

<b>QUALIFICATION SPECIFICATION</b>						
<b>SECTION A</b>						
<b>QUALIFICATION DEVELOPER</b>		<b>GABORONE INSTITUTE OF PROFESSIONAL STUDIES (GIPS)</b>				
<b>TITLE</b>	Bachelor of Commerce in Entrepreneurship				<b>NCQF LEVEL</b>	7
<b>FIELD</b>	Business, Commerce and Management Studies			<b>SUB-FIELD</b>	Entrepreneurship	
<b>NEW QUALIFICATION</b>	X	Review of existing qualification				
<b>SUB-FRAMEWORK</b>	General Education		TVET		Higher Education	X
<b>QUALIFICATION TYPE</b>	Certificate		Diploma		Bachelor	X
	Bachelor Honours		Master		Doctorate/ PhD	
<b>CREDIT VALUE</b>					<b>480</b>	
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>						
<p>Rationale:</p> <p>The Bachelor of Commerce in Entrepreneurship is designed to provide learners with integrated knowledge and equip them with entrepreneurial skills. Entrepreneurship is widely viewed as a key role player in economic development and well-being of society (NDP11). It introduces innovation, speed up changes in the economy, introduce new completion and contribute to productivity, job creation and national competitiveness (Global Entrepreneurship Monitor Report, 2013). This qualification also aims at enabling the establishment for a learning pathway for learners who want to advance their careers at higher levels. This qualification is also designed to provide an overview of entrepreneurship practice in a national and international context and develop conceptual understanding, synthesis and application of management techniques, theories and practices.</p> <p>Entrepreneurship is crucial to local economic growth, employment creation and innovation (NDP 11). Botswana has an extremely high unemployment rate at just fewer than 40% of the active population (HRDC: 2018). Furthermore, Botswana has one of the lowest entrepreneurship levels in the world at just over 2% of the population. Only 7 out of 10 000 Batswana are categorised as 'high growth entrepreneurs' (STAT: 2016) compared to 50/10 000 in many economies (New Zealand boasts 76 high growth entrepreneurs per 10 000 citizens). If the Botswana society is to truly transform in a sustainable fashion, the vast majority would require decent employment. Entrepreneurship creates new jobs and generates wealth, thus is one of the central solutions to this challenge. Global Entrepreneurship Monitor Report (2018) has shown that people with higher education have a higher probability of success as entrepreneurs. While a few qualifications exist in the field of</p>						

Entrepreneurship, they mostly reside at the Degree and Master levels, with relatively few at the Diploma Level.

### **Purpose**

The purpose of this qualification is to produce graduates with knowledge, skills and competences in the following:

- Entrepreneurship
- Business Communication
- business planning
- financial management
- Resource utilization
- Business Calculations
- Personal Development and Values in Business
- New Venture Creation
- Small Business Management and
- Information Technology.

The qualification is intended to develop graduates who are able to create employment for themselves and for others. The qualification produces an all-rounder graduate with various skills and who will easily fit in the entrepreneurial world.

The qualification will allow candidates to meet the requirements to progress into a higher qualification whilst simultaneously focusing on entrepreneurship.

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

Prospective learners will be admitted to the Entrepreneurship qualification on account of having satisfied the entry requirements for the level they apply for.

- i. NCQF level 4, Certificate IV (General Education), BGCSE - Botswana General Certificate of Secondary Education or equivalent, such as IGCSE - International General Certificate of Secondary Education, best 6 subjects with a pass in English and Mathematics.
- ii. NCQF Level 6 (Diploma) in Related field for entry with exemptions.
- iii. Mature Entry (25 years and above) with vast experience in related field and evidence of relevant experience and training on the Job.

