



## Module 1

<b>RESOURCE MOBILIZATION AND NETWORKING</b>	
Duration:	10 hours
Learning objectives:	<ol style="list-style-type: none"> <li>1. Basic financial management and budgeting skills relevant to SME environments</li> <li>2. Familiarity with fundraising techniques and financial planning for resource acquisition</li> <li>3. Awareness of professional networking strategies tailored to the South African SME context</li> <li>4. Understanding of the EntreComp framework and its application in mobilizing financial, human, and material resources</li> <li>5. Strategic thinking abilities for resource planning and entrepreneurial decision-making.</li> </ol>
Sub-Modules:	<p><b>1.1 Financial Management:</b> Basics of finance, budgeting, and resource allocation</p> <p><b>1.2 Fundraising:</b> Financial literacy and fundraising strategies for SMEs</p> <p><b>1.3 Networking:</b> Professional communication and relationship-building for business development</p> <p><b>1.4 Resource Mobilisation (EntreComp):</b> Entrepreneurial competence and strategic resource mobilisation</p>
Resources and devices:	<ul style="list-style-type: none"> <li>● Slide presentations for each submodule</li> <li>● Lecture notes and reading handouts</li> <li>● Online videos (e.g., TEDx talk on networking, fundraising tutorials, EntreComp explainer)</li> <li>● Case studies (e.g., SME fundraising, TVET)</li> </ul>

	<p>resource mobilisation, networking examples)</p> <ul style="list-style-type: none"> <li>● Budgeting and planning templates</li> <li>● EntreComp framework document</li> <li>● Group work tools, checklists, and self-assessment forms.</li> </ul>
<p>Assessment approach:</p>	<p>The module employs formative, learner-centred assessment principles, aimed at reinforcing applied understanding and self-evaluation. Assessment is embedded throughout the learning process via reflective writing, scenario-based exercises, peer feedback, and short quizzes. Emphasis is placed on real-life applicability, with a focus on skill acquisition, problem-solving, and personal development.</p>
<p>Skills/abilities developed:</p>	<ol style="list-style-type: none"> <li>1. Budgeting and basic financial planning for SME operations</li> <li>2. Fundraising strategy development and financial literacy</li> <li>3. Professional networking, communication, and follow-up techniques</li> <li>4. Application of the EntreComp framework to identify and mobilize resources</li> <li>5. Strategic thinking and decision-making in resource management</li> <li>6. Collaboration, active listening, and peer learning</li> <li>7. Reflective and adaptive thinking in entrepreneurial contexts.</li> </ol>

## Submodule 1.1

### Financial Management: Basics of finance, budgeting, resource allocation

→ Skills:

1. Financial management
2. Budgeting
3. Resource allocation

#### FINANCIAL MANAGEMENT: BASICS OF FINANCE, BUDGETING, RESOURCE ALLOCATION

#### Activity 1: Financial Management

**Duration:** 2 hours

#### Specific Learning Objectives

1. Introduction to the basics of financial management, budgeting and resource allocation in an SME context
2. Familiarity with basic concepts of financial management and fundamental principles of finance
3. Basic knowledge of financial management, basic finances and resource allocation
4. Drafting and management of effective budgets
5. Familiarity with Resource and Strategic allocation for optimal impact
6. Application of the skills of financial management, budgeting, resource allocation in an SME environment.

#### Methodology, Resources and Devices

Lecture, Self-study, think-pair- and share, peer sharing and discussions, and use of offline and online tools like videos, books, online articles. Presentation available to guide and conduct the activity.

#### Description of the activity and Key Concepts

The activity is divided into four sections:

In the first phase participants watch the online tutorial (12 min) available at the following link: <https://www.youtube.com/watch?v=MKLD1iw1IFw>

Then there is a phase of unilateral lecture serving as a short introduction to Financial Management. Appropriate resources for this phase are: Chapters "What is finance? Personal vs Corporate Finance", "Accounting vs Finance", "Goals of Company: Profit Maximization", "Shareholders Wealth Maximization", "Stakeholder view" and Study Lecture notes, see in the section Materials.

