

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		BA ISAGO UNIVERSITY					
TITLE	Bachelor of Commerce in Entrepreneurship				NCQF LEVEL		7
FIELD	Business, Commerce and Management Studies				SUB-FIELD	Entrepreneurship	
New qualification	✓	Review of existing qualification					
SUB-FRAMEWORK	General Education		TVET		Higher Education	✓	
	Certificate		Diploma		Bachelor	✓	
QUALIFICATION TYPE	Bachelor Honours		Master		Doctor		
CREDIT VALUE	516						
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>The Government of Botswana has developed an entrepreneurship policy and strategy through the Ministry of Investment, Trade and Industry. The purpose of this policy is to create an enabling environment by holistically promoting entrepreneurship and developing Small, Medium and Micro Enterprises (SMMEs). In addition, the government has also established funding and training agencies such as Citizen Entrepreneurship Development Authority (CEDA) and Local Enterprise Authority (LEA) respectively, to support establishment of local citizen-owned businesses.</p> <p>Furthermore, a Youth Development Fund has been put into place through the Ministry of Youth Empowerment, Sport and Culture to encourage youth to venture into sustainable and viable income generating projects. However, despite the efforts made by the government to support local enterprises, the Ministry of Youth Empowerment, Sport and Culture reported that the success rate of funded businesses is below 20%. Some of the reasons cited by this report for low success rate included lack of entrepreneurial and financial management skills, workspace and lack of market growth.</p> <p>The Human Resource Development Council (HRDC) also identified Entrepreneurship as an area requiring skills development and training. Entrepreneurship has been identified as a top occupation in demand under the business and financial services sector and as a cutting edge in other sectors to spur economic growth and create employment. Therefore, the purpose of this qualification is to provide knowledge, skills and acumen to evaluate entrepreneurial opportunities for candidates aspiring to start their own businesses or wishing to contribute to successful entrepreneurial ventures.</p>							

**ENTRY REQUIREMENTS (including access and inclusion)**

Entry to this qualification is through any of the following:

- a) NCQF Level 4, e.g. Botswana General Certificate of Secondary Education (BGCSE) or its equivalent, with a pass In English language.
- b) Diploma in Entrepreneurship (NCQF Level VI) or its equivalent from any accredited Education and Training Provider.
- c) Candidates who do not have the minimum academic qualifications stated above, but have five years relevant work experience in a related field, will be considered upon satisfying the necessary requirements. Recognition of Prior Learning (RPL) may be used as an instrument for further assessment of mature-age entry candidates.

<b>QUALIFICATION SPECIFICATION</b>	
<b>SECTION B</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>	<b>ASSESSMENT CRITERIA</b>
1. Design and develop comprehensive business plans for start-up businesses	1.1 Choose an appropriate business plan format according to the type of the business 1.2 Collect information useful in the development of a business plan 1.3 Synthesize the business research information into a business plan 1.4 Appraise the business plan to determine the feasibility of the business 1.5 Create meaningful financial projections 1.6 Analyse the financial data to determine financial viability of the business 1.7 Present the business plan to interested stakeholders according to their needs
2. Plan and execute a new business venture with the goal of bringing new products and service to the market	2.1 Identify entrepreneurship opportunities in the market 2.2 Generate business ideas based on market opportunities 2.3 Analyse the feasibility of a new venture business concept 2.4 Assess attractiveness of business opportunities and common pitfalls during the entrepreneurial process 2.5 Choose appropriate business ideas based on viability 2.6 Assess the resources requirement needed to start up the business. 2.7 Identify the most recognized sources of potential funding and financing for business Start-ups and/or expansion. 2.8 Mobilize the necessary financial resources and non-financial resources to start the business 2.9 Transform an initial idea into a fully-fledged business opportunity. 2.10 Measure the performance of the business.
3. Analyse the internal and external factors affecting a business or organization	3.1 Identify the internal and external factors affecting businesses 3.2 Analyse competition, market trends, industry structures, and other issues relevant to specific new venture concepts 3.3 Investigate state and federal regulatory requirements for specific industries by contacting relevant agencies 3.4 Examine issues related to intellectual property protection for specific new product concepts, (e.g., patent and trade name searches)

