

**BQA NCQF Qualification Template**

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
<b>QUALIFICATION DEVELOPER</b>	BA ISAGO University						
<b>TITLE</b>	Certificate V in Entrepreneurship				<b>NCQF LEVEL</b>	5	
<b>FIELD</b>	Business, Commerce and Management Studies		<b>SUB-FIELD</b>	Entrepreneurship			
<b>New qualification</b>	✓		<b>Review of existing qualification</b>				
<b>SUB-FRAMEWORK</b>	General Education			TVET	✓	Higher Education	
<b>QUALIFICATION TYPE</b>	Certificate		✓	Diploma		Bachelor	
	Bachelor Honours			Master		Doctor	
<b>CREDIT VALUE</b>	120						
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>The Human Resources Development Council (HRDC) Top Occupations in Demand document (2016) identified Entrepreneurship as one of the occupations in high demand at a national level. Inclusion of entrepreneurship in that priority list was informed by the country's national priorities as outlined in the Botswana VISION 2036. VISION 2036 states that development of the human capital and the informal sector and the micro and small enterprises (MSEs) are essential in achieving the VISION 2036 pillars, mainly Pillar 1 which calls for Sustainable Economic Development and Pillar 2 which emphasizes the need for Human and Social Development. The country's vision in respect of MSEs in particular, is that Botswana will have a vibrant micro and small enterprise sector that contributes significantly to the economy, creating decent jobs and providing sustainable livelihoods for Botswana. Initiatives that support this sector could not be more relevant against a backdrop of youth unemployment levels hovering around 25% (Statistics Botswana, 2019). This justifies the need for training and qualifications in the field of Entrepreneurship.</p> <p>Furthermore, the Ministry of Education and Skills Development addressed the issue of skills deficiencies in the National Human Resource Development Strategy (2016), which stated that economic diversification was critically tied to having the right skills in place for the diversification to take place. This qualification</p>							

seeks to produce a competent entrepreneur with not just a wide knowledge and understanding of the various aspects of starting and managing a successful new venture, but the ability as well to practically apply such knowledge and understanding to real business situations.

The Botswana government is fully committed to diversifying the economy by promoting and strengthening the private sector. The aim is to reduce the economy's dependence on minerals (diamonds) and to develop appropriate entrepreneurial skills and create more employment opportunities. The private sector can achieve maximum growth by increasing its pool of competent entrepreneurs who are able to identify and successfully exploit business opportunities in the economy. The Government has commendably put in place institutions such as Citizen Entrepreneurial Development Agency (CEDA), National Development Bank (NDB), Local Enterprise Authority (LEA), The Youth Grant Policy and Botswana Investment Trade Centre (BITC) to promote and support Botswana entrepreneurs to vigorously participate in local, regional and international markets.

### **Purpose**

The purpose of this qualification is to produce graduates with entrepreneurial skills and competencies to:

- Start, operate and manage a small business.
- Translate an innovative idea into a successful business venture.
- Apply key accounting concepts and principles to manage the business finances.
- Develop and implement appropriate marketing strategies to acquire and retain customers for the business
- Adhere to the regulatory requirements of establishing and operating a small business enterprise.

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

- Certificate IV (NCQF Level 4) or its equivalent.
- Candidates must have obtained at least three credits at Certificate IV or its equivalent.
- Candidates who do not have the minimum qualifications stated above will be considered through a Recognition of Prior Learning (RPL) process and Credit Accumulation Transfer (CAT).

<b>QUALIFICATION SPECIFICATION</b>		<b>SECTION B</b>
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>	<b>ASSESSMENT CRITERIA</b>	
1. Prepare a start-up business plan covering the marketing, financial, operations and human resources aspects.	1.1 Conduct a basic situation analysis for a viable idea 1.2 Incubate an idea and test potential impact in the market 1.3 Formulate business objectives and strategies. 1.4 Identify appropriate sources of funding for small business ventures 1.5 Present a comprehensive business plan to funding institutions 1.6 Implement the business plan. 1.7 Evaluate of business plan in line to achieving the overall business objectives.	
2. Prepare basic financial statements for the operations of a small business enterprise.	2.1 Record basic financial transactions in prime books of entry and post them to the appropriate ledgers. 2.2 Prepare basic income statement and balance sheet. 2.3 Prepare bank reconciliation statement. 2.4 Interpret basic financial statement to determine the performance of the business.	
3. Develop marketing strategies suitable for the products and services offered by the business.	3.1 Conduct basic research to determine the business potential customers. 3.2 Formulate marketing mix strategies to support the business products and services throughout the different stages of the product life cycle 3.3 Create a digital presence for a business to promote company products. 3.4 Develop strategies to attract and maintain customer relationship for continued support.	
4. Demonstrate knowledge and understanding of operating and managing a small business enterprise	4.1 Determine the most appropriate form of business to operate 4.2 Assess how the external environment creates opportunities and threats for a business.	

	<p>4.3 Develop appropriate strategies to respond to the opportunities and threats presented by the environment</p> <p>4.4 Prepare documentation for company registration, tax clearance, opening a bank account etc.</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>
	Computer Skills	5	10
	Communication Skills	5	10
<b>CORE COMPONENT</b> Subjects / Units / Modules /Courses	Small Business Management	5	10
	Principles of Business Management	5	10
	Principles of Marketing	6	10
	Business Plan Preparation	5	30
	Customer Service	5	10
	Principles of Project Management	5	10
	Principles of Financial Accounting	5	10
	Entrepreneurship	5	10
<b>ELECTIVE COMPONENT</b> Subjects / Units / Modules /Courses	<b>No electives</b>		
<b>Rules of combinations, Credit distribution (where applicable):</b>			
Level 5 consists of 110 Credits			
Level 6 consists of 10 Credits			
<b>Total Credits = 120</b>			
All core modules (100 credits) and fundamental modules (20 credits) are compulsory			

## **MODERATION ARRANGEMENTS**

Assessors and moderators can be accredited by any Quality Assurance Body of any country.

