style-type: none"> • Introductions • Overview of course (course outline) • Basic concepts - entrepreneur, intrapreneur, entrepreneurship, business, small enterprise, creativity, innovation
2	“	<ul style="list-style-type: none"> • Entrepreneurship theories • Types and functions of entrepreneurs • Importance of entrepreneurship and small enterprise sector in Kenya • An entrepreneur versus a manager
3	“	<ul style="list-style-type: none"> • Personal entrepreneurial characteristics • Self employment versus wage employment • Challenges/constraints facing small scale entrepreneurs.
4	2.0 The Environment of a Small Business	<ul style="list-style-type: none"> • Internal Environment • External Environment <ul style="list-style-type: none"> - Political-legal environment • CAT 1
5		<ul style="list-style-type: none"> - Economic environment - Socio-cultural environment
6		<ul style="list-style-type: none"> - Technological environment - Physical/Ecological environment
7	3.0 Options of Getting into Business	<ul style="list-style-type: none"> • Starting a new business
8		<ul style="list-style-type: none"> • Starting a new business (<i>Cont'd</i>)
9		<ul style="list-style-type: none"> • Starting a new business (<i>Cont'd</i>) • CAT 2
10		<ul style="list-style-type: none"> • Buying an existing business • Other options
11	4.0 Entrepreneurship Development and Small Business Support Programs	<ul style="list-style-type: none"> • Approaches to development of entrepreneurship and small business
12		<ul style="list-style-type: none"> • Entrepreneurship development initiatives and small business support programmes in Kenya
13-14	FINAL EXAM - ALL TOPICS	<ul style="list-style-type: none"> • FINAL EXAM - ALL sub-topics

8. ASSESSMENT STRATEGY

Course work - Continuous Assessment Tests (CATs)	30%
Final examination	<u>70%</u>
Total	<u>100%</u>

9. TEACHING METHODOLOGIES

Informal lectures, plenary discussions, case studies, individual or group research and presentations.

10. INSTRUCTIONAL MATERIALS/EQUIPMENT

Whiteboard, Text books, Research papers, Overhead projectors, and handouts.

11. REFERENCES

Core Reading Materials for the Course¹

1. Bwisa, H.M. (2011). *Entrepreneurship theory and practice: A Kenyan perspective*. Nairobi: JKF.
2. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2007). *Entrepreneurship*. (6th ed.). New Delhi: Tata McGraw Hill.
3. Khanka, S.S. (2007). *Entrepreneurial development*. Ram Nagar, New Delhi: S. Chand & Co.

Recommended Reference Materials

1. Baron, R.A., & Shane, S.A. (2008). *Entrepreneurship: A process perspective*. Mason, OH: Thomson South Western.
2. Kaplan, J. M. (2004). *Patterns of entrepreneurship*. Hoboken, NJ: John Wiley & Sons.
3. Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management*. (6th ed.). Boston: Pearson.
4. Nteere, K. K. (2012). *Entrepreneurship: A global perspective*. Nairobi: Kenhill Consultants.
5. Stokes, D., & Wilson, N. (2006). *Small business management & entrepreneurship*. (5th ed). London: Thomson.
6. Tracy, B., Hansen, M.V., Allen, R. G., & Lacey, N. (2004). *Create the business breakthrough you want: Secrets and strategies from the world's greatest mentors*. Las Vegas: Mission Publishing.
7. Republic of Kenya (2005). *Sessional paper no 2 of 2005 on development of micro and small enterprises in Kenya for wealth creation, employment generation and poverty reduction*. Nairobi: Government Printer.
8. Republic of Kenya (2012). *The micro and small enterprise act no. 55 of 2012*. Nairobi: Government Printer.

Journals

¹ Additional reference materials will be given in class from time to time.

1. Journal of Small Business Management
2. Small Business Economics

1 HEAD OF DEPARTMENT:

Name: **Signature:** **Date:**

2 LECTURER:

Name: **Signature:** **Date:**

Tel.:

3 CLASS REP.:

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**MAASAI MARA UNIVERSITY
OFFICE OF THE REGISTRAR (ACADEMIC AFFAIRS)**

COURSE OUTLINE FORM

SCHOOL: School of Business and Economics

DEPARTMENT: Business Management

COURSE CODE/TITLE: BCM 2211 Entrepreneurship Theory & Concepts

COURSE DESCRIPTION:

Basic concepts in entrepreneurship; Theories of entrepreneurship; Types and functions of entrepreneurs; Importance of small enterprise sector, personal entrepreneurial characteristics and skills, Entrepreneur versus manager, self versus wage employment, constraints facing small enterprises, Myths of entrepreneurship, Typology of an entrepreneur Small Enterprise Environment; Options of getting into business; Entrepreneurship development and small business support programmes, Principles of enterprise management, Intrapreneurship (corporate entrepreneurship)

INDICATIVE LEARNING OUTCOMES

By the end of this course the student should be able to:

1. Explain various entrepreneurship concepts and theories.
2. Explain the importance of the small enterprise sector.
3. Examine the small enterprise environment.
4. Discuss various options of getting into business.
5. Discuss the principles and techniques of enterprise management.
6. Discuss the concept of intrapreneurship

12. COURSE CONTENT

1.0 Introduction - Basic Concepts

- 1.1 Basic concepts: entrepreneur, entrepreneurship, business, small enterprise, creativity, innovation.
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- 1.5 Myths of entrepreneurship.
- 1.6 Personal entrepreneurial characteristics and skills.
- 1.7 Opportunity recognition
- 1.8 Challenges/constraints facing small scale entrepreneurs

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- 3.3 Other options

4.0 Principles and Techniques of enterprise management

4.1 Principles of enterprise management.

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3	“	<ul style="list-style-type: none"> • Opportunity recognition. • Challenges/constraints facing small scale entrepreneurs. • Entrepreneurship theories • Creativity, innovation
4	2.0 The Environment of a Small Business	<ul style="list-style-type: none"> • Internal Environment • External Environment <ul style="list-style-type: none"> - Political-legal environment • CAT 1
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10		<ul style="list-style-type: none"> • Buying an existing business • Other options
11	4.0 Principles and Techniques of enterprise management	<ul style="list-style-type: none"> • Principles of enterprise management
12		<ul style="list-style-type: none"> • Principles of enterprise management
13-14	FINAL EXAM - ALL TOPICS	<ul style="list-style-type: none"> • FINAL EXAM - ALL sub-topics

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16. Republic of Kenya (2012). *The micro and small enterprise act no. 55 of 2012*. Nairobi: Government Printer.

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8. Small Business Economics

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