This session establishes the relevance of financial literacy for running a successful SME and emphasizes that while this activity offers introductory insights, deeper skills

require continued study and real-case experience. Participants study key financial terms and principles using provided lecture notes.

In the last phase participants are engaged in a “mock budget” exercise and discussion of a case study: they are asked to compile a mock budget and allocate resources.

Participants are also asked to share a personal experience of compiling a draft budget with your student colleagues (Challenges).

**Key Concepts:** Financial literacy, budgeting, resource allocation, profit maximization, financial planning, strategic use of resources.

### **Assessment**

Assessment can be conducted both during the activities and individual/group tasks during the session or through the additional resources of the suggested materials.

Methods:

- Self-assessment through question at the end of submodules
- Quiz – test your knowledge
- Group discussions
- Role play
- Case studies’ analysis
- Reflective writing

### **Skills/Abilities developed**

1. Understanding of key financial management concepts and terminology
2. Ability to create and manage a basic budget
3. Awareness of the strategic role of resource allocation in SMEs
4. Practical skills in financial planning and cost prioritization
5. Critical thinking in applying financial decision-making to real-life cases
6. Communication and collaboration skills through peer sharing and group tasks
7. Self-reflection on learning process about these matters and evaluation of personal financial management approaches.

### **Further readings, activities, materials, best practices**

Online video available at <https://www.youtube.com/watch?v=MKLd1iw1IFw>

Guide:

Materials below: PPT Financial Management Tips

## FINANCIAL MANAGEMENT: BASICS OF FINANCE, BUDGETING, RESOURCE ALLOCATION

### Activity 2: Budgeting Management Skills

**Duration:** 2 hours

#### Specific Learning Objectives

1. Basic budgeting skills and familiarity with financial management concepts
2. Definition and application of key financial and budgeting terminology
3. Understanding of resource allocation in operational and strategic planning
4. Budget drafting and financial decision-making in SME contexts
5. Application of budgeting principles to promote financial sustainability

#### Methodology, Resources and Devices

Lecture and concept clarification, Self-study and reading, Peer discussions and think-pair-share, Practical group work on budget design.

Use of online videos (Intro to Financial Management), lecture notes (attached), Presentation for conducting the activity, SME product launch budgeting worksheet, online articles.

#### Description of the activity and Key Concepts

This session introduces budgeting as a core business skill, particularly for SME managers responsible for inventory, purchasing, or operational control. Budgeting is a strategic practice that supports growth, stability, and informed decision-making.

The activity begins with a short online video (12 minutes) introducing essential financial management topics, including personal vs. corporate finance, profit maximization, and stakeholder perspectives. Participants then review attached lecture notes and readings to deepen their understanding of budgeting principles.

A mock budget exercise follows, where participants, working individually or in groups, simulate creating a launch budget for a small business product. This practical exercise helps them apply key resource allocation strategies and cost forecasting methods. To close the session, a reflective icebreaker encourages participants to share past experiences (positive or challenging) with budgeting and financial planning.

**Key Concepts:** Budget planning, financial literacy, resource allocation, strategic budgeting, financial decision-making, monitoring and control.

#### Assessment

- Short quizzes to test budgeting knowledge
- Role-play or scenario-based discussion on financial decisions
- Group case study review and feedback
- Reflective writing task on budgeting experiences and learning takeaways
- Self-assessment

#### Skills/Abilities developed

1. Understanding of basic budgeting processes and financial terminology
2. Ability to create and manage a simple business budget

3. Strategic thinking in resource allocation for operational planning
4. Application of budgeting principles to real-world SME contexts
5. Communication and peer-learning through budget-related experiences
6. Capacity for reflective practice and self-assessment of financial management skills

**Further readings, activities, materials, best practices**

Video: Intro to Financial Management:

<https://www.youtube.com/watch?v=MKLd1iw1IFw>

Online Resource: "Budget Management Skills: Definition and Examples" (Indeed Article, available here: <https://www.indeed.com/career-advice/career-development/budget-management-skills> ).

Additional readings on strategic budgeting in SMEs.

