

## UFS FORM 5: SHORT LEARNING PROGRAMME

### SECTION A: CATALOGUE

**CODE:** HEQC/H06/EMS/SLPBDL

**TITLE:** Business Development for Local Economic Development

**NQF LEVEL:** 5

**CREDITS:** **NOTIONAL LEARNING HOURS:** 30 hours

**FORMAL CONTACT TIME:** 24 hours (3 consecutive days of 8 hours each)

#### LEARNING ASSUMED TO BE IN PLACE:

1. A National Senior Certificate or an equivalent qualification on NQF Level 4.
2. RPL procedures according to the UFS RPL Policy will apply in cases where a qualification on NQF Level 4 is not available/has not been attained.

#### LEARNING OUTCOMES:

On successful completion of the Short Learning Programme the student should be able to:

1. Analyse the challenges of low-tech business development, with a focus on rural and desperately poor communities;
2. Apply the Quad Tool;
3. Demonstrate the application of strong trademarks, brands and marketing for enterprises development for the poor.

#### BRIEF DESCRIPTION OF CONTENT:

- Introduction: Exploring the domain of sustainable and differentiated low-tech products and/or services:
  - the building of sustainable low-tech businesses that produce or deliver differentiated products or services an examination of prior research and conclusions about sustainable low-tech businesses built on:
    - human excellence
    - know-how, and
    - attractions
  - an examination of the extent of the industries that produce differentiated products/services by low-tech means
  - a scrutiny of South African examples
  - an overview of the *Quad Tool* (a matrix bounded by the low-tech: high-tech continuum and the commodity product/service: differentiated product/service continuum)
  - *Basic Systems Thinking*
- Where is the market?
  - market drivers
  - differentiation
- Strategic positioning
- Differentiation
- Branding
- Intellectual property

- Quality management
- Marketing of low-tech products
- Logistics management
- Innovation
- Systems thinking

### **CRITICAL OUTCOMES SUPPORTED BY THIS SHORT LEARNING PROGRAMME:**

After attending this SLP students will:

- Identify and solve problems using critical and creative thinking with regard to business development in poor communities (i.e. problem-solving skills).
- Work effectively with other members of a team, group, organisation, and community to implement different tools and methods to enhance LED and business development in poor communities (i.e. cooperative skills).
- Collect, analyse, organise, and critically evaluate information that informs certain tools and approaches in terms of differentiated business development (i.e. research skills).
- Demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation as far as the various tools and methods for business development in poor societies are concerned (i.e. develop a strategic vision).

### **METHODS OF ASSESSMENT:**

Formative assessment

Self-, peer-, group-, and/or facilitator assessment of individual/group/class assignments.

### **ASSESSMENT CRITERIA:**

The students are competent to demonstrate their ability to take the necessary steps to build a sustainable low-technology business if they can

- Choose an appropriate name for the business and take the necessary steps to establish and build a brand.
- Take the necessary steps to manage the quality of his/her products and/or services in step with his/her pricing strategies.
- Identify and segment appropriate markets.
- Conduct market research.
- Choose and appropriate logistics system that will allow a balance between market demand and production, thereby enabling the achievement of higher prices per unit.
- Discuss the importance of innovation in a continuous broadening of product and/or service offerings.

### **ORGANISING FIELD: 3**

(1 = Agriculture and Nature Conservation)

(2 = Culture and Arts)

(3 = Business, Commerce and Management Studies)

(4 = Communication Studies and Language)

(5 = Education, Training and Development)

(6 = Manufacturing, Engineering and Technology)

(7 = Human and Social Studies)

(8 = Law, Military Science and Security)

(9 = Health Sciences and Social Services)

(10 = Physical, Mathematical, Computer and Life Sciences)

(11 = Services)

(12 = Physical Planning and Construction)

### **APPROVAL DATE:**

### **REVIEW DATE:**

### **DEPARTMENTAL OR PROGRAMME “HOME”:**

Centre for Development Support / Unit for Entrepreneurship

**DEVELOPER/COORDINATOR:**

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