**900101-000-00-KM-01, Conceptualising the business venture and product or service, NQF Level 4, Credits 2**

**SUMMATIVE ASSESSMENT MEMO**

**MODULE ONE (1)**

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| **Module #** | 900101-000-00-KM-01 |
| **NQF Level** | 4 |
| **Notional hours** | 20 |
| **Credit(s)** | 2 |
| **Occupational Code** | 900101-000-00-00 |
| **SAQA QUAL ID** | SP-220328 |
| **Qualification Title** | Technopreneur |

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| --- | --- |
| **Name** |  |
| **Contact Address** |  |
| **Telephone (H)** |  |
| **Telephone (W)** |  |
| **Facsimile** |  |
| **Cellular** |  |
| **E-mail** |  |

**Note to the learner**

This Learner Guide provides a comprehensive overview of the module. It is designed to improve the skills and knowledge of learners, and thus enabling them to effectively and efficiently complete specific tasks.

**Purpose of the Module**

The main focus of the learning in this knowledge module is to build an understanding of the process and information needed to conceptualise a product or service and a business

The learning will enable learners to demonstrate an understanding of:

* KM-01-KT01: The Technopreneur: Characteristics 10%
* KM-01-KT02: The Technopreneur: Skills 15%
* KM-01-KT03: The Technopreneur: Role and responsibilities 15%
* KM-01-KT04: Technopreneurs of the future 10%
* KM-01-KT05: The product or service 50%

**Entry Requirements**

Technical (product or service) ability and knowledge in any field (which could be achieved through a skills programme).

NQF 4 with English and Math Lit

**Provider Accreditation Requirements for the Knowledge Module**

*Physical Requirements:*

* The provider must have lesson plans and structured learning material or provide learners with access to structured learning material that addresses all the topics in all the knowledge modules as well as the applied knowledge in the practical skills.
* QCTO/ MICT SETA requirements

*Human Resource Requirements:*

* Lecturer/learner ratio of 1:20 (Maximum)
* Qualification of lecturer (SME):
* o NQF 5 qualified in a qualification related to entrepreneurship with 3 years’ business experience
* Assessors and moderators: accredited by the MICT SETA

*Legal Requirements:*

* Legal (product) licences to use the software for learning and training
* OHS compliance certificate
* Ethical clearance (where necessary)

**Venue, Date and Time:**

Consult your facilitator should there be any changes to the venue, date and/or time.

Refer to your timetable.

**Assessments**

**Continuous Assessment**

The SDP must ensure that all learners are enrolled with the QCTO at the start of training (within 5 days) in the format required by the QCTO.

Continuous assessments are set by the SDP in accordance with the outcomes provided.

This may consist of a variety of methods, e.g. practical or written assessments, assignments, projects, demonstrations, presentations or any other form of assessment to assist the learner in the learning process.

During training, it is mandatory for formal summative assessments to take place at the end of each module/topic. These results must be formally recorded, and be available for monitoring and/or evaluation by the QCTO.

# PURPOSE OF THE QUALIFICATION

A Technopreneur will be able to establish, manage and grow a business and create client relationships related to the 4IR skills in order to employ from the local community.

Tasks that the learner will be able to know, do and understand after achievement of the skills programme include:

* Research problems, opportunities and solutions
* Conceptualise a product or service and business idea
* Manage and grow a business

# QUALIFICATION RULES

**The following Modules are compulsory:**

* 900101-000-00-KM-01, Conceptualising the business venture and product or service, NQF Level 4, Credits 2
* 216604-000-00-KM-12, Fundamentals of Design Thinking Innovation, NQF Level 4, Credits 1
* 900101-000-00-KM-03, Developing the business concept, NQF Level 4, Credits 11
* 900101-000-00-KM-04, Markets, Marketing and Sales, NQF Level 4, Credits 9
* 900101-000-00-KM-05, Business management and growth, NQF Level 4, Credits 10

**Total number of credits for Knowledge Component: 33**

**Application Component:**

* 900101-000-00-PM-01, Conceptualise and investigate the viability of a product or service for a small business venture, NQF Level 4, Credits 9
* 216604-000-00-PM-02, Participate in a Design Thinking for Innovation Workshop, NQF Level 4, Credits 4
* 900101-000-00-PM-03, Develop the concept (product or service) and business concept, NQF Level 4, Credits 7
* 900101-000-00-PM-04, Manage and Grow the Business, NQF Level 4, Credits 7

**Total number of credits for Application Component: 27**

# EXIT LEVEL OUTCOMES

**Exit Level Outcomes (ELO) 1**

Conceptualise a product or service for your small business venture

**Exit Level Outcomes (ELO) 2**

Demonstrate an understanding of design thinking principles

**Exit Level Outcomes (ELO) 3**

Develop the concept into a product or a service

**Exit Level Outcomes (ELO) 4**

Manage and grow the business venture

# KM-01-KT01 : The Technopreneur: Characteristics 10%

1. **IAC0101 Discuss each characteristic in terms of how it will contribute to the success of the technopreneur and the small business.**

Technopreneurs are business professionals who use technology to create new businesses or products. They are often characterized by their innovative thinking and their willingness to take risks. There are many different types of technopreneurs, but they all share some common traits.

# KM-01-KT02 : The Technopreneur: Skills 15%

1. **IAC0201 Discuss each skill in terms of its function and how it will contribute to the success of the technopreneur and the small business.**

To navigate the landscape of technology and entrepreneurship, you need a blend of skills that make you a true technopreneur extraordinaire.

**1. Creative Wizardry:** Let your imagination run wild! Creativity is your superpower. Think beyond the conventional and dream up solutions that others might not see.

**2. Tech Savvy:** Equip yourself with the latest tech trends. Whether it's AI, blockchain, or the next big thing, staying on the cutting edge gives you a competitive edge.

# KM-01-KT03 : The Technopreneur: Role and responsibilities 15%

1. **IAC0301 Each role and responsibility is discussed in terms of its function and how it will contribute to the success of the technopreneur and the small business.**

Let's craft the concept of the technopreneur, outlining their roles and responsibilities in this ever-evolving landscape:

\*\*1. **Visionary Architect:**

**Role:** Envision and conceptualize groundbreaking ideas that leverage technology to address emerging challenges or create innovative solutions.

**Responsibilities:**

* Identify market trends and technological advancements.
* Formulate a visionary roadmap for the venture's technological development.

\*\*2. **Innovative Problem-Solver:**

**Role:** Tackle problems with a creative and tech-savvy mindset, transforming challenges into opportunities.

# KM-01-KT04 : Technopreneurs of the future 10%

1. **IAC0401 Latest entrepreneurship trends are investigated to see what opportunities they present or how they can be incorporated into the product or service and business concept.**

Entrepreneurship includes the creation or extraction of economic value. It is the act of being an entrepreneur, or the owner or manager of a business enterprise who, by risk and initiative, attempts to make profits. Entrepreneurs act as managers and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which either an individual or a team identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation.

# KM-01-KT05 : The product or service 50%

1. **IAC0502 Analyse the key concepts and aspects of the product or service in terms of how important/critical they are for the success of the business.**

Goods are normally structural and can be transferred in an instant while services are delivered over a period of time. Goods can be returned while a service, once delivered cannot. Goods are not always tangible and may be virtual e.g. a book may be paper or electronic.

Let's unravel the differences between these two:

\*\*1. **Nature:**

**A. Tangibility:**

* **Product:** Tangible, physical entities that you can touch, see, and feel. Examples include smartphones, books, or furniture.
* **Service:** Intangible activities or performances provided to fulfill a customer need. Think of consulting, education, or healthcare services.