

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		Institute of Development Management (IDM)					
TITLE		Bachelor of Science in Entrepreneurship			NCQF LEVEL		7
FIELD	Business, Commerce and Management		SUB-FIELD	Entrepreneurship & Innovation			
New qualification		√	Review of existing qualification				
SUB-FRAMEWORK	General Education			TVET		Higher Education	√
QUALIFICATION TYPE	Certificate			Diploma		Bachelor	√
	Bachelor Honours			Master		Doctor	
CREDIT VALUE					502		
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>According to the HRDC <i>Top Occupations in High Demand</i> report of 2016, validated data under Finance and Business Services indicated that there is a need for graduates with Bachelor's degree in Entrepreneurship who can participate in diversification of the country's economy. There has been an outcry in the country that institutions are only producing graduates that are looking for employment and none that create employment. This is a qualification that can produce employees as well as entrepreneurs. Such entrepreneurs have the potential of creating employment. Most importantly such graduates are well equipped with commercial knowledge combined with individual creativity so as to be able to identify opportunities from the economic challenges affecting the country at large. It is therefore paramount that dynamic qualifications such as Bachelor of Science Degree in Entrepreneurship and Innovation assist in fulfilling this gap that has been identified by the HRDC report. The HRDC document's findings have been corroborated by the developer's 2018 stakeholder engagement report that confirmed the high need for the programme by the local market.</p> <p>Support for the qualification is also offered by the recommendations of the Government Paper No. 37 of 2008: "Towards a Knowledge Society", Tertiary Education Policy, as approved by the National Assembly on the (2008:10). It also supports the skills training and development component of the Life Cycle Model of the NHRD Strategy (2009). Botswana Vision 2036 recognizes education and skills development as the basis for human resource development. The type of education curriculum that is envisaged to prevail is that which would be aligned to the needs of the economy and business in particular. The purpose of this qualification is to produce graduates who are able to combine theory and creativity which encourages the graduates to dwell more on employment creation rather than the generic employment consumption. The qualification therefore helps to develop the following competencies in the following areas: Idea generation, business planning, operations management, financial management, assembling resources and utilization, sustainable business practices.</p>							

The concluded stakeholder engagement consisted of key representatives from the Citizen Entrepreneurial Development Agency (CEDA), Bank Gaborone, and the private sector including active entrepreneurs. The key contribution from them was ensuring that the qualification is not only fixated on the issue of entrepreneurship and grooming potential entrepreneurs, but also incorporates support organisations and activities around entrepreneurship. Banking, Consulting and Business Advisory services are some of the key supporting services and stakeholders were unanimous in their plea for the qualification to incorporate such.

Purpose

Upon completion of the qualification, graduates will be equipped to perform the following tasks:

- Business planning
- Global market analysis and opportunity scoping
- Enterprise Strategy Development
- Manage, Monitor and Evaluate business strategies
- Pitching
- Marketing and Selling products and services
- Business analytics

ENTRY REQUIREMENTS (including access and inclusion)

- Qualification at NCQF Level 4, Certificate IV in General Education (Botswana General Certificate of Secondary Education) or equivalent, for example, International General Certificate of Secondary Education (IGCSE).
- Applicants with a Diploma in Business Studies or related discipline from any recognized and accredited institution may be admitted for entry with exemptions.
- Students who do not meet the above requirements may be considered in terms of Recognition of Prior Learning (RPL) Regulations, including formal and non-formal experience.
- Any relevant qualification at NCQF Levels 5 or 6 may render the candidate eligible for exemptions or credit transfer in accordance with applicable University policies.