	<p>3.5 Design appropriate strategies to adapt to the changing circumstances that occur during the entrepreneurial process</p> <p>3.6 Evaluate the chosen business strategy in terms of ensuring business survival and growth</p>
4. Apply the entrepreneurial competences in running a business	<p>4.1 Compare the three entrepreneurial clusters to determine their uniqueness</p> <p>4.2 Exhibit knowledge of when to apply each competence in running a business</p> <p>4.3 Exhibit the entrepreneurial competences in running a business</p> <p>4.4 Determine success of the business through application of the entrepreneurial competencies</p>
5. Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.	<p>5.1 Record basic financial transactions in prime books of entry and post them to the appropriate ledgers</p> <p>5.2 Interpret accounting information for internal control and planning</p> <p>5.3 Analyse financial transactions to determine performance of the business for continuous improvement</p> <p>5.4 Prepare budgets to manage business spending</p> <p>5.5 Recognize financial problems and opportunities unique to SMMEs</p>
6. Apply marketing concepts and principles to effectively sell products and services	<p>6.1 Identify the key markets for the organizations products and services</p> <p>6.2 Choose appropriate segmentation, targeting and positioning strategies</p> <p>6.3 Develop a marketing plan for a given business/product or service</p>
7. Demonstrate ability to lead and solve entrepreneurial problems	<p>7.1 Draft the vision, mission, values, goals and strategy for the business</p> <p>7.2 Prepare written messages and reports</p> <p>7.3 Use contemporary communication methods and media</p> <p>7.4 Apply quantitative and qualitative tools and methodologies in problem solving to support organizational decision making</p> <p>7.5 Use different leadership styles to influence the performance of the organization</p>
8. Conduct entrepreneurial research to generate innovative ideas and develop existing enterprises	<p>8.1 Identify possible areas for research within the field of entrepreneurship</p> <p>8.2 Design a research proposal to solicit for resources and support from various stakeholders</p> <p>8.3 Collect data using primary and secondary sources</p>

	<p>8.4 Analyze data using various techniques and methods in a way that provides information that justifies the rationale for conducting research studies.</p> <p>8.5 Develop a report and present research findings.</p>
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<b>QUALIFICATION STRUCTURE</b>			
<b>SECTION C</b>			
<b>FUNDAMENTAL COMPONENT</b> Subjects / Units / Modules /Courses	<b>Title</b>	<b>Level</b>	<b>Credits</b>
	Computing and Information Skills	<b>6</b>	12
	Human Resources Management	<b>6</b>	12
	Quantitative Methods	<b>7</b>	12
	Project Management	<b>7</b>	12
	Research Methods	<b>7</b>	12
<b>CORE COMPONENT</b> Subjects / Units / Modules /Courses	Entrepreneurship 1	<b>6</b>	12
	Principles of Business Management	<b>6</b>	12
	Business Communication	<b>6</b>	12
	Principles of Financial Accounting	<b>6</b>	12
	Micro Economics	<b>6</b>	12
	Commercial Law	<b>6</b>	12
	Principles of Marketing	<b>6</b>	12
	Macro Economics	<b>6</b>	12
	Entrepreneurship 2	<b>7</b>	12
	Entrepreneurial Law	<b>7</b>	12
	Business Ethics	<b>7</b>	12
	The Family Business	<b>7</b>	12
	Managing Growth in the Small Business	<b>7</b>	12
	Business Statistics	<b>7</b>	12

	Enterprise Risk Management	<b>7</b>	12
	Industrial Attachment	<b>7</b>	<b>60</b>
	Innovation and Technology	<b>8</b>	12
	Marketing Management	<b>7</b>	12
	Management Accounting	<b>7</b>	12
	Business Continuity and Crises Management	<b>7</b>	12
	Production Operations Management	<b>7</b>	12
	E-Commerce	<b>7</b>	12
	Intrapreneurship	<b>8</b>	12
	Corporate Finance	<b>7</b>	12
	Financial Institutions and Markets	<b>7</b>	12
	Globalization and International Business	<b>8</b>	12
	Research Project	<b>7</b>	24
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules /Courses	<b>Set 1</b>		
	Public Relations	<b>7</b>	12
	Advertising	<b>7</b>	12
	<b>Set 2</b>		
	Organizational Behaviour	<b>7</b>	12
	Buyer Behaviour and Consumerism	<b>7</b>	12
	<b>Set 3</b>		
	Corporate Strategy and Planning	<b>7</b>	12
	Leadership Development	<b>7</b>	12

**Rules of combinations, Credit distribution (where applicable):**

**Credit Distribution:**

Level 6 consists of 120 Credits

Level 7 consists of 360 Credits

Level 8 consists of 36 Credits

**Total Credits = 516 credits**

Candidates are required to select **3 Modules**, One from each set (**36 Credits**) from the Electives Section.

