



Business Development Services

www.itcilo.org/delnet



ITC
International Training Centre

BACKGROUND

Evidence abounds that many small businesses are constrained by factors such as levels of education, poor management, weak marketing skills, inadequate technical know-how, limited access to markets, lack of information, and unreliable infrastructure. BDS aims to address these constraints through training, consulting, marketing services, business information, promotion of business to business linkages, and other non-financial services.

Small enterprise consultants therefore face the challenges of designing, marketing and delivering BDS products that the market will pay for. This diploma course offers practical training in how to do this. It is intended for practitioners working for organisations that provide BDS to small enterprises.

Course start date:
9 October 2009

Enrolment deadline:
14 September 2009

Maximum length of enrolment: **6 months**

BDS participation fee: Euros
1500

For more informations:
www.itcilo.org/delnet
delnetenglish@itcilo.org

WHO IS IT AIMED AT?

This diploma course is for:

- small enterprise advisers and consultants, who wish to improve their skills and obtain a qualification;
- the Chief Executive Officer and senior staff of BDS providers, who are interested in the design, marketing and delivery of BDS for small enterprise clients;
- staff of donor agencies and donor funded programmes, who wish to know how to implement market oriented BDS from the perspective of BDS providers;
- staff of chambers of commerce, employers' organisations and small business associations;
- staff of financial institutions providing training and advisory services to their enterprise clients;
- ILO Start and Improve Your Business trainers will find the business advisory skills taught in this course complementary to the skills they already possess as certified SIYB trainers.

PURPOSE

The purpose of this course is to develop competencies in designing and delivering client focused business development services through the market.

Specifically, the course offers the opportunity to learn:

- concepts and methodologies for providing BDS to small enterprises;
- how to assist small business owners to diagnose business problems;
- how to develop a long term adviser-client relationship with the owner-managers of small enterprises;
- how to tailor BDS to the needs of different enterprises;
- how to use information and communications technologies in BDS;
- how to monitor and evaluate BDS.

LEARN AT DISTANCE

This distance learning course provides the necessary flexibility for all those who are interested in specializing in the subject BDS without interfering with ones professional duties and, on the contrary, applying the learnt features in ones daily professional reality.

First of all, you need to know that the way this programme has been designed will allow you to:

- organize your time and decide the most suitable time for studying;
- decide how many hours per day or per week you will allocate to studying;
- enhance interaction with other advisers and consultants within your organization/country and with other professionals from other countries.

THE VIRTUAL CLASSROOM – RESOURCES AND SERVICES -

During the course, you will work in a virtual environment that combines:

- learning materials;
- electronic library with more than 8500 documents;
- personalised information and advice line;
- a Forum for the technical debate and the working in groups;
- a electronic mailing list that enables communication and the exchange of experiences among participants and former participants;

HOW TO TAKE PART

To take part in the BDS course please see the following instructions:

1. Go to our official programme web page www.itcilo.org/delnet to download the enrolment form
2. Contact us at delnetenglish@itcilo.org or call +39 0116936656.

COURSE CONTENT

The course is composed of 8 modules. These modules are:

Module 1:
Assessing the market for business development services for small enterprises

Module 2:
Designing and marketing BDS products

Module 3:
Designing and delivering BDS for start-up enterprises

Module 4:
Designing and delivering BDS for growth enterprises

Module 5:
Designing and delivering BDS for mature enterprises

Module 6:
Affordable (and viable) pricing of BDS for small enterprises

Module 7:
Applying new technologies for BDS

Module 8:
Measuring performance and impact of BDS

COURSE CERTIFICATION

Participants who pass the course are awarded a Diploma in Market Oriented Small Business Development Services issued by the International Training Centre of the ILO.