

## BQA NCQF QUALIFICATION TEMPLATE

<b>SECTION A: QUALIFICATION DETAILS</b>													
<b>QUALIFICATION DEVELOPER (S)</b>	BA ISAGO University												
<b>TITLE</b>	Bachelor of Commerce in Entrepreneurship and Business Strategy						<b>NCQF LEVEL</b>	7					
<b>STRANDS (where applicable)</b>	Not applicable												
<b>FIELD</b>	Business, Commerce and Management Studies			<b>SUB-FIELD</b>	Management Studies			<b>CREDIT VALUE</b>	480				
<i>New Qualification</i>						<i>Legacy Qualification</i>						✓	
<b>SUB-FRAMEWORK</b>	<i>General Education</i>				<i>TVET</i>				<i>Higher Education</i>				✓
<b>QUALIFICATION TYPE</b>	<i>Certificate</i>	I	II	III	IV	V	<i>Diploma</i>	<i>Bachelor</i>				✓	
<i>Bachelor Honours</i>		<i>Post Graduate Certificate</i>				<i>Post Graduate Diploma</i>							
<i>Masters</i>						<i>Doctorate/ PhD</i>							
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>													
<p><b>RATIONALE:</b></p> <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), to support establishment of local citizen-owned businesses. Furthermore, a Youth Development Fund has been put in place through the Ministry of Youth Empowerment, Sport, and</p>													

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 were lack of entrepreneurial and financial management skills, workspace, and low market growth. Acknowledging the catalytic role of entrepreneurship in driving innovation, the Bachelor of Commerce in Entrepreneurship and Business Strategy qualification will empower individuals to become successful entrepreneurs, contributing to job creation. This is in line with the objectives of CEDA and LEA, which focuses on fostering entrepreneurship to create a vibrant and diversified economy.

Corroborating national efforts, the qualification aligns with (Vision 2036) and National Development Plan 11, (NDP 11) emphasizing economic diversification through human capital development. This strategic alignment extends to collaborations with vital entities such as the Ministry of Youth Empowerment, Sport, and Culture (MYSC), reflecting a concerted effort to integrate entrepreneurship with broader youth development programmes. Additionally, the qualification seeks to promote diversity and inclusion by providing opportunities to underrepresented groups in the business world, including women, minorities, and individuals with disabilities. It goes beyond individual entrepreneurship, imparting valuable skills such as business planning, marketing, financial management, negotiation, and leadership. These skills extend their benefits not only to entrepreneurs but also to professionals across diverse fields. In recognizing the broader impact, this qualification will contribute to the country's ability to compete effectively in the global marketplace. Emphasizing global competitiveness aligns with national goals of positioning Botswana as a key player on the international stage and resonates with the objectives of CEDA, LEA, and MYSC in fostering a globally competitive business environment.

The qualification name change from Bachelor of Commerce in Entrepreneurship, was driven by the recommendations from the industry. Through implementation of the Bachelor of Commerce in Entrepreneurship qualification, BA ISAGO University witnessed a growth in student enrolment numbers for the academic years 2020-2021 and a decline for the academic years 2022-2023. An employer satisfaction survey was therefore conducted to identify the gaps within the qualification, that could have led to decrease in numbers. The Bachelor of Commerce in Entrepreneurship Employer Satisfaction Survey Report (2023) indicated a visible gap in skills development in the area of business strategy amongst the graduates. Furthermore, during recruitment potential customers showed

interest in Entrepreneurship that is coupled with another element, as opposed to just Entrepreneurship. This qualification then, has been designed to include the business strategy element, to broaden its scope, which will allow learners to diversify their skill sets and knowledge base. In addition, the inclusion of the business strategy element aims to enhance better educational advancement and employment opportunities for learners upon completion.

### **Qualification Purpose**

The purpose of this qualification is to produce graduates with knowledge, skills and competence to:

- Promote creativity, problem-solving, and the development of new products, services, and technologies.
- Expand in the dynamic business environment as an innovative entrepreneur and strategic leader.
- Compete proficiently in both domestic and global markets to stimulate economic growth and contribute to the elevation of the country's Gross Domestic Product.

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

Entry to this qualification is through the following:

- i. Applicants must have a minimum of Certificate IV, NCQF Level 4 (TVET/GE) or equivalent.
- OR
- ii. Candidates who do not meet the minimum academic qualifications stated above will be considered through the Recognition of Prior Learning (RPL) process which shall be administered according to the National RPL Policy. There will also be a provision for Credit Accumulation Transfer to the learner in case they transfer in from another institution as per National Policy on CAT.

