

# Entrepreneurial Mindset: Unleashing human potential



**P A R T I C I P A T I N G**





## Contents

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### Course Overview

**Course Name: Entrepreneur Mindset: Unleashing human potential**

**Course Number: EMIC-01**

### About this Course

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This course module addresses the necessity of having a positive mind set for personal and entrepreneurial success and portrays that poverty is self-inflicted. The course module is intended to familiarize learners how to unleash and uplift their personal potential in order to become successful. Besides, it deals with: entrepreneurial attitude, courage to face failure, practicing self-discipline, dedicating oneself to life learning and commitment to serve others. Further, learners will be trained to motivate themselves and develop positive attitude and right mind set for developing successful entrepreneurs' behavior and competences. The course module is, therefore, designed by taking into account the principles of adult learning which involves practical hands on activities.

### Course Objectives

**Course Aim:** The purpose of this course module is to develop “can do” mentality in their mind and starting seeing their innate potential to become responsible on their life goals. It will also enable students to build their self-confidence and self-esteem and ultimately help them to acquire the behaviors of successful entrepreneurs.

### Course module Objectives

#### Objectives of the module

After completing these course students will be able;

- to develop a positive attitude in searching and utilizing their full potential
  - to understand as failure is a stepping stone to success.
  - describe key strategies to unleash human potential
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## **Course Target Audience**

The targeted trainees are hard-to-reach youth and women, IDPs in and around 7 key regions: Tigray region (Ethiopia), Garowe and Mogadishu (Somalia), Kassala and Khartoum (Sudan) and Wau and Juba (South Sudan). Target audience includes low-opportunity and marginalized youth, including refugees and displaced persons.

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## **Curriculum Structure**

Week 1: Entrepreneurial mindset: Unleashing human Potentials

1. 1 Unleashing human Potential
  1. 2 The Power of Self-Discipline
  1. 3 Dedicating Oneself to lifetime Learning
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## **Study Guide and Course Expectations**

**Recommended Study Time**

**Further Recommended Texts**

Alexander Osterwalder & Yves Pigneur, 2010, Business Model Generation, John Wiley & Sons, Inc., Hoboken, New Jersey, Canada

**Activities Schedule**

**Assessments Structure**

After each content week: Formative assessment Tutor- Marked Assignment In-Text Questions

Self-Review Questions Peer to Peer Interaction

After each content module: Summative assessment

End of the course: Final examination plus grading

**Academic Support**

**Help?**

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**Consultations held with Public Sector, Private Sector & Employers:**

## Development Team

**Course Lead: Tesfu Abrha**

**Curriculum Developer: Bereket Godifay and Tesfu Abrha**

**Module Developers: Bereket Godifey**

**Contextualization Developers: Bereket Godify**

**Translators:**

## **Full Table of Contents and Page No**

## About this Course Module

Entrepreneurial Mindset module is provided to you by Kampala International University in partnership with NUFFIC and 11 other partners. It is localized and adapted to ODeL format under the Academic Collectives Initiatives. All Course Manuals produced under Academic Collectives Initiative are structures in the same way, as outlined below.

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## How this Course Module is Structured?

### The Module Overview

The Course Overview gives you a general introduction to the Course Information contained in the Course Overview will help you determine:

- ✚ If the course is suitable for you
- ✚ What you can expect from the Course
- ✚ What skills you will gain from taking this course

**The Study Guide** will help to guide you on

- ✚ How much time you will need to invest to complete the Course
- ✚ Recommended Reference materials
- ✚ Where and How to get Help and Academic Support
- ✚ Course Assessment and Grading Methods
- ✚ Activity Icons

We strongly recommend that you read the overview carefully  
before starting your study

## The module Content

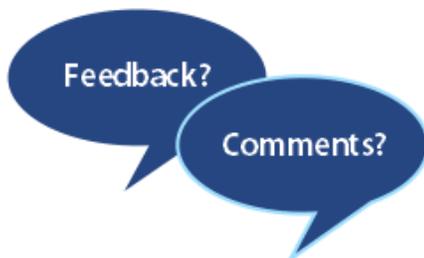
The Course is broken down into Study Units on weekly formats. Each Study Unit comprises:



- ✚ An Introduction to the Study Unit Content
- ✚ Learning Outcomes
- ✚ Core Content of the Study Unit with a variety of learning activities
- ✚ In-text Questions and Self-Review Questions
- ✚ A Study Session Summary
- ✚ References and Bibliography
- ✚ Glossary of Terms
- ✚ Self-Review Answers

## Your Comments

After completing this course, we would appreciate it if you would take a few moments to give us your feedback on any aspect of this course. Your feedback might include comments on:



- ✚ Course Curriculum
- ✚ Contents and Structure
- ✚ Course Assessments
- ✚ Course Duration
- ✚ Course Support (assigned tutors, Learners Support Staff (LSS), technical help etc.)

