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SECTION A: QUALIFICATION DETAILS													
<b>QUALIFICATION DEVELOPER (S)</b>		Botswana Open University											
<b>TITLE</b>	Certificate V in Digital Entrepreneurship										<b>NCQF LEVEL</b>	5	
<b>STRANDS (where applicable)</b>	N/A												
<b>FIELD</b>	Business, Commerce, and Management Studies			<b>SUB-FIELD</b>	Management Studies				<b>CREDIT VALUE</b>	120			
New Qualification					✓		Legacy Qualification						
<b>SUB-FRAMEWORK</b>		General Education					TVET		✓		Higher Education		
<b>QUALIFICATION TYPE</b>	Certificate	I	II	III	IV	V	✓	Diplo ma	Bach elor				
	Bachelor Honours			Post Graduate Certificate				Post Graduate Diploma					
	Masters					Doctorate/ PhD							
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>													

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### ***RATIONALE:***

Small and Micro Enterprises (SMEs) experience a high of failure in Botswana. Business failures are not limited to SMEs, however. Pansiri and Yalala (2017) alluded to the ever-increasing high rate of business failures in Botswana. Formal employment opportunity is shrinking in the country. Unemployment among the youth is on the increase. Therefore, an alternative to formal employment is a viable option. Diraditsile and Maphula (2018) observed that the high rate of youth unemployment in Botswana is a problem that needs to be addressed through effective entrepreneurship education. A report from the Botswana multi-topic survey labour force module indicates that the unemployment rate increased by 3.1 percent from 17.6% to 20.7% with youth unemployment posing a critical challenge (Statistics Botswana, 2020). Therefore, universities need to play a role in embedding entrepreneurship education that develops the entrepreneurial culture necessary to promote business start-ups amongst young people in the urban and rural areas across the country.

Today's youths live in a world different from that of their parents. Some refer to today's economy as the digital economy. A certificate in Digital Entrepreneurship will provide opportunity for individuals to acquire the digital skills necessary to start, market, run, and grow technology-enabled businesses in today's economy. "Digital Entrepreneurship (DE)" most commonly refers to the process of creating a new Internet-enabled/delivered business, product, or service. This definition includes both start-ups and the digital transformation of existing business activity inside a firm or public sector (Lubis, 2019).

Digital technology is increasingly becoming business critical as it becomes more deeply embedded in the organization. The days of conducting "business-as-usual" are over. It is becoming clear that without new business models, enterprises cannot remain sustainable. Thus, universities play a role in embedding digital entrepreneurship education in their curriculum to develop an entrepreneurial culture necessary to promote business start-ups amongst young people in the urban and rural areas across the country.

Vision 2036 pillar of sustainable economic development indicates that informal sector and Small and Micro Enterprises (SMEs) require support to increase their productivity (Statistics Botswana, 2016). Therefore, a qualification in Digital Entrepreneurship education is pivotal in improving the performance of SMEs within and outside Botswana. This programme is intended to enable graduates to succeed in an increasingly diverse, complex, and business-oriented environment. Offering this certificate programme in ODL allows for access to entrepreneurial learning in underserved areas of Botswana. The certificate in digital

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entrepreneurship programme is also aligned with the University strategic plan of 2019-2036. The plan seeks to promote lifelong learning in open education model through development of entrepreneurship programme for employment and societal impact. In addition, this programme provides opportunity to develop entrepreneurs who can create employment opportunities to address top occupation that are in high demand as per the Human Resource Development Council (HRDC). This includes business consultants in various government and private companies, business reporters, small business advisors, sales managers, teachers and trainers marketing, and all those businesses and individuals impacted by disruption and digital transformation.


***PURPOSE: (itemise exit level outcomes)***


The purpose of this qualification is to produce graduates with advanced, knowledge, skills and competences to;


1. Evaluate business opportunities in the digital space.
2. Develop a website for small businesses.
3. Produce and pitch a digital business plan and create digital marketing campaigns.
4. Manage human resources, marketing, and financing business activities.
5. Start a digital business, develop, and negotiate small business commercial contracts, and maintain business online reputation.

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


- Certificate IV, NCQF level 4 (General Education)
- Candidates with Certificate a (level 4) in a related field may be considered through Recognition of Prior Learning in accordance with applicable policies.