### **SECTION B**

### **QUALIFICATION SPECIFICATION**

#### **GRADUATE PROFILE (LEARNING OUTCOMES)**

#### **ASSESSMENT CRITERIA**

<p>1. Demonstrate specialised knowledge in creating effective business plans for start-up ventures.</p>	<p>1.1 Develop a comprehensive business plan for a start-up, incorporating strategic elements such as executive summary, market analysis, operational plan etc.</p> <p>1.2 Effectively align business plan elements with the overarching strategic objectives and goals of the start-up venture.</p> <p>1.3 In a team, conduct in-depth market research to identify target market and industry trends in order to inform marketing strategies and competitive positioning of a start-up venture.</p> <p>1.4 Formulate a compelling value proposition that clearly articulates the unique benefits and competitive advantages of the start-up venture's products or services.</p> <p>1.5 Develop realistic financial projections and depict the financial viability and sustainability of the start-up venture over time.</p>
<p>2. Apply specialized knowledge in the execution of new pioneering entrepreneurial and business ventures.</p>	<p>2.1 Develop an effective market penetration strategy for a new business or entrepreneurial venture, considering target audiences and competition.</p> <p>2.2 Leverage specialized knowledge to define goals, outline operational processes, allocate resources and establish competitive positioning within the market.</p> <p>2.3 Develop risk mitigation strategies and contingency plans to minimize negative impacts on business and enterprise performance.</p> <p>2.4 Critically assess the impact of innovation in new ventures, considering market reception,</p>

	<p>scalability, and adaptability.</p> <p>2.5 Manage day-to-day operations, monitor progress, and adapt strategies as needed to achieve business objectives and milestones.</p> <p>2.6 Efficiently allocate resources including financial capital, human capital, and physical assets to support the development and growth of a new venture.</p> <p>2.7 Establish key performance indicators (KPIs) and metrics to monitor the performance and success of the new venture.</p>
<p>3. Critically assess the multifaceted influences of both internal and external factors on businesses to facilitate strategic planning.</p>	<p>3.1 Demonstrate proficiency to conduct a comprehensive analysis of internal and external factors such as organizational structure, culture, market dynamics, industry trends and regulatory landscapes.</p> <p>3.2 Effectively integrate financial statements, key performance metrics and industry standards to gauge business health and competitive positioning.</p> <p>3.3 Demonstrate specialized knowledge to strategically interpret market trends, consumer behaviors and competitive landscapes to recognize opportunities and threats to guide strategic decision-making.</p> <p>3.4 Integrate analysis of technological advancements and innovation trends into business operations.</p> <p>3.5 Critically evaluate regulatory frameworks and compliance obligations and their impact on business operations.</p> <p>3.6 Engage in scenario planning exercises,</p>

	<p>assessing potential impacts of various scenarios on business operations.</p>
<p>4. Apply accounting concepts to interpret financial statements in businesses and enterprises for informed decision making.</p>	<p>4.1 Interpret financial statements proficiently to establish the financial position and performance of organizations.</p> <p>4.2 Apply accounting concepts to make financial decisions that impact the overall success of the business, showcasing financial acumen.</p> <p>4.3 Critically assess the relationship between risk and return in financial decision-making, demonstrating a strategic approach to financial management.</p> <p>4.4 Present budgets and financial forecasts, showcasing the ability to plan and manage financial resources effectively.</p>
<p>5. Apply specialized knowledge of marketing concepts to effectively promote products and services to local and international markets.</p>	<p>5.1 Demonstrate a thorough understanding of marketing concepts, theories, and principles relevant to promoting products and services in local and international markets.</p> <p>5.2 Conduct a comprehensive market analysis to identify opportunities, trends and consumer preferences in local and international markets.</p> <p>5.3 Apply specialized knowledge to position products and services for consumer awareness and benefit.</p> <p>5.4 Develop an integrated marketing communications plan for efficiency in marketing locally and internationally.</p> <p>5.5 Demonstrate cross-cultural competence in marketing activities targeted at international markets.</p>