Materials below: Presentation PPT Mock Budget Exercise



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# CONTENTS


## Management Tips For Small Businesses

- 1. Key Facts
- 2. Budgeting And Planning
- 3. Cash Flow Management
- 4. Tax Compliance
- 5. Cost Control
- 6. Debt Management
- 7. Financial Tools and Software
- 8. Emergency Fund
- 9. Financial Education
- 10. Conclusion



# TIPS FOR SUCCESSFULL FINANCIAL MANAGEMENT

Financial management is essential for the success of any small business. By following these tips, you can help ensure that your business is financially sound and on track to achieve its goals:

- Budgeting and Planning
  - Cash Flow Management
  - Tax Compliance
  - Cost Control
  - Debt Management
  - Financial Tools and Software
  - Emergency Fund
- 



# BUDGETING AND PLANNING

- ❑ One of the fundamental aspects of managing your business finances is creating a detailed budget.
- ❑ It's like a roadmap that guides your financial decisions. Monitor your budget regularly and be ready to adjust as your business evolves.
- ❑ South African businesses need to take a long-term view, considering both short-term and long-term financial goals.



# CASH FLOW MANAGEMENT

- ❑ Cash is king, especially for small businesses.
- ❑ Maintaining a healthy cash flow is essential to ensure you can meet your obligations and seize opportunities.
- ❑ Keep a close eye on accounts receivable and payable.
- ❑ Implement efficient invoicing and payment collection processes to avoid cash flow hiccups.



# TAX COMPLIANCE

- ❑ South Africa has its unique tax laws, and it's essential to understand and comply with them.
- ❑ Keep accurate records of your financial transactions, income, and expenses for tax purposes.
- ❑ Don't hesitate to seek professional guidance if needed to navigate the tax landscape effectively.



# COST CONTROL

- ❑ Identifying and cutting unnecessary expenses can significantly impact your bottom line.
- ❑ Negotiate with suppliers to get the best deals and reduce operational costs.
- ❑ Regularly monitor the cost-effectiveness of your business operations to ensure you're getting value for your money.



# DEBT MANAGEMENT

- ❑ While borrowing can fuel business growth, it should be approached with caution.
- ❑ Pay down high-interest debt as quickly as possible to reduce the financial burden.
- ❑ Use debt strategically to invest in opportunities that will boost your business's growth.



# FINANCIAL TOOLS AND SOFTWARE

- ❑ Leverage modern financial tools and software to streamline your financial processes.
- ❑ Invest in accounting software and consider cloud-based solutions to make managing your finances more accessible and efficient.



# EMERGENCY FUND

- ❑ Building an emergency fund is like having a financial safety net.
- ❑ It provides a cushion for unexpected expenses or economic downturns.
- ❑ Keep your emergency fund separate from your day-to-day finances and only dip into it when necessary.



# FINANCIAL EDUCATION

- ❑ As a small business owner in South Africa, continuous financial education is crucial.
- ❑ Stay informed about economic trends and financial best practices to make informed decisions and adapt to changing conditions effectively.



# CONCLUSION

- ❑ In South Africa, the success of your small business is closely tied to how well you manage your finances.
- ❑ By following these tips and adopting a people-first approach to financial management, you'll be better equipped to navigate the unique challenges small businesses face in our diverse and dynamic country.
- ❑ Remember, your business's financial health is a journey, and continuous improvement is the key to success.



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## **Mock budget exercise for SME product launch**

- Step one: Define the project
- Step two: Identify budget categories
- Step three: Estimate costs of each category
- Step four: Create the budget table
- Step five: Adjust and review
- Step six: Finalise budget



# STEP ONE: DEFINE THE PROJECT

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- Example Project: Launching a new line of eco-friendly reusable water bottles.