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<b>SECTION B QUALIFICATION SPECIFICATION</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>	<b>ASSESSMENT CRITERIA</b>
<p>LO1. Apply knowledge of basic accounting concepts and standards and their approaches necessary to complete the accounting cycle.</p> 	<p>1.1 Execute broad technical knowledge of accounting concepts and standards and approaches necessary to complete the accounting cycle.</p> <p>1.2 Suggest ways of mitigating the consequences of borrowing money to fund a purchase.</p> <p>1.3 Apply contribution and break-even calculations in making effective business decisions.</p> <p>1.4 Record bookkeeping entries in the books of accounts.</p> <p>1.5 Prepare basic financial reports such as income statements, simple balance sheets, and cash flow statements.</p>
<p>LO2. Use Internet technology to communicate in order to cut down the costs of coordinating, communicating, and information processing.</p>	<p>2.1 Identify the appropriate media used for digital communication.</p> <p>2.2 Identifying the basic hardware and software components of a computer and/or similar electronic devices for exploring the digital world, presentation graphics, spreadsheet, and word processing programs, Internet, and email software.</p> <p>2.3 Discuss the potential risks when using information technology and adherence to safe, secure, and responsible practices.</p>

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	<p>2.4 Identify any acts for violating copyright and intellectual property rights in conducting digital business.</p> <p>2.5 Develop an appropriate multimedia presentation.</p>
<p>LO3. Create a digital business and exploit business opportunities in the digital space.</p>	<p>3.1 Describe the main characteristics of digital enterprises.</p> <p>3.2 Explain internal and external environmental factors driving digital entrepreneurship and identify some opportunities in the digital space.</p> <p>3.3 Examine digital entrepreneurship barriers and measures to mitigate them.</p>
<p>LO4. Analyze appropriate technology-enabled platforms needed to effectively organize, manage, and grow a digital business.</p>	<p>4.1 Management of small enterprises using technology.</p> <p>4.2 Utilize technology platforms to effectively organize, manage, and grow a digital business.</p> <p>4.3 Discuss the understanding of ethics in managing a digital enterprise.</p> <p>4.4 Describe how technology can enable a digital entrepreneur can gain a competitive edge in the digital space.</p>
<p>LO5. Assess a business that integrates or is based on the use of ICT.</p>	<p>5.1 Implement a powerful digital marketing campaign that engages the customer.</p> <p>5.2 Identify methods for customer acquisition in a digital platform.</p> <p>5.3 Develop a schedule, budget, and resource allocation methods using the technology too.</p> <p>5.4 Design an innovative digital marketing campaign.</p>


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	5.5 Prepare a working business plan
LO6. Assess and interpret global business opportunities and apply a theory of international business practices.	6.1 Define importing and exporting activities on the global stage. 6.2 Assess the methods of business entry available in the global environment. 6.3 Examine the effects of global markets and the need for organizations to operate globally.
LO7. Prepare basic bookkeeping and financial transactions.	7.1 Identify the steps in using the accounting equation. 7.2 Evaluate the sources of finance available to a new business. 7.3 Apply break-even calculations to make effective business decisions. 7.4 Apply procedural knowledge to prepare income statements, balance sheets, and cash flow statements. 7.5 Record bookkeeping entries digitally. 7.6 Calculate the cost of a product or service.
LO8. Apply knowledge of law in the digital economy.	8.1 Recognize legal and ethical issues when making business decisions. 8.2 Solve employment and labour disputes when settling disagreements between parties. 8.3 Interpret principles of contract formation and legal requirements for its validity. 8.4 Discuss the means to develop and keep clients for the long haul.

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	<p>8.5 Evaluate the use of a range of contracting strategies.</p> <p>8.6 Evaluate, negotiate, and enforce service level contractual arrangements.</p>
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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [ 5 ]	Level [ ]	Level [ ]	
<b>FUNDAMENTAL COMPONENT</b> <i>Subjects/ Courses/ Modules/Units</i>	Basic Accounting	5			15
	Basic Information Technology and Communication	5			15
	Fundamentals of Digital Entrepreneurship	5			15

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<b>CORE COMPONENT</b> <i>Subjects/Courses/ Modules/Units</i>	Digital Start-up Management	5			15
	Digital Business Development	5			15
	Global Business Environment	5			15
	Basics of Digital Marketing	5			15
	Law in a Digital Economy	5			15
<b>STRANDS/ SPECIALIZATION</b>	<i>Subjects/ Courses/ Modules/Units</i>	<b>Credits Per Relevant NCQF Level</b>			<b>Total Credits</b>
		<b>Level [ ]</b>	<b>Level [ ]</b>	<b>Level [ ]</b>	
<b>1.</b>	N/A				
<b>2.</b>					



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<b>SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL</b>	
<b>TOTAL CREDITS PER NCQF LEVEL</b>	
<b>NCQF Level</b>	<b>Credit Value</b>
<b>5</b>	<b>120</b>
<b>TOTAL CREDITS</b>	<b>120</b>
<b>Rules of Combination:</b> <b>(Please Indicate combinations for the different constituent components of the qualification)</b>	
<p><b>The programme consists of</b></p> <p>3 (Three) Fundamentals</p> <p>5 (Five) Core courses</p> <p>0 (Zero) Elective</p> <p><b>The total credit qualification is 120 credits.</b></p>	

<b>ASSESSMENT ARRANGEMENTS</b>
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**The proposed programme will be assessed as follows:**

1). Formative Assessment: 70%

2). Summative Assessment: 30%

To be awarded a pass in each course, a student must obtain a minimum of 50% marks.