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
Upon successful completion of the BCom in Entrepreneurship candidates will:		
1. Demonstrate knowledge and understanding of the concept of entrepreneurship and the entrepreneurial process.	1.1 Define entrepreneur and entrepreneurship. 1.2 Explain the Entrepreneurship process. 1.3 Describe the characteristics of successful entrepreneurs. 1.4 Display basic business concepts. 1.5 Description of the environment in which entrepreneurs operate. 1.6 Explain and assess business ideas. 1.7 Describe the purpose and benefits of business plans.	
2 Critically evaluate the value of Entrepreneurship.	2.1 Explain why Entrepreneurship is important in Industry and Commerce. 2.2 Understand the innovation involving endowing existing resources with producing capacity 2.3 Discuss personal values of an Entrepreneur. 2.4 Analyse effective skills required in working in and leading professional teams 2.5 Analyse how an Entrepreneur exercises his/her responsibility in decision making. 2.6 Describe the ability to communicate across cultures and discipline	
3 Demonstrate ability to assess business opportunities and an in-depth understanding of what typically characterize successes and failures.	3.1 Discuss different methods to assess the attractiveness of business opportunities. 3.2 Collect and analyse data to assess the attractiveness of new business opportunities regarding the market, the industry, and the team	

	<p>3.3 Discuss the characteristics of an attractive business opportunity and common pitfalls during the entrepreneurial process</p> <p>3.4 Detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths</p> <p>3.5 Transform an initial idea into a fully-fledged business opportunity and effectively communicate this opportunity through a business plan and pitch.</p>
4 Demonstrate knowledge and understanding of the context in which entrepreneurial activity occurs	<p>4.1 Discuss the nature of business ethics.</p> <p>4.2 Evaluate the importance of ethical awareness and values for entrepreneurs.</p> <p>4.3 Identify ethical dilemmas that arise in the course of operating a business.</p> <p>4.4 Analyse approaches to and decisions involving ethical issues.</p> <p>4.5 Discuss the impact of an entrepreneur's personal ethics on the business venture.</p>
5 Demonstrate advanced knowledge and understanding of the key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage	<p>5.1 Discuss the key risks and the most effective processes in bringing different types of products or services to market Describe different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process. Discuss the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork.</p> <p>5.2 Describe the different innovation and entrepreneurship theories and their implications.</p> <p>5.3 Design, organize, and lead a team with the goal of bringing new products and services to market.</p> <p>5.4 Discuss the changing circumstances that occur during the entrepreneurial process.</p>

<p>6 Apply accounting principles in managing a business.</p>	<p>6.1 Explain the need for pre-determined costs and management accounting systems.</p> <p>6.2 Distinguish between direct and indirect costs and fixed and variable costs.</p> <p>6.3 Calculate the value of stock using different valuation methods such as Absorption Costing, Marginal Costing and Breakeven Analysis.</p> <p>6.4 Determine the optimal costing methods (Absorption Costing vs Marginal Costing).</p> <p>6.5 Explain the principles of effective budgeting.</p> <p>6.6 Apply Cost control using Standard Costing methods and the techniques of Investment Appraisal.</p>
<p>7 Demonstrate knowledge and understanding of economic issues in Botswana.</p>	<p>7.1 Explain the economic behaviour of consumers and firms, covering analysis of demand and supply of goods, services and resources within an economy.</p> <p>7.2 Use the framework to examine and evaluate the operation of the market mechanism for various market structures and government policies.</p> <p>7.3 Discuss the economic activities in the national economy and its interrelationships with the rest of the world.</p> <p>7.4 Explain the basic principles involved in the determination of the level of national output, the aggregate price level, and the money supply.</p> <p>7.5 Explain key macroeconomic problems and compare relevant economic policies.</p> <p>7.6 Discuss economic theoretical concepts from a range of Southern African and international examples.</p>
<p>8 Demonstrate an understanding of scientific research methods and theories relevant for the field:</p>	<p>8.1 Discuss the various scientific research methods commonly used to study innovation, entrepreneurship and new technology.</p> <p>8.2 Write comprehensive scientific reports that can effectively</p>