# STEP TWO: IDENTIFY BUDGET CATEGORIES

- Product Development
- Marketing and Advertising
- Manufacturing Costs
- Distribution and Logistics
- Staffing
- Miscellaneous Expenses

# Step 3: Estimate Costs for Each Category

Category	Estimated Cost	Notes
Product Development	\$10,000	Design, prototyping, and testing
Marketing and Advertising	\$7,500	Online ads, social media campaigns, launch events
Manufacturing Costs	\$20,000	Production of the first batch of bottles
Distribution and Logistics	\$5,000	Shipping and handling costs
Staffing	\$8,000	Hiring temporary staff for the launch
Miscellaneous Expenses	\$2,500	Unexpected costs

# Step 4: Create the Budget Table

Category	Estimated Cost	Notes
Product Development	\$10,000	Design, prototyping, and testing
Marketing and Advertising	\$7,500	Online ads, social media campaigns, launch events
Manufacturing Costs	\$20,000	Production of the first batch of bottles
Distribution and Logistics	\$5,000	Shipping and handling costs
Staffing	\$8,000	Hiring temporary staff for the launch
Miscellaneous Expenses	\$2,500	Unexpected costs
<b>Total</b>	<b>\$53,000</b>	



# STEP 5: ADJUST AND REVIEW

- Make adjustments based on realistic constraints and additional research.
- Discuss and review the budget with stakeholders.



# STEP 6: FINALIZE THE BUDGET

- Ensure all categories are covered.
- Prepare the final budget for presentation or implementation.

This exercise helps in planning and executing the financial aspects of launching a new product, providing a realistic framework for SMEs. Does this cover what you need?



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## Submodule 1.2

### Fundraising Techniques: Exploring various fundraising strategies and methods

→ **Skills:**

1. Fundraising
2. Financial literacy
3. Strategic planning

<b>FUNDRAISING TECHNIQUES: EXPLORING VARIOUS FUNDRAISING STRATEGIES AND METHODS</b>
<b>Activity 1: Fundraising Techniques: Exploring Various Fundraising Strategies And Methods</b>
<b>Duration:</b> 2 hours
<b>Specific Learning Objectives</b> <ol style="list-style-type: none"><li>1. Awareness of different fundraising strategies and their uses</li><li>2. Financial literacy related to fundraising and resource mobilization</li><li>3. Understanding of the strategic role of fundraising in SME growth</li><li>4. Familiarity with key components of an effective fundraising plan</li><li>5. Ability to design and present a basic fundraising strategy</li></ol>
<b>Methodology, Resources and Devices</b> <p>Lecture and guided content input, Case study analysis and group work, Interactive workshop for strategy development, Think-pair-share and peer discussion</p> <p>Use of Fundraising pyramid overview, case studies for successful fundraising for a local SME, Lecture notes, and online resources, such as articles, fundraising tips, and video tutorials.</p>
<b>Description of the activity and Key Concepts</b> <p>Fundraising refers to the process of securing money or resources for a cause or initiative - commonly used by non-profits, but also relevant for SMEs seeking capital or investment. In this session, participants will explore various fundraising methods, from donor campaigns to crowdfunding, and their financial implications.</p> <p>The activity is divided into three parts:</p> <ol style="list-style-type: none"><li>1. Theory &amp; Case Study: Participants are introduced to key fundraising models, including the donor pyramid and real-life case studies from SMEs.</li></ol>

2. Interactive Exercise: Working in groups, participants create a fundraising strategy for a fictional SME, incorporating budget planning and resource targeting.
3. Reflection & Sharing: Each group presents their strategy, followed by open discussion. An icebreaker invites participants to share any prior budgeting or fundraising experience.

**Key Concepts:** Fundraising models, financial literacy, strategic planning, donor targeting, crowdfunding, budget alignment, resource mobilization.

#### **Assessment**

- Self-assessment through guided reflection
- Knowledge quiz on fundraising concepts
- Group presentation of fundraising strategy
- Scenario-based role-play
- Reflective writing on learning outcomes

#### **Skills/Abilities developed**

- Understanding of fundraising models and donor engagement strategies
- Financial literacy in relation to budgeting and fundraising planning
- Ability to design and present a basic fundraising strategy
- Strategic thinking and alignment of fundraising with business goals
- Communication and collaboration in group planning
- Reflection on challenges and opportunities in real-life fundraising

#### **Further readings, activities, materials, best practices**

Fundraising Pyramid:

<https://www.meyerpartners.com/fundraising-blog/donor-pyramid>

Materials below: Presentation “Case Study: A Successful Crowdfunding Campaign for a Local SME”



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Case Study:  
A Successful Crowdfunding Campaign for a Local SME  
Company: EcoHydrate



## BACKGROUND:

EcoHydrate, a small enterprise in Cape Town, aimed to launch an innovative line of eco-friendly reusable water bottles. They needed to raise R200,000 to cover manufacturing costs, marketing, and initial distribution.