QUALIFICATION SPECIFICATION	
SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Demonstrate an understanding and awareness of the entrepreneurship environment from a local and global perspective	1.1. Explain the various perspectives of entrepreneurship and the small business environment (Botswana environment and the world). 1.2. Apply socio-economic theory in the analysis of entrepreneurial issues 1.3. Discuss issues such as cross-cultural understanding, ethics, inclusivity, climate change and globalisation.
2 Demonstrate the ability to identify and pursue opportunities for new ideas and opportunities for growth.	2.1 Differentiate between an idea and a business opportunity. 2.2 Establish creative and innovative solutions to meet customer needs. 2.3 Analyse new and existing businesses for growth opportunities. 2.4 Use acquired skills to determine value creation for the consumer, the company and society 2.5 Explain the diversity in terms of types of innovation, innovators and innovation settings 2.6 Analyze global markets and identify opportunities for venture creation and growth 2.7 Examine indigenous knowledge concepts including the assessment of the contemporary and future-building potential of indigenous knowledge
3 Demonstrate the ability to build effective business strategy, responsive to market needs both in the long and short term	3.1 Apply effective and sustainable business planning knowledge. 3.2 Develop a diversification strategy to keep business offerings relevant to the customer and the market 3.3 Identify appropriate marketing tools and platforms based on industry, product, target market and availability of resources. 3.4 Employ contemporary marketing techniques/new media to maximize entrepreneurial success 3.5 Manage, monitor and evaluate implemented strategies, in order to apply relevant interventions. 3.6 Utilize information of a business's internal and external environments to recognize and prioritize appropriate strategies
4 Demonstrate the capability to identify, mobilise and manage entrepreneurial resources.	4.1 Identify key human resource skills relevant for different business stages. 4.2 Apply pitching skills to acquire various resources from potential stakeholders. 4.3 Develop successful financing proposals for relevant financiers.

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

	<p>4.4 Maximise the available resources to execute business/idea needs.</p> <p>4.5 Assess opportunities concurrent with trade-offs of resource limitations.</p>
5 Demonstrate an advanced understanding of key processes and possible barriers involved in bringing new products and services to market.	<p>5.1 Critically evaluate market needs and product relevance.</p> <p>5.2 Manage production process from idea to product ready for market.</p> <p>5.3 Illustrate the importance of new product development to business performance.</p> <p>5.4 Manage performance and progress in an organization by way of applying methods of evaluation and monitoring</p> <p>5.5 Apply technical and socio-cultural skills in project management.</p> <p>5.6 Identify possible challenges in the production process as well as effective techniques to tackle them.</p>
6 Demonstrate key skills in developing and managing useful relations necessary for the development of enterprise	<p>6.1 Develop human resources systems which will guide a holistic approach to managing people</p> <p>6.2 Utilise networking skills to build and leverage relationships.</p> <p>6.3 Manage the negotiation and implementation of contracts, including any risk associated with relevant stakeholders.</p> <p>6.4 Evaluate government interventions and take advantage of applicable existing policies.</p> <p>6.5 Interpret competition and how competition policy affects enterprise.</p> <p>6.6 Use the consumer behavior models to segregate and categorize customers.</p>
7 Apply relevant skills set for research purposes in the entrepreneurship field.	<p>7.1 Conduct research on various aspects of the entrepreneurship field .</p> <p>7.2 Engage in analytical discourses about the entrepreneurship field</p> <p>7.3 Develop tools for data collection</p> <p>7.4 Apply primary and secondary data fit into the research process.</p> <p>7.5 Use tools to execute a market research and gather quality data.</p> <p>7.6 Interpreting business problems and converting the response requirements to a quantitative styled model</p> <p>7.7 Analyze and solve a variety of business related problems using a systematic approach involving accepted statistical techniques.</p> <p>7.8 Communicate results of analyses with clarity and precision in report format</p> <p>7.9 Prepare analytical and objective academic and business reports.</p>

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

	7.10 Demonstrate research, diagnostic, analytical and communication skills in examining and discussing contemporary topics in entrepreneurship
8 Apply socio-economic consideration for sustainable business activity.	8.1 Assess how economic activity impacts the environment and livelihoods. 8.2 Identify and implement sustainable solutions for social problems.
9 Demonstrate management skills & capabilities.	9.1 Apply key business management skills to enhance effectiveness and efficiency of an enterprise. 9.2 Effectively lead and manage a team, with consideration of diversity and inclusiveness
10 Demonstrate skills in the use of technological solutions to enhance organisational operations.	10.1 Describe key concepts in ICT, computers, devices and software 10.2 Develop a technology-based business model from a basic idea towards a financially sustainable business. 10.3 Identify global trends in the 4th Industrial Revolution and Artificial Intelligence.

