Develop the Community by Empowering the Individual

M I C R O - M B A

Thank you for expressing interest in Micro-MBA. It is likely that you've had a look at our website at https://www.micro-mba.com.

We are the undoubted experts at what does NOT work because we have made so many mistakes as we have tried to alleviate poverty in society by promoting self-employment. We would like to help others to avoid the same pitfalls!

BACKGROUND
The Micro-MBA Course is a highly effective modular competency-based course that has been used by more than 300 development organisations throughout Africa and Latin America. The course was built "from the bottom, up" based on what demonstrably works at grassroots. More than 200 000 emerging entrepreneurs in the micro and small-business sectors have been educated in this way over the past 35+ years. The course requires the equivalent of grade 6 level of literacy, but illiterate people are encouraged to bring a literate friend or family-member with them to the course. In this way "2 are trained for the price of one!"

THE COURSE
The programme begins with a 5-day, learner-driven course, based on a series of simple workbooks covering the basics of business management comprising the following modules:

Investigating the Market
Using a Calculator
Buying
Costing and Pricing
Selling
Writing a Business Plan
Money Management
Stock Control

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Physical workbooks and supportive bookkeeping materials are available from Trident Institute at a cost of R1095, including VAT, but not courier costs (currently running at about R45 per set).

The same materials are available for download from Google Play Store (Android only at present), where the initial App download and the first workbook (Market Investigation) is free of charge. Learners who wish to continue with the course submit that completed workbook and are required to pay R995 to Trident Institute before completing the remainder of the course. This fee includes access via WhatsApp and/or Gmail, to a trained facilitator for the duration of the course. Each submitted workbook is evaluated by the facilitator and where necessary, discussion takes place before the following workbook is released.

Learners using either methodology are strongly encouraged to download the Micro-MBA Biz-Calc App from Google Play Store (Android only). This App enable small business people to do all their business calculations and keep their cash-flow and stock-control records on their handsets (or stored in the cloud, if they have access thereto). The cost of this exciting tool is just US$5 per year.

Micro-MBA Diplomas are issued under the authority of Trident Institute, by implementing organisations after the successful completion of the classroom-based and mobile versions of the course. After the basic classroom experience, each learner is expected to meet with the facilitator at least once a month for three months. At that stage, those who demonstrate that they are applying what they have learned are awarded their Micro-MBA Diploma. Mobile learners receive their digital diplomas after satisfactorily submitting their final workbooks.

The course, which is updated and improved regularly, is offered in three versions, i.e. for Traders, Green Producers. The physical books are currently available in English, French, Portuguese, Spanish and Chichewa (in Malawi). In practice, we have found that more than 97% of learners in South Africa choose English as their preferred language for the Micro-MBA course, therefore we have discontinued printing versions in isiXhosa, SeSotho, SePedi, Afrikaans and isiZulu.

TRAINING OF TRAINERS FOR CLASSROOM OR MOBILE DELIVERY-SYSTEMS
Courses for people who wish to become Trainers and Mentors in their community are run by appointment, on Zoom. The cost per person for this intensive 4-day course is R5 350 (inclusive of courier and VAT), payable "up-front." The price includes access to a Google Drive with a detailed manual for offering the course as well as videos and other supportive materials in digital format. Delegates are expected to work through 14 simple workbooks (either physically, or via the Micro-MBA Mobile App) before the first day of the course. This work is assessed to ensure that our trainers meet the highest possible standards. The Zoom courses run on a Thursday, Friday, Monday and Tuesday, with the weekend focused on practising newly-learned skills. Attending the Micro-MBA trainer-mentor course is thus a serious commitment for a period of about 3 weeks. Only delegates who live up to this commitment are considered for certification as trainers.

<p style="text-align:center;color:blue;">**Develop the Community by Empowering the Individual**</p>

On the Trainer/Mentors' course, we aim to develop well-rounded Economic Development Practitioners as we deal with the TASK and the PROCESS of empowering people to start or improve their small businesses.

We believe that facilitators are the natural mentors of the small businesses, therefore they should be contactable by their clients after the basic course and follow-up period.

It would be a privilege to work with you for the empowering of the emerging entrepreneurs in your area.

I look forward to hearing from you.

Yours in Development

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Find us on Facebook

https://www.facebook.com/micromba.TridentInstitute/

https://www.instagram.com/micro_mba_international/

The Micro-MBA course meets all requirements for Unit Standard 14444, "Demonstrate an understanding of a general business plan and adapt it to a selected business idea," at NQF Level 1 with 7 Credits. If your organisation is accredited and you wish to add this Unit Standard to your portfolio, we can send you the appropriate Alignment Matrix to support your application.

<p style="text-align:center;">"Micro-MBA" incorporates Trident Institute (Pty) Ltd Reg: 2000/009699/07
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Patron: Mrs. Albertina Sisulu & Dr Beyers Naude (late)   Managing Director: Cedric Buffler
Micro-MBA meets the requirements of SAQA Unit Standard 14444. Accredited organisations may apply to the Services SETA to have this Unit Standard added to their portfolio.</p>