	<p>communicate research findings to colleagues and experts in the field of entrepreneurship.</p> <p>8.3 Effectively discuss own research findings and the research findings of others at professional seminars and workshops.</p> <p>8.4 Effectively demonstrate presentation and communication opportunities to both a technical- and a business-oriented audience.</p> <p>8.5 Demonstrate a holistic approach when working in technology projects.</p>
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<b>QUALIFICATION STRUCTURE</b>			
			<b>SECTION C</b>
<b>COMPONENT</b>	<b>Title</b>	<b>Level</b>	<b>Credits</b>
<b>FUNDAMENTAL COMPONENT</b> Subjects / Units / Modules /Courses	Introduction to Accounting	5	10
	Introduction to Business Communication	5	10
	Introduction to Quantitative Methods	5	10
	Introduction to Information Technology	5	10
	Introduction to Entrepreneurship	5	10
	Customer Service Principles	5	10
	Introduction to Business Law	5	10
	Business Economics	5	10
	Principles of Marketing	5	10
<b>CORE COMPONENT</b> Subjects / Units / Modules /Courses	Small Business Management	6	15
	Quantitative Methods	6	10
	Business Finance	6	10
	Entrepreneurship	6	15
	Creativity and Innovation	6	15
	Leadership	6	10
	E- Commerce	6	10
	Entrepreneurial Operations	6	15
	Project Management	6	10
	Managing Diversity	7	10
	Enterprise Investment Management	7	15
	Enterprise risk Management	7	15
	Managerial Accounting	7	10
	Management Information Systems	7	10
	Corporate Finance	7	10
	Ecopreneurship	7	15
	Corporate Strategy	7	10

	Research Methodology	7	15
	Corporate Entrepreneurship	7	10
	Company Law	7	10
	Entrepreneurial Management	7	10
	Business Environment	7	10
	Supply Chain Management	7	10
	Entrepreneurial Research Project	7	60
	Industrial Attachment	7	60
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules /Courses ( <b>Choose two</b> )	Corporate Governance and ethics	7	10
	Gender Issues in Entrepreneurship	7	10
	Entrepreneurship and Dynamic Capabilities	7	10
	International Marketing Management	7	10
	<b>Total Credits</b>		<b>480</b>

**RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):**

**The qualification consists of 480 Credits:**

**TOTAL CREDITS ON NQF LEVEL 5 = 90**

**TOTAL CREDITS ON NQF LEVEL 6 = 110**

**TOTAL CREDITS ON NQF LEVEL 7 = 280**

**Modules at NCQF Level 5:**

**Total Credits at NCQF Level 5 = 90 Credits.**

Introduction to Accounting	10
Introduction to Business Communication	10
Introduction to Quantitative Methods	10
Introduction to Information Technology	10
Introduction to Entrepreneurship	10
Customer Service Principles	10
Introduction to Business Law	10
Business Economics	10



Principles of Marketing	<b>10</b>
<b>Modules at NCQF Level 6:</b>	
<b>Total Credits at NCQF Level 6 = 110 Credits.</b>	
Small Business Management	<b>15</b>
Quantitative Methods	<b>10</b>
Business Finance	<b>10</b>
Entrepreneurship	<b>15</b>
Creativity and Innovation	<b>15</b>
Leadership	<b>10</b>
E-Commerce	<b>10</b>
Entrepreneurial Operations	<b>15</b>
Project Management	<b>10</b>
<b>Modules at NCQF Level 7:</b>	
<b>Total Credits at NCQF Level 7 = 280.</b>	
Managing Diversity	<b>10</b>
Enterprise Investment Management	<b>15</b>
Enterprise Risk Management	<b>15</b>
Managerial Accounting	<b>10</b>
Management Information Systems	<b>10</b>
Corporate Finance	<b>10</b>
Ecopreneurship	<b>15</b>
Company Law	<b>10</b>
Entrepreneurial Management	<b>10</b>
Business Environment	<b>10</b>
Supply Chain Management	<b>10</b>
Corporate Strategy	<b>10</b>
Research Methodology	<b>15</b>