QUALIFICATION STRUCTURE			
SECTION C			
FUNDAMENTAL COMPONENT Modules	Title	Level	Credits
	ICDL	5	20
	Professional Communication	5	12
	Communication & Academic Writing Skills	5	12
	Introduction to Economics	6	15
	Principles of Management	6	15
	Introduction to Business Accounting	7	15
CORE COMPONENT Modules	Entrepreneurship: practices and perspectives	7	12
	Social Entrepreneurship	7	12
	Creativity and Innovation	7	12
	New Venture Creation and Development	7	15
	Small Businesses in Emerging Economies	7	15
	Family Business	7	15
	Entrepreneurial Finance	7	15
	Market Research for New Ventures (Mini project)	7	20
	Entrepreneurial Marketing and New Media	7	15
	Entrepreneurial Management and Leadership	7	12
	New Product Development	7	12
	Business Plan Project	7	30
	Business Ethics & Corporate Social Responsibility	6	12
	Cross Cultural Competence	6	15
	Quantitative Methods for Business	7	15
	International Business	6	15
	Research Methods	7	15
	Introduction to Project Management	5	10
	Principles of Marketing	6	15
	Principles of Supply Chain Management	6	10
	Principles of Taxation	6	10
	Principles of Human Resource Management	7	15

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

	Business Law	6	12
	VUCA (Volatility, Uncertainty, Complexity and Ambiguity) Leadership	8	30
	Practicum	7	30
ELECTIVE COMPONENT Modules	Grit and Hustle: Start-ups in the creative Industry	6	12
	Managing High Growth Companies	6	12
	Technology Entrepreneurship	6	12
	Global Entrepreneurship	6	12

Rules of Combinations, credit distribution (where applicable)

Level	Fundamental Credits	Core Credits	Elective Credits	Total Credits
5	54	0	0	54
6	0	119	24	143
7	0	275	0	275
8	0	30	0	30
Total	54	424	24	502
Grand total				502

A minimum total of 502 credits are required to attain a Bachelor's Degree in Entrepreneurship and Innovation. Candidates will have to complete all modules and attain all required credits in the Fundamental and Core components, as well as attain 24 credits in the Electives component, where they will have to choose any two elective modules.

ASSESSMENT AND MODERATION ARRANGEMENTS

ASSESSMENT

Participants will be assessed through tests, practical tasks both as group or individual work and examinations.

There will be a minimum of one (1) class administered test and minimum one (1) assignment in both core and elective modules per semester. Additionally, participants will be given practical exercises both as group or individual work.

Formative assessment or continuous assessment (CA) will comprise 40% of the final grade for each module.

Summative assessment based on learning outcomes leading to the award of the qualification. Summative assessment will be undertaken in the form of final examinations. Examinations shall consist of one (1) two-hour paper for each module.

The weighting between continuous assessment and summative assessment shall be at a ratio of 40:60.

MODERATION

INTERNAL AND EXTERNAL MODERATION REQUIREMENTS

- Internal moderation and external moderation is conducted across disciplines according to the institution guidelines.
- An Assessor/Moderator must hold at least a Master's degree in a relevant field of study or related postgraduate professional qualification and be registered with Botswana Qualification Authority.

Moderation will cover two general phases, namely:

Phase 1: Pre - Assessment

Phase 2: Post - Assessment

- **PRE-ASSESSMENT MODERATION**

- I. Moderate all questions of the examination paper, paying particular attention to clarity and mechanics of language and spelling.
- II. Moderate the marking scheme. This will include allocation of marks for each part/section or step.
- III. Moderate the general instructions on the front cover of the Question Paper, including course code, time-allocation and any other instructions.
- IV. Ensure that special tables, formulae and other technical documents accompanying the Question Paper are available.
- V. Edit and suggest improvements to the questions.

- VI. Ensure that there is a balance between the time allocated for the paper, the level of difficulty of the questions, as well as marks allocated.
- VII. Ensure that the topics in the course outline have been fairly covered by the material examined.

• **POST –ASSESSMENT MODERATION**

- I. Through sampling (30% of the total number), verify if assessment judgments and decisions have been done consistently and that principles such as validity, authenticity, currency and sufficiency have been considered.
- II. Check if calculation of marks has been done correctly.
- III. Check if necessary records and reports have been completed

SAMPLING PROCEDURE

The 'Rule of thumb' for Sampling is that a sample of the answer scripts is taken comprising:

- I. All the scripts if the total number is less than 10.
- II. 30% of the total number of assessed scripts.
- III. The sample should represent a reasonable distribution of marks including scripts with top marks and ones with very low marks.
- IV. The moderator will check that the marking of the sample is consistent with the marking scheme. Moderator will often sign the moderated scripts.
- V. The tolerance range for moderation difference is +/-5% of the mark given by the examiner.