# OBJECTIVES

- To raise R200,000 within 60 days.
- To increase brand awareness for EcoHydrate.
- To engage with environmentally conscious consumers.



# STRATEGY:

## 1. Platform Selection:

- EcoHydrate chose Kickstarter due to its popularity and large user base.

## 2. Pre-Launch Preparation:

- Market Research: Conducted surveys and focus groups to understand consumer preferences.
- Campaign Planning: Developed a detailed campaign plan, including budgeting, marketing strategies, and a timeline.
- Content Creation: Produced high-quality videos, images, and detailed descriptions of the product, emphasizing its environmental benefits.



## 3. CAMPAIGN LAUNCH

· Storytelling: Crafted a compelling narrative that highlighted the environmental impact of single-use plastics and how EcoHydrate's bottles could make a difference.

- Rewards System: Offered various rewards based on the contribution level, such as early-bird discounts, exclusive colors, and personalized bottles.

- Social Media Promotion: Leveraged social media platforms to spread the word, using targeted ads and engaging content to attract potential backers.

- Partnerships: Collaborated with environmental influencers and bloggers to reach a wider audience.



## 4. DURING THE CAMPAIGN:

- Regular Updates: Posted frequent updates on Kickstarter to keep backers informed about the campaign's progress and product development.
- Engagement: Actively engaged with backers by responding to comments and questions promptly, fostering a sense of community.
- Stretch Goals: Introduced stretch goals to incentivize additional contributions once the initial target was met.



## 5. POST-CAMPAIGN:

- Thank-You Messages: Sent personalized thank-you messages to backers, expressing gratitude for their support.
- Fulfillment: Ensured timely production and delivery of rewards, maintaining transparency about any delays or issues.
- Feedback Collection: Collected feedback from backers to improve future products and campaigns.



# RESULTS:

- Funding: Raised R250,000, exceeding the initial goal by 25%.
- Backers: Attracted 1,200 backers from around the world.
- Brand Awareness: Significantly increased brand visibility and attracted a loyal customer base.
- Product Launch: Successfully launched the new line of eco-friendly water bottles, receiving positive reviews and substantial repeat business.



# LESSONS LEARNED:

- **Effective Storytelling:** A compelling narrative that resonates with potential backers is crucial.
- **Engagement:** Maintaining open communication and building relationships with backers fosters trust and community.
- **Preparation:** Thorough pre-launch preparation, including market research and high-quality content creation, is key to a successful campaign.
- **Adaptability:** Being flexible and responsive during the campaign can help address challenges and capitalize on opportunities.

This case study demonstrates how careful planning, effective storytelling, and active engagement can lead to a successful crowdfunding campaign for an SME.