	<p>5.6 Evaluate performance and optimize marketing strategies for continuous business improvement.</p>
<p>6. Apply effective entrepreneurial and business leadership competencies to drive innovation and growth in businesses.</p>	<p>6.1 Demonstrate an entrepreneurial mindset characterized by resilience, risk-taking, and opportunity recognition, applying these traits to drive innovation and growth in businesses.</p> <p>6.2 Exhibit visionary leadership qualities, communicating a compelling vision for the future of the business and inspiring others to embrace change.</p> <p>6.3 Demonstrate adaptability and resilience in navigating uncertainties and challenges.</p> <p>6.4 Empower teams to unleash their full potential fostering an environment of trust, autonomy, and accountability.</p> <p>6.5 Apply advanced skills in entrepreneurial settings, addressing challenges and fostering a positive team culture</p>
<p>7. In a team, conduct applied research and generate solutions to existing entrepreneurship and business challenges.</p>	<p>7.1 Critically assess the local, regional and global challenges facing the business and entrepreneurship industry.</p> <p>7.2 Apply advanced data collection methods to gather information on key trends and developments in the business and entrepreneurship industry.</p> <p>7.3 Critically analyse quantitative and qualitative data to determine complex and unpredictable challenges within the business and entrepreneurship industry.</p>

7.4 Generate solutions that promote ethical, innovative, and sustainable business and entrepreneurship practices



**BOTSWANA**  
Qualifications Authority

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<b>SECTION C</b>	<b>QUALIFICATION STRUCTURE</b>				
<b>COMPONENT</b>	<b>TITLE</b>	<b>Credits Per Relevant NCQF Level</b>			<b>Total Credits</b>
		<b>Level [ 5 ]</b>	<b>Level [ 6 ]</b>	<b>Level [ 7 ]</b>	
		<b>FUNDAMENTAL COMPONENT</b> <i>Subjects/ Courses/ Modules/Units</i>	Computing and Information Skills		10
	Human Resources Management		12		12
	Research Methods			12	12
<b>CORE COMPONENT</b> <i>Subjects/Courses/ Modules/Units</i>	Principles of Economics			12	12
	Strategic Management			12	12
	Principles of Marketing			12	12
	Business Communication			10	10
	Principles of Business Management			10	10
	Introduction to Entrepreneurship			10	10
	Venture Capital and Finance			12	12

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	Business and Entrepreneurial Law			10	10
	Accounting, Concepts, Principles and Procedures			10	10
	Enterprise Creation and Management			12	12
	Entrepreneurship Theory and Practice			12	12
	Buyer Behaviour and Consumerism			10	10
	Financial Management			12	12
	Corporate Governance and Business Ethics			12	12
	Integrated Marketing Communications			10	10
	Family Business Dynamics			10	10
	Small Business and Enterprise Management			10	10
	Business Policy and Strategy			12	12

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	Entrepreneurial Innovation and Creativity			12	12
	Purchasing and Supply Management			12	12
	Project Management			12	12
	Marketing Management			12	12
	Corporate Strategy and Planning			12	12
	Entrepreneurial Marketing			12	12
	International Marketing			12	12
	E-Commerce			12	12
	Corporate Entrepreneurship			12	12
	Contemporary Entrepreneurship Issues & Trends			10	10
	Entrepreneurship for Social and Market Impact			10	10

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	Production Operations Management			12	12
	Venture Creation Practice			24	24
	Industrial Attachment			60	60
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level [ 5 ]	Level [ 6 ]	Level [ 7 ]	
1.	N/A				
2.					
<b>Electives</b>	Enterprise Risk Management			12	12
	Leadership Development			12	12
	Business Intelligence and Data Analysis for Entrepreneurs			12	12
	Organizational Behaviour			12	12

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### SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

#### TOTAL CREDITS PER NCQF LEVEL

<i>NCQF Level</i>	<i>Credit Value</i>
6	22
7	458
<b>TOTAL CREDITS</b>	480

**Rules of Combination:**

*(Please Indicate combinations for the different constituent components of the qualification)*

The credit distribution is made up of 22 credits from the fundamental component, 434 credits from the core component and 24 credits from the elective component, where students will choose only two (2) modules.

### **ASSESSMENT ARRANGEMENTS**

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. The Assessors and Moderators should:

- Be registered and accredited as Assessors and Moderators by the Botswana Qualifications Authority or its equivalent.
- Be experts in educational management or any leadership qualifications at level 10 in the sub-field of the qualifications area.