RECOGNITION OF PRIOR LEARNING (if applicable)

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional and international professional bodies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning

After completion of the B.Sc. in Entrepreneurship and Innovation qualification, learners will be prepared to proceed to related Honours or Master's degree at any recognized institution.

Comparable graduate programmes include:

- 1. MSc Entrepreneurship & Innovation
- 2. Master of Management in the field of Entrepreneurship and New Venture Creation
- 3. MSc in Strategic Entrepreneurship

In addition, learners may choose to proceed to more generalized graduate business programmes including Master of Business Administration or those with specialized training such as Masters of Human Resources or Masters of Project Management.

Employment

Graduates of the BEI programme will be equipped to establish and manage their own ventures.

They may also find employment in both private and public institutions that assist and promote entrepreneurship activities.

Example of Careers Graduates may pursue:

- Business Owner
- Project Manager
- SMME Financial advisor (Commercial and Development banking sector)
- Credit Analyst
- Community Manager (Nonprofit sector)
- Business Advisor
- Product Development Manager

QUALIFICATION AWARD AND CERTIFICATION

To be awarded a Bachelor of Science in Entrepreneurship & Innovation, a learner must:

1. Attain 502 credits
2. Pass all the modules including required electives
3. Successfully complete any projects, workplace attachment, or portfolio
4. Successfully complete any academic research work

A certificate will be awarded only to participants who meet the above criteria.

REGIONAL AND INTERNATIONAL COMPARABILITY

This programme has been benchmarked with the following institution with attention paid to the number of credits, similar and differing modules:

REGIONALLY

1. Bachelor of Commerce (Entrepreneurship) – University of Pretoria (South Africa)

Duration: 3 Years (full time)

Credits: 405

Learning Outcome: The purpose of this qualification is to provide qualifiers with the necessary performance motivation, entrepreneurial and business skills to improve their entrepreneurial performance. The student is provided with the applicable theory, supported by the practical application thereof, to operate efficiently in a diversity of work environments. Specific attention is paid to starting and developing own entrepreneurial ventures.

Similarities:

Marketing Management

Economics

Financial accounting

Business management

Business law

Entrepreneurship

Differences:

Academic information management

Academic literacy for Economic and Management Sciences

Academic orientation

Introduction to moral and political philosophy

Statistics

Consumer behaviour

Integrated brand communications

Communication management

International business management

INTERNATIONALLY

3. Business Management - Entrepreneurship (Honours) (University of Westminster, United Kingdom)

Duration: 4 Years (full time)

Credits: 480

Learning Outcome: Aims to build business knowledge and skills which will enable a student to pursue a career in the private or public sectors, as well as have appropriate skills and the confidence to develop their own business

Similarities:

Accounting and Finance Fundamentals

Global Business Environment
Marketing Principles
New Venture Creation

Differences

People and Organisations
Operations and Digital Business
Managing People
Analysing and Managing Information
Business Decision Making

Conclusion

This degree compares well regionally and internationally in terms of scope across major themes, which positions it as relevant to the Botswana environment with a global perspective in order to produce graduates who explores businesses that have potential to appeal to global markets and follow global trends.

This degree does offer a competitive advantage over similar offering in Botswana - a 3-months long practical module that will appeal to students as a launching pad for their desirable career pathway.

	Bachelor of Business Management (Entrepreneurship) - University of Westminster (UK)	Bachelor of Commerce (Entrepreneurship) – University of Pretoria (South Africa)	Bachelor of Commerce in Entrepreneurship and Innovation – University of Calgary (Canada)	Bachelor of Business (Entrepreneurship) - RMIT University (Australia)	This proposed Bachelor of Science in Entrepreneurship and Innovation
Duration	4 years	3 years	4 years	3 years	4 years
Immersion experience	√	x	√	√	√
Start-up ventures	x	x	√	√	√

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DNCQF.FDMD.GD04

Issue No.: 01

Consultancy projects	√	x	√	√	√
Social Entrepreneurship	x	x	x	√	√
Credits	480	405	480	400	502

REVIEW PERIOD

Every 5 years. However, the business landscape is forever changing and review of the qualification will provide a window for constant refining and updating where applicable, arising from legislative changes or stakeholder feedback.