### **ASSESSMENT ARRANGEMENTS**

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

- **Formative assessment**

The weighting of formative assessment is 40 %.

- **Summative assessment**

The weighting of summative assessment is 60 %.

### **MODERATION ARRANGEMENTS**

#### **Internal Moderation Requirements**

- All assessment instruments should be internally moderated before administration.
- All marked scripts should be moderated internally.
- The preparation of the moderation should be accompanied by the Assessment Matrix.

#### **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.

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
- Examination Attendance register

Assessment and moderation will be carried out in line with BQA/ national policies by assessors and moderators registered and accredited with BQA or its equivalent.

### **Sampling Procedure for Moderation**

The total number of scripts to be sampled depends on the total number of candidates. If the number is less than 10 or less, the moderator should go through all the papers. For more than 10 candidates, the sample shall be 10 plus 10% of the remaining total number of scripts.

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

Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification. 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 provides sufficient evidence of their competence in a module as determined by the appointed RPL Assessor. This RPL process shall be administered according to the institutional and national RPL Policy

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 the 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

All evidence presented will be matched against the Performance Criteria stated in the Unit of Competency. If necessary, candidate would be asked 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***

#### **Horizontal articulation**

- Certificate V in Human Resources Management
- Certificate V in Business Management
- Certificate V in Project Management

#### **Vertical articulation**

- Diploma in Entrepreneurship.
- Diploma in Human Resources Management
- Diploma in Business Management
- Diploma in Marketing Management

#### **Diagonal articulation**

- Diploma in Fashion Design
- Diploma in Construction
- Diploma in Art and Design

#### **Employment Pathways**

- Entrepreneur
- Small Business Developer
- Loans Officers
- Credit Officers
- Administrators

## **QUALIFICATION AWARD AND CERTIFICATION**

The qualification will be awarded according to the policies of the Institution. To be eligible for the award, candidates must have successfully completed all fundamental modules worth 20 credits and core modules worth 100 credits and passed examinations in accordance with regulations set by the Faculty. The Certificate in Entrepreneurship will be awarded to candidates who have obtained a minimum of 120 credits.

## **REGIONAL AND INTERNATIONAL COMPARABILITY**

A comparative analysis was conducted with four (4) institutions namely:

**1. University of West Indies, Open Campus (Jamaica) – Certificate in Entrepreneurship Management**

<https://open.uwi.edu/programmes/certificate-entrepreneurship-and-small-business-management/>

The qualification for the University of West Indies aims to empower individuals with entrepreneurial skills just like this qualification. The differences are found in the number of credits as well as the modules provided. This qualification is worth 120 credits as opposed to 90 credits of the qualification for the University of West Indies. The University of West Indies caters for only 3 modules while this qualification caters for 10 modules which make the qualification broader.

**2. Lyceum College (South Africa) – Certificate in Entrepreneurship and Small Business Management**

<https://www.courseseye.com/colleges-and-universities/520-lyceum-college.aspx>

The two qualifications have similar focus as they both cover areas such as Business Management, Communication, Entrepreneurship and Marketing. Both qualifications have embedded both soft skills and hard skills which most entrepreneurs are lacking.

**3. National School of Leadership (India) – Certificate in Entrepreneurship and Innovation**

<https://nsl.ac.in/Certificate-in-Entrepreneurship/>

The domain modules of the National School of Leadership are more diverse and many as compared to the domain modules of this qualification. The domain modules of National School of Leadership qualification are Culture of Innovation, Idea Generation, Fundamentals of Entrepreneurship, Emerging Markets, Entrepreneurial Financing, Consumer Behavior, Entrepreneurial Marketing, Competition Dynamics, Social Entrepreneurship and Intrapreneurship. This infers that India is more advanced in terms of entrepreneurship. The domain modules of this qualification were tailor made according to the feedback of the Needs Assessment Survey which was conducted.

**4. Regent Business School (South Africa) – Higher Certificate in Entrepreneurship**

<https://regent.ac.za/programme/higher-certificate-in-entrepreneurship/>

The Higher Certificate in Entrepreneurship is similar with this qualification in the NCQF Level and number of credits. They are both at NCQF Level 5 worth 120 credits although the qualification name for Regent



Business School may suggest a higher level. The domain modules for the Regent Business School which include Entrepreneurship, Small Business Marketing, Strategic Small Business Management, Business Communication, Small Business Finance Accounting and Management Principles are similar with the domains of this qualification.

### **Summary**

All the qualifications are at NCQF 5. All the compared qualifications are aimed at equipping new or existing business owners with entrepreneurial skills and have modules which are similar. The qualifications also run for duration of 1 year except for National School of Leadership qualification which runs for 3 months. The Certificate in Entrepreneurship qualification is tailor made to meet the skills gaps in areas of business literacy, marketing and entrepreneurship management skills. It is unique because it meets the present and future needs of entrepreneurs in Botswana and beyond. This qualification compares fairly well with the regional and international qualifications it was benchmarked against.

### **REVIEW PERIOD**

This qualification will be reviewed in a period 5 years upon registration.