Your constructive feedback will help us to improve and enhance this course.

# Course module Overview

## Welcome to Entrepreneur Mindset

This course manual supplements and complements a blend of resources & platforms

- ✚ **EM Audiobook** - available via Audio Resources Library app on your official mobile device and accessible online @ [www.arlibrary.kiu.ac.ug](http://www.arlibrary.kiu.ac.ug).
- ✚ **EM Videos Lectures** - available via YouTube and embedded directly into the Learning Management System (LMS).
- ✚ **EM Courseware** - available online via the LMS @ <https://lms.kiu.ac.ug/course/index.php?categoryid=279>
- ✚ **DISH Learning Management System (LMS)** - an innovative virtual platform used to facilitate interaction either via chat or video conferencing, where you can discuss with your tutor and peers wherever you are using your devices with or without internet. You will also use this platform to submit assignments, to attempt quizzes, to receive tutor feedbacks, Course news etc.

## Entrepreneur Mindset (EM)

### Is this Course module for you?

This course provides a solid foundation for youth and women to develop entrepreneurial competencies and skills. Hence, if you are planning to change your life and the lives of others in your community through launching a startup business, then, this course is exactly for you.

## Course module outcomes

Upon completion of Entrepreneurial Mindset module, it is expected that you should be able to:



- Objective 1: describe the importance of attitudinal change for entrepreneurial success.
- Objective 2: Explain as failure is a ladder for personal and business success
- Objective 3: list the strategies for developing entrepreneurial attitude

## Timeframe



This is a 12 weeks course. It requires a formal study time of 8 hours per week. We recommend you take an average of one to two hours for an extra personal study. You can also benefit from online discussions with your course tutor. Kindly see course calendar on your course website or LMS for scheduled dates.

**Week 1** – Registration and Orientation

**Weeks 2 to 10** – Learning Activities and Interaction

**Week 12** – Examination

## Study Skills



As a distant learner, your approach to learning will be different to that from your school days, where you had onsite education. You

will now choose where, what, when and how you want to study. It is most likely you are fitting your study activities around other professional or domestic responsibilities.

You need to have technical skills and be familiar with use of basic desktop appreciation packages, the use of Internet, Web surfing and other basic Skills.

Check out these link to learn or test yourself on your familiarity of these technologies. It is very important you are capable in the use of these tools

<https://edu.gcfglobal.org/en/subjects/tech/>

<https://www.open.edu/openlearn/education/key-skills-assessment>

## Assessments



Generally there are two types of assessment: formative assessments and summative assessments. With regards to your formative assessment, they are of four (4) basic forms: In-Text Questions (ITQ), Self-Review Questions (SAQ) and Tutor-Marked Assignments (TMA) and Quizzes.

This manual is essentially filled with ITQs and SAQs. Feedback to the ITQs are placed immediately after the questions, while the feedback to the SAQ are at the back or end of the manual.

ITQs and SAQs will not graded, however TMAs and Quizzes are graded and they constitute 30/40% of your final course earning. Feedbacks to TMAs and Quizzes will be provided by your tutor in not more than 2 weeks expected duration.



Your Summative Assessment is your final examination. This exam is a Computer Based Test (CBT), however, the question types will

be of different format – Multiple Choice Questions, Essay Questions, Short Answer Questions, True/False Questions etc.

Final Exam carries 70% of your total course earning.

Schedule dates for submitting TMAs, attempting quizzes and engaging in course activities is available on the course website. Endeavour to always read course notifications and reminders as posted by course tutors on course social platforms.

An alternative is to visit course website often for updates.

## Academic Support



A course facilitator is commissioned for this course. You have also been assigned an academic tutor to provide insight into the learning contents. In addition, Learner Support Staff (LSS) are available 24/7 to provide learning support and guidance if you encounter challenges. You may obtain the contacts of your course facilitator, advisor, tutor or LSS.

Academic Support Contacts for this course are available at the DISH project website.

<https://codeesa.kiu.ac.ug/dish.php>

## Need Help?



The Course manual complements and supplements EMIC audiobook and videos. All learning resources are available at <https://lms.kiu.ac.ug/course/index.php?categoryid=279>

For inquiries, you may contact any of the following contacts for information, learning resources, library services etc.