#### **i. Formative Assessment**

The weighting of formative assessment is 60 % of the final assessment mark.

#### **ii. Summative Assessment**

The weighting of summative assessment is 40 % of the final assessment mark.

### **MODERATION ARRANGEMENTS**

There will be provision for internal and external moderation, conducted by Moderators registered with Botswana Qualifications Authority (BQA).

### **RECOGNITION OF PRIOR LEARNING**

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National RPL policies.

### **CREDIT ACCUMULATION AND TRANSFER**

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification, as specified in policies by the Education and Training Provider (ETP) in line with the National CAT policies.

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

#### **Learning Pathways**

##### **Horizontal Articulation:**

- Bachelor of Commerce in Entrepreneurship and Innovation

- Bachelor of Commerce in Human Resources Management
- Bachelor of Commerce in Marketing Management
- Bachelor of Commerce in Business Administration
- Bachelor of Commerce in Business Management

### **Vertical Articulation**

- Bachelor of Commerce (Hons) in Entrepreneurship
- Master of Commerce in Human Resource Management
- Master of Commerce in Marketing Management
- Master of Business in Entrepreneurship
- Master of Business Administration

### **Employment Pathways**

- Entrepreneur
- Business Development Officer
- Management Consultant
- Sales Officers/Consultants
- Small Business Advisor
- Business Consultant
- Research and Development Assistant
- Business Reporter
- Business Analyst

### **QUALIFICATION AWARD AND CERTIFICATION**

Candidates meeting the prescribed requirements will be awarded the qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award of the Bachelor of Commerce in Entrepreneurship and Business Strategy, candidates should have passed all course work assignments and the final examination and obtained a minimum of 480 credits. A certificate will be issued to learners who are awarded the qualification.

### **SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY**

This qualification compares with the following:

- Bachelor of Commerce in Entrepreneurial Management - University of Johannesburg (UJ), South Africa
- Bachelor of Commerce in Entrepreneurship - The Independent Institute of Education (Pty) Ltd, South Africa
- Bachelor of Business / Bachelor of Entrepreneurship and Innovation - Murdoch University, Australia

The developed qualification compares favourably with the above listed qualifications offered by regional and international Universities. The developed qualification and the qualifications benchmarked with are all pitched at Level 7 with respect to their different qualification frameworks, (NCQF, NQF and AQF). All the titles of the qualifications focus on entrepreneurship, although some have other elements in addition. The qualifications collectively aim at equipping learners with problem solving skills in the field of entrepreneurship whilst grounding them with the fundamental knowledge to practice in organisations, and skills to develop their own entrepreneurial venture. There are also similarities in terms of the domains found in the developed qualification and the ones benchmarked with which are Economics, Marketing, Business Management, Financial Management, Entrepreneurship and Accounting. All the qualifications have an element of research and a project management component with a key focus on guiding the student through the research process in their field and enabling them to conduct and present sound research results and also build projects that solve contemporary entrepreneurial challenges. In terms of assessment strategies, all the qualifications use formative and summative assessments. The rule for award of qualification in all the qualifications is for learners to complete all compulsory modules and attain the minimum required credits.

There are notable differences between the qualifications. The developed qualification together with Murdoch University's qualification run for 4 years while the University of Johannesburg and The Independent Institute of Education qualifications run for 3 years on a full-time basis. The other variations present themselves in terms of credits where the developed qualification carries 480 whilst University of Johannesburg's qualification carries 435, The Independent Institute of Education's qualification has 360 credits and Murdoch University has 96 credits.

In terms of articulation, all the qualifications have similar routes for educational progression and employment pathways. The common education progression pathways for all the qualifications

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together with the developed are postgraduates in Entrepreneurship and Business. The qualifications have similar employment pathways and the one that cut across in all qualifications is Entrepreneur.

### **REVIEW PERIOD**

This qualification will be reviewed after 5 years upon registration.

### For Official Use Only:

<b>CODE (ID)</b>			
<b>REGISTRATION STATUS</b>	<b>BQA DECISION NO.</b>	<b>REGISTRATION START DATE</b>	<b>REGISTRATION END DATE</b>
<b>LAST DATE FOR ENROLMENT</b>		<b>LAST DATE FOR ACHIEVEMENT</b>	
<b>REVISION DATE:</b>		<b>NAME OF PROFESSIONAL BODIES/REGULATORY</b>	