Corporate Entrepreneurship	10
Industrial Attachment	60
Entrepreneurial Research Project	60
<b>(Electives – Choose 2)</b>	
Corporate Governance and Ethics	10
Gender Issues in Entrepreneurship	10
Entrepreneurship and Dynamic Capabilities	10
International Marketing Management	10
<b>TOTAL NUMBER OF CREDITS</b>	<b>= 480.</b>

### ASSESSMENT AND MODERATION ARRANGEMENTS

#### INTEGRATED ASSESSMENT:

Assessment is conducted in accordance with relevant national and institutional Assessment Policies. In most cases the assessment will consist of :-

- Assignments
- Tests
- Mid-semester exam per module
- One three-hour examination per module.

Formative assessment will take place by means of the assignments that will include evidence of job-related understanding, application and evaluation of knowledge, theory and methodologies. Summative assessment will happen by means of a formal examination process.

#### Internship assessment

Students who have completed their internship will be assessed using the following criteria in summary:-

	Mentor's mark	Student report	Supervisor's mark	TOTAL
Marker 1	/35	/25	/40	
Moderated Mark	/35	/25	/40	
Agreed marks for the board.	/35	/25	/40	%

#### Entrepreneurial research project assessment

Students will be assessed for the research project in accordance with the laid-out template as laid out in the ETP's assessment policy.

## **MODERATION**

Moderation takes place in accordance with the institutional Moderation Policy. This Policy provides for a moderation process that verifies that assessments are fair, reliable, valid, practicable and transparent and also evaluates assessor performance.

Moderation must include both internal and external moderation of assessments. Moderation should also encompass achievement of the competence described both in individual unit standards, exit level outcomes as well as the integrated competence described in this qualification.

### **Internal moderation requirements**

Anyone assessing a learner or moderating the assessment of a learner against this Qualification and Unit Standards must be registered as an assessor with the BQA.

### **External moderation requirements**

External moderators are engaged by the institution as consultants for two purposes, that is pre-moderation and post –moderation of papers.

External Moderators are gurus in the field and are subject specialists whom, after receiving the question papers ensure quality and standard of the paper is maintained. They check the consistency of the paper, how questions are articulated starting from lower level to higher level question using the learning outcomes. They may accept or reject the paper if not set according to Blooms taxonomy of cognitive domain. External moderators check the pitching of the question papers. After, the external moderation exercise has taken place the papers are taken to the Institution for corrections and printing and then for safe storage before the final date of examination.

### **Moderation of answer scripts.**

External moderators have mammoth task to ensure that the answer-scripts are moderated as they constitute or determine the fate of the student. Moderators check and verify whether the examiner was not too lenient, generous on marks or harsh and mean on marks. They ensure that there is:

1. Consistency: The Script versus the marking key.
2. Consistency across all scripts.
3. Correct mark Count per question.

4. Correct Mark Total Count per Script.
5. Correct mark Computation (formulae on mark sheets).
6. Correct transfer of marks to Mark Sheet.
7. Percentage pass rate calculated.

Moderators give comments, observations and recommendations that would influence the decision of the Senate.

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

RPL is conducted in accordance with the relevant national and institutional Recognition of Prior Learning Policies. The Policies provide processes and procedures by which RPL will be conducted.

The assessment processes involved with RPL are the same as those followed for awarding credits in an academic setting. An RPL candidate seeking credits for previously acquired skills and knowledge must still comply with all the requirements as stated in learning modules and learning programmes and qualifications. The difference is the route to the assessment. RPL assessment takes a holistic view of the process of assessment where the context of the learning as well as the context of the person who is being assessed is taken into account.

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

Entry-Level Jobs for Bachelor of Commerce in Entrepreneurship:

Common employment destinations include:

- Entrepreneur
- Research Investigator
- Business Analyst
- Teacher
- Project Management Coordinator
- Recruiter
- Business Reporter
- Business Development Coordinator
- Sales Officer

Academic Pathways

Learners who have graduated with a BCom in Entrepreneurship can proceed to do an Honours

Degree in Entrepreneurship, Masters in Entrepreneurship and any other related field.

