## BAM 3117 BUSINESS DEVELOPMENT SERVICES

**Short description**

“Business Development Services" (BDS) refers to a wide range of services used by entrepreneurs to help them operate and grow their businesses. 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. The course therefore introduces students to techniques of addressing these constraints to enable small businesses operate competitively in their markets.

**Course Objective**

The course aims at enabling students to develop competencies in designing and delivering client focused business development services. 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.

**Learning Outcomes**

At the end of the course the students should be able to;

* Develop tailor made BDS programmes for small businesses
* Design effective monitoring and evaluation programmes for BDS success among small businesses.

**Intellectual, Practical and Transferable Skills**

* Business advice, counselling and mentoring, Adult learning, Networking

**Teaching and Learning Pattern**

* Use of case studies, Lectures, Presentations’ Motivational speeches

**Indicative Content**

Business advice, counseling and mentoring defined, types of BDS and how they are delivered for start-ups, growth and mature enterprises, best practices-what is required from counselors and mentors, counseling-concepts and methods, Entrepreneurship education and training, training needs analysis, mentoring-concepts and methods, adult learning techniques, networking and alliances, the role of business incubators, measuring performance and impact of BDS

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. IDRC,2002.Building Businesses with Small Producers: Successful Business Development Services in Africa, Asia, and Latin America
2. Jacob Levitsky, 2000. Business Development Services: A Review of International Experience
3. Milena Hileman and Jim Tanburn, 2000. The Wheels of Trade: Developing Markets for Business Services