***MODERATION ARRANGEMENTS***

**Internal Moderation**

All internal and external moderators will be registered and accredited with BQA.

***RECOGNITION OF PRIOR LEARNING***

The University has an RPL department with a sound RPL policy and all related matters will be referred to the RPL department.

RPL will be supported by Institutional Policies in line with National Policy on RPL.

***CREDIT ACCUMULATION AND TRANSFER***

Credit Accumulation and Transfer (CAT) will be used for exemption from part of the qualification regarding exemption from modules in which the prescribed learning outcomes for this qualification have already been achieved.

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

**Learning Pathway**

***Horizontal articulation:***

Graduates of this qualification may consider pursuing related qualifications at this NCQF level 5 such as the followings:

Certificate in Small Scale Business Management, NCQF Level 5

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Certificate in Disaster Management, NCQF Level 5

Certificate in Distance Education Practitioners (CDEP), NCQF Level 5

***Vertical Articulation:***

Graduates may progress to higher-level qualifications at NCQF level 6 such as the followings:

Diploma in Entrepreneurship

Diploma in Business Innovation

Diploma in Business Administration

Diploma in Marketing Management

Diploma in Tourism and Hospitality Management

**Employment pathways**

Graduates will have the requisite competencies and attribute to work as:

Business managers

Business advisory consultants

Small business owners


Business reporters

Fundraisers and business development officers

Sales managers

New venture developers.

**QUALIFICATION AWARD AND CERTIFICATION**

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Candidates meeting the prescribed requirement of 120 credits will be awarded Certificate in Digital Entrepreneurship in accordance with the BOU Standards prescribed for the award of the qualification and applicable policies. Upon successful completion of the qualification, the learner will be issued an official transcript and a printed certificate.

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

#### **Similarities**

This qualification is unique in Africa in many respects. An exhaustive search of the Internet did not generate any qualification in Certificate V in Digital Entrepreneurship in Africa. A global search generated some qualifications a bit similar to this qualification. However, there are still some differences. Nevertheless, this qualification has some similarities with some courses of qualifications from iQualify (UK) offering Certificate in Business Start-up; HEC, Paris (France) offering Certificate in Digital


Entrepreneurship; and the University of California, Irvine (USA) offering Certificate in Innovation Management and Entrepreneurship. The similarities are mostly around the marketing-related courses using digital technology in the sales, distribution, and promotion of goods and services topic.

In addition, almost all of them have basic accounting, communications, and entrepreneurship courses. Furthermore, the qualification is similar in career pathways which allows for the graduates to gain knowledge and insights in how to start, run, and grow small business, as well as employees and not limited to careers as entrepreneurs, start-up/ franchise owners, and consultants.

However, there are some differentiating features in our Certificate V in Digital Entrepreneurship qualification.

#### **Differences**

This qualification differs from other institutions of higher learning in offering electives which are not provided in most of the institutions benchmarked on and differs in compulsory modules. Besides, all but only one of the benchmarked qualifications offer law module. Also, their calculation of credit units does not align with BQA's NCQF framework.

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Theirs also differ in total credits required for completion. Our qualification requires 120 credits as per BQA requirement. - Semester 1: 4 Courses at 60 credits + Semester 2: 4 Courses at 60 credits = 120 Credits in total

Furthermore, this qualification differs in assessment strategies. The assessment for this qualification includes online discussion Forums/Quizzes, Assignments, Portfolios for continuous assessment, and an examination for summative assessment and all will be offered 100% online as opposed to the conventional mode and/or hybrid model of the benchmarked qualifications.

The qualification is similar in career pathways which allow for the graduates to become versatile and not limited to careers as entrepreneurs. Graduates can be Start-up/ Franchise Owner, SME Management, and careers in Advisory and Consulting, Self-employment, non-profit organisations, government organisations, finance/investment sector, and Education.

This qualification allows for related vertical articulation to level 6 business-related Diploma qualification and horizontal articulation to other related Certificate level 5 and diagonal articulation to Certificate at levels 5 and 6 in non-digital entrepreneurship but business-related qualifications in both regional and international higher institutions of learning.

#### **REVIEW PERIOD**

The qualification will undergo a review after every five (5) years.

**N/A**