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## Submodule 1.3

### Networking Skills: Building and leveraging professional networks.

→ **Skills:**

1. Networking
2. External Communication and Stakeholders Detection
3. Relationship building

<b>Networking Skills: Building and leveraging professional networks</b>				
<b>Activity 1: Networking</b>				
<b>Duration:</b> 2 hours				
<b>Specific Learning Objectives</b> Upon completing this activity, participants will have developed: <ol style="list-style-type: none"><li>1. Understanding of the importance and benefits of networking for SMEs</li><li>2. Development of core communication and active listening skills</li><li>3. Familiarity with online and offline networking tools and contexts</li><li>4. Capacity to build and manage professional relationships</li><li>5. Ability to create a personal networking plan tailored to business goals.</li></ol>				
<b>Methodology, Resources and Devices</b> The session uses a blended learning approach, combining theoretical input with practical application. It includes: a short lecture and concept introduction, Think-pair-share, peer discussions, Interactive exercises, Role-play, Case study analysis. Resources include slides (Presentation to conduct the lecture and guide the rest of the activity, and offline and online templates), online articles (as the <a href="#">Top 8 Networking Strategies for SMEs – SME South Africa</a> ), and videos (as the TEDx talks <a href="#">How to network with confidence</a> ). Participants also analyze examples of successful South African networking stories to localize their understanding.				
<b>Description of the activity and Key Concepts</b> This activity introduces networking as a strategic business tool rather than just casual interaction. Networking is framed as the process of interacting with others to exchange information and build relationships that yield professional or business benefits. It includes both online and in-person channels, and requires strong communication and relational skills. The session is divided into four parts:  <table><tr><td>Part</td><td>1:</td><td>Concept</td><td>Introduction</td></tr></table> A short lecture presents key networking concepts: the importance of relationship building, the value of networks for SMEs, and the role of platforms like LinkedIn and local business forums.	Part	1:	Concept	Introduction
Part	1:	Concept	Introduction	

Part 2:	Video	Reflection
Participants watch a TEDx talk about overcoming networking discomfort. A discussion follows, reflecting on how confidence, body language, and preparation affect professional interactions.		
Part 3:	Practical	Exercise
Through guided role-play and a “speed networking” icebreaker, participants practice real-time interaction, elevator pitches, and follow-up techniques.		
Part 4:		Planning
Participants draft a personal networking plan, identifying goals, platforms to use, events to attend, and key follow-up actions to maintain contacts.		
<b>Key Concepts:</b> Relationship building, active listening, verbal and non-verbal communication, follow-up strategies, digital networking, professional presence, collaboration.		
<b>Assessment</b>		
<ul style="list-style-type: none"> <li>● Self-assessment checklist to reflect on networking readiness</li> <li>● Short quiz to reinforce key concepts</li> <li>● Group discussions and peer feedback on role-play exercises</li> <li>● Submission of a basic networking plans</li> <li>● Reflective writing task on personal learning and action steps</li> </ul>		
<b>Skills/Abilities developed</b>		
<ol style="list-style-type: none"> <li>1. Strategic communication in networking settings</li> <li>2. Use of active listening and non-verbal cues</li> <li>3. Relationship-building and follow-up skills</li> <li>4. Digital networking fluency (e.g., LinkedIn use)</li> <li>5. Planning and implementing a networking strategy</li> <li>6. Confidence in navigating professional environments</li> </ol>		
<b>Further readings, activities, materials, best practices</b>		
Video: How to network with confidence (TEDxSFU): <a href="https://www.youtube.com/watch?v=M5bASAr8Jg0">https://www.youtube.com/watch?v=M5bASAr8Jg0</a>		
Article: Top 8 Networking Strategies for SMEs – SME South Africa <a href="https://smesouthafrica.co.za/top-8-networking-strategies-to-connect-and-grow-from-start-up-to-success/">https://smesouthafrica.co.za/top-8-networking-strategies-to-connect-and-grow-from-start-up-to-success/</a>		
Materials below: Presentation “Building and Leveraging Professional Networks for SMEs in South Africa”		



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- Building and Leveraging Professional Networks for SMEs in South Africa

# 1. INTRODUCTION TO NETWORKING

**DEFINITION AND IMPORTANCE: EXPLAIN WHAT NETWORKING IS AND WHY IT IS CRUCIAL FOR SMES.**

**BENEFITS: DISCUSS THE ADVANTAGES OF NETWORKING, SUCH AS GAINING NEW BUSINESS OPPORTUNITIES, KNOWLEDGE SHARING, AND SUPPORT SYSTEMS.**

## **DEFINITION:**

**NETWORKING IS THE PROCESS OF INTERACTING WITH OTHERS TO EXCHANGE INFORMATION AND DEVELOP PROFESSIONAL OR SOCIAL CONTACTS. IT INVOLVES BUILDING AND NURTURING RELATIONSHIPS THAT CAN PROVIDE MUTUAL BENEFITS, SUCH AS BUSINESS OPPORTUNITIES, CAREER ADVANCEMENT, AND KNOWLEDGE SHARING.**