**DISH Project Help-Desk**

Tel:

Email: [support@dish.kiu.ac.ug](mailto:support@dish.kiu.ac.ug)

### **DISH Project Counsellor**

Tel:

Email: [counsellor@dish.kiu.ac.ug](mailto:counsellor@dish.kiu.ac.ug)

### **DISH Library Services**

Tel:

Email: [library@dish.kiu.ac.ug](mailto:library@dish.kiu.ac.ug)

## **Recommended Further Readings**



In addition to this course manual and course videos, you can get more knowledge on **Entrepreneurial Mindset** via library eBooks and Journals. However, the following texts are recommended for your further readings:

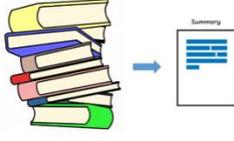
Wilson, K. E., Vyakarnam, S., Volkmann, C., Mariotti, S., & Rabuzzi, D. (2009, April). Educating the next wave of entrepreneurs: Unlocking entrepreneurial capabilities to meet the global challenges of the 21st century. In *World Economic Forum: A Report of the Global Education Initiative*.

## **Navigation Icons**

While working through this course, you will notice some frequent use of margin icons. These icons serve to “signpost” a particular activity, resource, or task. They have been included to help you find your way easily in this course.

A complete set of icons and what they represent is shown below. We recommend you familiarize yourself the icons and their corresponding meanings before starting your study.

 <p><b>Contents</b></p>	 <p><b>Learning Activity</b></p>	 <p><b>Outcomes</b></p>	 <p><b>Time &amp; Schedules</b></p>	 <p><b>Notice / News</b></p>
 <p><b>Study Skills</b></p>	 <p><b>Assessments – Quizzes</b></p>	 <p><b>Assessments – TMA</b></p>	 <p><b>Academic Support</b></p>	 <p><b>Case Study</b></p>
 <p><b>Help</b></p>	 <p><b>Feedbacks &amp; Comments</b></p>	 <p><b>Recommended Texts Readings</b></p>	 <p><b>Group Work or Project</b></p>	 <p><b>Workshop</b></p>

				
<p>Live - C</p>		<p><b>Tips</b></p>	<p><b>Summary</b></p>	<p><b>References</b></p>

**Introduction**

Study Session Outline

Unleashing Potentials and  
Developing positive mind set

- Developing Entrepreneurial Attitude
- Dedicating oneself for life time learning
- Serving others: A key for Success
- The Power of Self-Discipline
- Success versus failure

**Study Session**

**Duration**

This Study Session requires a 40 hours of formal study time. You may spend an additional 2-3 hours for revision

This study unit is an introductory session which deals developing entrepreneurial attitude such as dedicating oneself for life time learning, serving others, self-discipline and the views on success versus failure, serving others and so on.

**Learning Outcomes of Study Session 1**



Upon completion of this study unit, you should be able to:

- 1.1 Describe that poverty is self-inflicted.
- 1.2 List the fundamental success factors for personal and entrepreneurial life.
- 1.3 Explain why developing the right attitude is a prerequisite for personal and entrepreneurial success.
- 1.4 Describe why serving others is a success factor for personal and entrepreneurial life
- 1.5

**Terminologies**

<p><b>Attitude</b></p>	<p>A multifaceted mental state concerning beliefs, feelings, values and viewpoints to act in a certain ways.</p>
<p><b>Self-discipline</b></p>	<p>"self-mastery, self-control, self-responsibility and self-direction."</p>

## Unleashing Human Potentials and Entrepreneurial Mindset Development Skill

### 1.1 Unleashing human Potential

Despite all the personal differences (social, psychological, economic, genetic and so on) among individuals every person has the potential to win the life challenges of the 21st century and positively impact his/her environment. However, due to several factors the potential of individuals remains locked. Unleashing personal potential requires searching for the keys which help individuals to release their hidden capacity. Bringing change in attitude, courage to face failure, practicing self-discipline, dedicating oneself to lifelong learning and commitment to serving others are some strategies to unlock personal potentials. A brief discussion on each these key success factors for personal and entrepreneurial life is presented below.

#### 1.1.1 Developing Entrepreneurial Attitude

Overcoming personal burdens and poverty requires behavioral change. This change in personal behavior should come from inside to make one's life great. This change depends on having the right attitude. Our attitude determines the way we live since our attitude determines our behavior, and our behavior determines our action which leads to the way we live. The hard copy of our life is the result of the soft copy of our thinking and attitude. For personal and entrepreneurial success, the right attitude is the foundation. The balloon story which is presented in the following paragraph reveals the necessity of having a positive attitude for success in life. After reading the story please describe the moral of the story, on your note book, before proceeding to the next paragraph.