## **QUALIFICATION AWARD AND CERTIFICATION**

### **Minimum standards of achievement for the award of the qualification**

Candidates have to complete 4 years of study and associated 480 credits in the programme to graduate. Students who were exempted may take the shorter period of study depending on the level of entry point. In order for students to graduate they have to pass all the 34 modules of the Degree Programme. That means students cannot pass the programme if they do not pass the Course Work and the Examination. Students should ensure that they fulfil all the requirements for the Course work, otherwise, if they do not pass the course work, they will not be eligible to sit for the final examination. Students have to fulfil the assessments requirements for each subject in the BCom entrepreneurship degree Programme:

- Examination (60%).
- Course Work (40%).

The Grading System is as specified in the Assessment Policy and Procedures.

### **Certification**

Candidates meeting prescribed requirements will be awarded a certificate for the qualification in accordance with standards prescribed for the award of the qualification and applicable policies.

## **REGIONAL AND INTERNATIONAL COMPARABILITY**

This qualification compares with the following:

Similarity of Programme in these various institutions selected for the case study assessment

### **University of Pretoria (SOUTH AFRICA)**

University of Pretoria Bachelors of Commerce in Entrepreneurship worth 448 credits which develops competencies in knowledge of business management principles, to take students through the entrepreneurial process, to motivate students to run a successful business, to enable students to establish a viable business and to equip students to take up a position in the entrepreneurship development field. Entrepreneurial training assists students in identifying business opportunities and converting them into

viable businesses. Students can also find work in the small business-enabling environment in which the Department of Trade and Industry, the Small Enterprise Development Agency, commercial banks and Khula Enterprise Finance are major role-players

### **North rise university (Zambia)**

The university offers Bachelor of Commerce in entrepreneurship degree programme for duration of four (3) years' worth 380 credits. This program is designed to equip students to deal with the challenges of operating their own business. These challenges include the intense competition both locally and internationally, dealing with people and technology, and managing the financial aspects of the business.

### **Midlands State University (Zimbabwe)**

The Bachelors of Commerce Honours in Entrepreneurship offered over a period of 3 years' worth 480 credits.

### **Kingston University (UK)**

The Bachelors of Commerce Honours in Entrepreneurship programme at Kingston University is driven by the philosophy of 'learning through making'. The focus is strongly on facilitating hands-on experience; student led and owned product portfolios and producing industry-ready graduates. The duration of the course is 4 years full time worth 380 credits.

### **Conclusion**

With reference to the market survey conducted by the ETP the Bachelors of Commerce Honours in Entrepreneurship qualification fits well to the Botswana environment. The main difference between this degree programmes offered by the ETP compared with the same programme offered by other institutions benchmarked with is firstly the duration of the course. The ETP proposes to do the programme over a period of 4 years spread out in 8 semesters, whereas the other institutions benchmarked with offer the same qualification in 3 years. Secondly the Bachelors of Commerce Honours in Entrepreneurship offered by the ETP accumulated credits up to 480 whilst the same programme offered by University of Pretoria 448 credits, North rise university worth 380 Credits and Midlands State University is worth 480 credits.

The main similarity in all the programmes is that they offer an in-depth knowledge both theoretical and practical in the areas of Entrepreneurship, equipping students with skills and competencies that will allow

them to function effectively in the market.

Although the qualifications examined generally follow similar structures and standards, there are differences, though not significant, in that the Bachelors of Commerce in Entrepreneurship degree programme that will be offered by this ETP it's a 4 year programme which includes both elements of industrial attachment and a research programme whereas the one that is offered by the university of Pretoria it's a three year programme that does not include elements of research project and industrial attachment.

#### **REVIEW PERIOD**

This Qualification will be reviewed every 5 years.

#### **Other information**

N/A