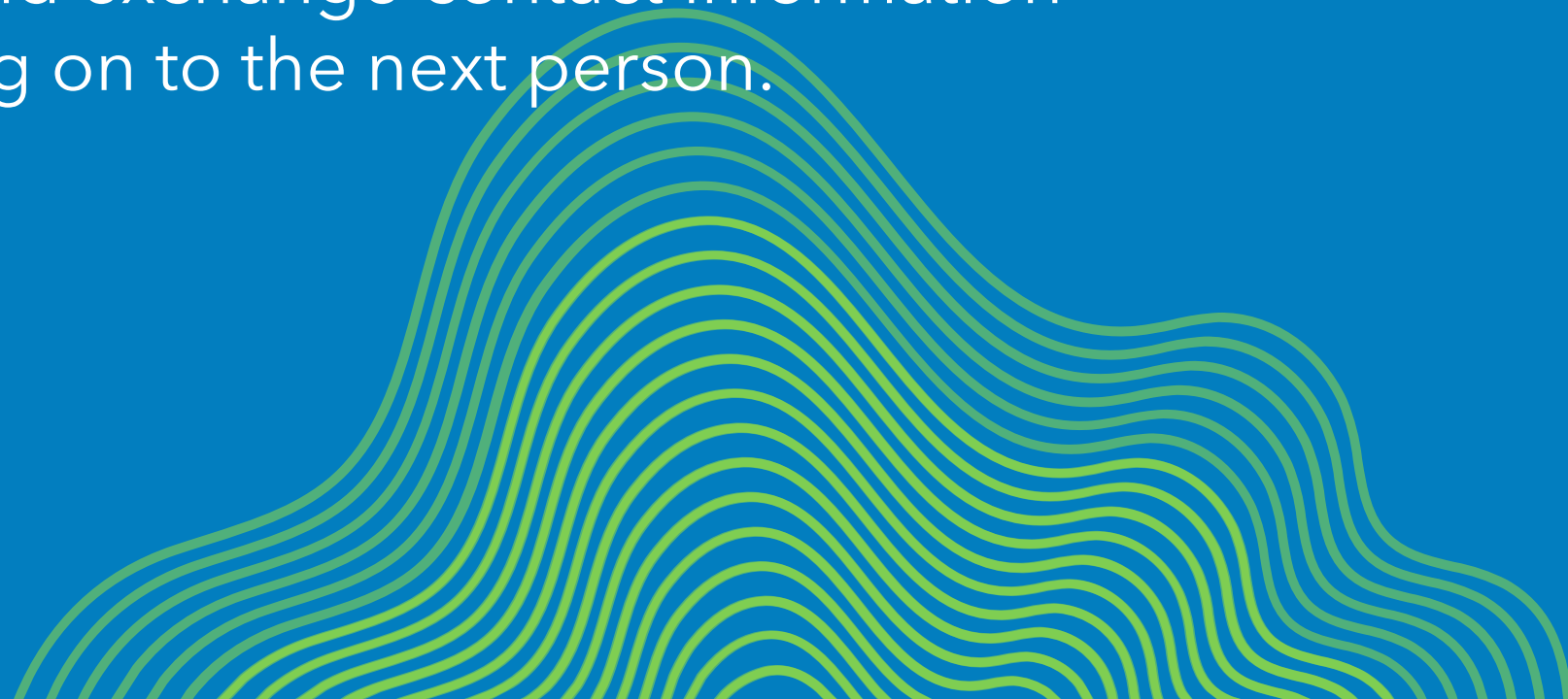
**IN A PROFESSIONAL CONTEXT, NETWORKING IS CRUCIAL FOR EXPANDING ONE'S CIRCLE OF ACQUAINTANCES, FINDING JOB OPPORTUNITIES, AND STAYING INFORMED ABOUT INDUSTRY TRENDS. IT CAN OCCUR IN VARIOUS SETTINGS, INCLUDING INDUSTRY EVENTS, SOCIAL GATHERINGS, AND ONLINE PLATFORMS LIKE LINKEDIN.**



# ICEBREAKER ACTIVITIES

## Speed Networking:

Participants have a few minutes to introduce themselves and exchange contact information before moving on to the next person.