#### The Balloon Story

*Once up on a time there used to exist a shop owner. The man used to send very colorful Balloons to the air so that children can see the Balloons and buy him. Whenever this shop owner sends these color balloons to the air, there was one child who always wonders why he didn't send black balloons to the air. As a result, this child decides to ask the shop owner about his concern and went to the shop owner. He approached the shop owner and asked him as follows. "I have been observing your balloons and I found that you don't release black balloons to the air and I wondered why you do this; is it because black balloons don't fly as the other balloons?" The shop owner wondering at the curiosity of the boy told him "Son you*

*see these balloons are not flying on air because of their colors they are flying because of the air filled in the balloons.”*

Success/failure is not a matter of your family background, color or sex or something else but it is a matter of unleashing your hidden potential. What is the poor man’s mentality and who should care about the poor person? It should not be the concern of local administrators, heads of local institutions such as local associations’ representatives, whether they are poor or somehow better than others in the society. Have you ever been in a large market? What do you observe in that large market area? In the market, there are some people who can do so many things, conducting their business, while others are begging. They are in the same environment but their choice is different, which depends on their attitude. Nobody gives us poverty, and the inadequate life we live. It is our choice, and we can change it and we can change the lives of many others if we change our attitude and if we apply entrepreneurial characteristics. Then, when is the time for change? Watch the video about the rebirth of an Eagle and describe the moral of the story, on your note book, before proceeding to read the next paragraphs.

The story of an eagle is an amazing story that proclaims rebirth is possible if someone is prepared for scarification. If one is willing to change miracles will happen in his/her life. Therefore, you should always look for the outcome and enjoy the process. If one loses hope it means he/she starts dying. So, one should always be hopeful and dare to change every time. But, what is holding people from changing, holding them like a car's brake which holds the car from moving? Can you, please, list at least ten (10) brakes that have held you for years to move on? List the factors in your note book.

In many situations, the following are the factors which are holding you back from changing: reluctance to take calculated risks; lack of perseverance; immediate satisfaction; being disorganized; search for shortcuts; selfishness and greediness; lack of self-confidence; poor understanding of nature’s laws; poor motivation to plan and organize; lack of internal locus of control that is not taking personal responsibility. Entrepreneurs face the above factors and are change makers through the process of entrepreneurship. They are able to take action and have the courage to commit and persevere through all of the challenges and failures to achieve their objectives. They have the capability and enthusiasm to establish and administer a business enterprise by assuming associated risks to make a profit by filling the gap or solving the problems.

Entrepreneurs have a clear vision, they begin with the end in mind, like the construction of the building starts with its design (architectural and others). Entrepreneurs change their attitudes and apply the success competencies approved worldwide regardless of where they live, background and other elements. Detailed discussion about the personal entrepreneurial competencies of successful entrepreneurs will be presented in chapter two.

### 1.1.2 Views on Success/Failure

Considering the possibility of failure in the course of personal and business life is a critical factor for long lasting success. The greatest obstacle for success in adults' life is the fear for failure. Doing something and failing is not a failure. If you tried something and did not succeed to achieve your expected returns you have learned from your experience why it did not work out. In your second trial you will not repeat the previous mistakes and your chances of success increases in your second trial. Thus, true failure is not doing anything at all. It is not failure itself that holds people back from success rather it is the fear of failure which limits you from trying something that may lead into a big success. Resilience and determination competencies are being developed from trying and failing. The founder of IBM was once asked by a young journalist, how he could be more successful faster. He replied with these astonishing words, "If you want to be successful faster, you must double your rate of failure. Success lies on the far side of failure."

However, this does not mean that self-made millionaires are gamblers. It is to mean that they set clear goals and take calculated risks in the course achieving greater rewards. One of the most important factor showing your readiness to be successful in business is your attitude towards taking deliberately calculated risks. In case you encountered a risky situation, ask yourself the following question, "What is the worst possible thing that could happen if I go ahead?" But, in reality, most people fail to face failure (loss). Most people want to avoid a mistake and the best way to avoid a mistake/failure is not doing anything at all because you do nothing you will have no chance to make a mistake. However, self-made millionaires are persons who intentionally counter this fear and take action anyhow. Ralph Waldo Emerson wrote, "Make a habit throughout your life of doing the things you fear. If you do the thing you fear, the death of fear is certain."

Once you do something fearlessly, you will a chance to unleash your hidden potentials which will aid you to increase your rate of accomplishments. Each act of your daring amplifies your courage

and competence for the future. Any time you take action in a forward move, in uncertain situation, your worries diminish and your courage and self-confidence will be enhanced. This ultimately leads to a point where you are afraid of nothing.