**MODERATION ARRANGEMENTS**

**Internal moderation requirements**

- i. All assessment instruments should be internally moderated before administration
- ii. All marked scripts should be moderated internally
- iii. The preparation of the moderation should be accompanied by the Assessment Matrix.
- iv. Reports and associated documents to be in place for external moderation should include but not limited to:
  - Qualification document
  - Assessment Instrument
  - Assessment design and alignment matrix
  - Marking key
  - Internal Moderation report
  - List of candidates and scores attained (Module – wise report)
  - Examination Attendance register

**External moderation requirements**

External moderation is a final check, by external subject experts, that the examination and marking is at the right standard for the type and level of the qualification. External moderation exercise may lead to a decision to change marks. Each sub-field will have a Substantive External Examiner.



## **RECOGNITION OF PRIOR LEARNING (if applicable)**

Recognition of Prior Learning (RPL) is a form of assessment for eligibility into the qualification. It allows recognition of skills and knowledge acquired through informal learning such as work or life experience. RPL is granted where the candidate is able to provide sufficient evidence of their competence in a module as determined by the appointed RPL Assessor.

Candidates wishing to apply for RPL assessment submit their applications three months prior to the commencement of the qualification they seek to enroll in. All prospective students will complete an application form and attach all required evidence, in the form of following:

- In-house training certificates
- Examples of work produced
- Workplace reference
- Statement of duties
- Project Work
- Newspaper cuttings of achievements
- Minutes of meetings attended or conducted
- Documents showing organizing/supervisory skills
- Awards, commendations, certificates of merit

The appointed Assessor will review all evidence presented and will match that evidence against the Performance Criteria stated in the Unit of Competency. The Assessor may find it necessary to ask questions about the evidence or ask the candidate to perform an activity or undergo a test to provide evidence where there are gaps between what has been provided and what is required.

## **PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

### **Learning Pathways**

#### **Vertical articulation**

- Masters in Entrepreneurship
- Master of Business Administration

#### **Horizontal articulation**

- Bachelor of Commerce in Human Resources Management
- Bachelor of Commerce in Marketing Management
- Bachelor of Commerce in Banking and Finance

### **Employment Pathways**

- Business Advisor
- Business Analyst
- Loan Administration Managers

- Fund Managers
- Entrepreneurs (Self-employment)
- Financial Analyst
- Administrators
- Business Consultant
- Research and Development advisor
- Business Reporter

### **QUALIFICATION AWARD AND CERTIFICATION**

Candidates who will qualify to be awarded this qualification should have completed all the 516 credits, made up of the 480 credits from the Core and fundamental modules, as well as 36 credits from the Electives.

### **REGIONAL AND INTERNATIONAL COMPARABILITY**

This qualifications compares well with the following:

- Bachelor of Commerce Degree in Entrepreneurship (UNISA)
- Bachelor of Commerce in Entrepreneurship (MANCOSA)
- Bachelor of Administration (Hons) in Entrepreneurship (University of Northampton)

All qualifications are aimed at equipping candidates with the requisite entrepreneurial skills to start-up business ventures and manage them for growth. In addition, all the qualifications develop a good grounding in business management to ensure learners are competent in management functions such as finance and accounting, marketing and business modelling for a solid foundation in the general management of SMMEs.

Despite the similarities identified in the focus of these qualifications, there are notable differences in duration, credit value and structure of the qualifications. This qualification is worth 512 credits, whereas MANCOSA and the University of Northampton have 360 and 540 credits respectively.

In addition this qualification runs for duration 4 years, with a 6 months compulsory industrial attachment to cover the practical aspects, while other qualifications from the benchmarked Universities only run for a period 3 years. Both the UNISA and MANCOSA qualifications are made up of taught modules, with no internship opportunity. The University of Northampton qualification has an internship opportunity.

### **REVIEW PERIOD**

This qualification will be reviewed in 5 years upon registration.