## 1.2 The power of self-discipline

Practicing self-discipline in all things pays off a lot for success in personal and business life. One of the most vital personal qualities to become self-made millionaire is being self-disciplined. Success is likely to be guaranteed if you control yourself in terms of what you have to do, when you have to do it and how you have to do it. Your ability to delaying gratification in the short term and focusing on your long term goals enables you to be a self-made millionaire. What guarantees you to achieve your long term goals is your ability to control yourself, day in day out, and with every single expenditure monitored, to accomplish only those things which are relevant for achieving your vision.

Self-discipline refers to self-responsibility, self-direction, self-mastery, and self-control. Successful people have the habit of doing things that failures don't dare to do it. In reality, there are common things that both the failures and the successful people don't want to do it. The successful people are those who dare do things that have a direct link in achieving their goals though they don't like to do it. They realize that they must pay a price in order to achieve their dream. Successful persons perform the things that are hard and important for goal achievement. However, failures are those who avoid to get out of their comfort zone by doing things which they don't like despite its contribution to achieve their desire. Unsuccessful persons perform things that are stress relieving. Further, they prefer to do the things which are amusing and simple and which give immediate satisfaction.

Every practice of your self-discipline helps you to strengthen other behaviors as well. For example, the moment you act self-discipline, your self-esteem also increases; meaning you like and respect yourself more and more. Moreover, the more you practice self-discipline little by little, the more you become capable of practices great disciplines. It is necessary to consider that life is full of challenges. In every moment of your life, you are taking a test of self-discipline. The test is to make sure that you manage yourself to do things that are very important and to persist until they are complete. Besides, the test is whether or not you remained focused on what you would like to

achieve and your destination instead of concentrating about things you don't want or your previous problems. When you pass the challenge, you shift to the next level and as long as you keep passing the challenges, you keep moving forward and upward in your life.

### 1.3 Dedicating oneself to lifetime learning

Dedicating oneself to lifelong learning is another secret for success in life. Every person has the potential to develop oneself for the rest of his/her life. Thus, you are smarter than you think you are. You can solve every problem, you can overcome every hurdle and you can achieve every goal that you want achieve through applying your mind to your situation and unleashing your potential. Nevertheless, your mind is like your body muscle. Your mind develops only when you use it. When you want to get your body muscles become strong you have to do muscle building physical exercise on a progressive way. Similarly, your mental muscles should be strained with works to build your mind. Fortunately, you learn progressively meaning the more you discover, the more you can learn. This is similar like playing sport, when you play a specific sport frequently and progressively you become better at playing that sport. Hence, the more you commit yourself to life-long learning, the easier and quicker it is for you to learn exponentially. Continuous learning is a key so as to deal with the challenges of the 21st century. The dynamics in this century is very fast and you need to update through constant learning. Therefore, life time-learning is one of the basic requirement in any sphere of life. Making a decision to become a life-time learner now payoff to be successful in the rest of your life.

There are many ways for life-long learning. Reading books and articles in your field is one of the common ways. Reading in your field for at least an hour every day contributes in your learning. As said earlier exercise builds your body and reading nurtures your mind. If you read for an hour every day, you can finish reading a book in a week. This means you can read at least 50 books every year and 500 books in 10 years. In doing so, you will become a smart, capable and high earning person in your field of work.

Another method for lifelong learning is to listen to audio programs. Audio learning is often called the "greatest breakthrough in education since the invention of the printing press." Further, taking courses, attending seminars and conferences in your field is also a means for lifelong learning.

Using combination of the above mentioned ways of lifelong learning enable you to save hundreds of hours and thousands of money, and many years of hard work.

### 1.3.1 Serving others

Another secret for personal and business success is devoting oneself to serving other people. There is a direct proportion between serving others and personal rewards. Most self-made entrepreneurs have a passion with customer service. They put their customers as a centerpiece for every entrepreneurial decision all the time. They constantly look for cheaper, better and faster ways to serve their customers compared to their competitors. Here is the question that you need to ask and answer, every day: "What can I do to increase the value of my service to my customers today?" Successful entrepreneurs are unsatisfied people for a good. They continuously look for ways to improve what they do so as to exceed customers' expectation. A miniature improvement in the manner you serve your customers can be a major reason for your business success.

### **Self-review Questions**

1. Explain the link between change in attitude and success in entrepreneurial life?
2. If you want to change your life for a better when is the appropriate time? Why?
3. Describe at least three key strategies to unleash human potential and bring change in your life?

### **References:**

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**Suggested Reading Materials:**