## 2. KEY NETWORKING SKILLS

- ❑ Communication: Effective verbal and non-verbal communication techniques.
- ❑ Active Listening: Importance of listening to understand, not just to respond.
- ❑ Relationship Building: Strategies for building and maintaining professional relationships.

# 3. BUILDING A NETWORK

- ❑ Identifying Networking Opportunities: How to find and choose the right events, groups, and platforms.
- ❑ Online Presence: Utilizing social media, especially LinkedIn, to build an online network<sup>1</sup>.
- ❑ Industry Events and Conferences: Importance of attending and participating in industry-specific events.



## 4. LEVERAGING YOUR NETWORK

- ❑ Collaboration: Partnering with other businesses and professionals to achieve mutual goals.
- ❑ Mentorship: Finding and benefiting from mentors
- ❑ Offering Value: How to provide value to your network before seeking favours

# 5. NETWORKING STRATEGIES FOR SMES IN SOUTH AFRICA

- ❑ Local Networking Groups: Joining local business chambers and professional associations
- ❑ Community Engagement: Participating in community initiatives and local events.
- ❑ Diverse Networks: Building a network that includes professionals from various industries.



## 6. PRACTICAL EXERCISES

- ❑ Role-Playing Scenarios: Practice networking conversations and elevator pitches.
- ❑ Networking Plan: Create a personal networking plan with specific goals and actions.
- ❑ Follow-Up Techniques: Strategies for maintaining and nurturing professional relationships.



# 7. CASE STUDIES AND SUCCESS STORIES

- ❑ Local Success Stories: Highlight successful networking examples from South African SMEs.
- ❑ Interactive Discussions: Encourage participants to share their own networking experiences and lessons learned.



## 8. CONCLUSION AND Q&A

- ❑ Recap Key Points: Summarize the main takeaways from the module.
- ❑ Open Floor: Allow time for questions and discussion.



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## Submodule 1.4

### Mobilising Resources - Entrecomp Approach

→ **Skills:**

1. Resource mobilization
2. Entrepreneurial competence
3. Strategic thinking

<b>MOBILISING RESOURCES - ENTRECOMP APPROACH</b>
<b>Activity 1: Mobilising Resources</b>
<b>Duration:</b> 2 hours
<b>Specific Learning Objectives</b> Upon completing this activity, participants will have developed: <ol style="list-style-type: none"><li>1. Understanding of the principles and strategies of resource mobilisation</li><li>2. Awareness of entrepreneurial competences required to identify and mobilise resources</li><li>3. Strategic thinking skills applied to resource planning and execution</li><li>4. Basic financial and economic literacy relevant to budget creation</li><li>5. Team-building and leadership skills to mobilise support and collaboration</li></ol>
<b>Methodology, Resources and Devices</b> This activity uses an interactive and reflective methodology, combining theoretical input with case-based and experiential learning. Participants read and reflect on key components of the framework before applying it through a simulated exercise. Group work focuses on analysing a successful South African TVET case study, identifying resource mobilisation strategies used in real contexts. Ice Breaking activities based on sharing experiences are also included. Resources to be used include the presentation that guide the whole activity, case study slides, EntreComp resources, and online videos.
<b>Description of the activity and Key Concepts</b> The purpose of this activity is to introduce participants to the fundamentals of resource mobilisation through the lens of the EntreComp framework, building entrepreneurial competence, strategic thinking, and the ability to plan and manage financial, human, and material resources effectively. This session introduces resource mobilisation as a multidimensional entrepreneurial skill that involves identifying, attracting, and using financial, human, and physical resources. Based on the EntreComp framework, participants explore the competencies needed to gather resources creatively - not just through planning but through leadership, initiative, and opportunity spotting. Part 1: Framework Introduction

Participants are introduced to EntreComp's three competence areas: Ideas and Opportunities, Resources, and Into Action—with a focus on resource mobilisation, financial literacy, and strategic planning.

#### Part 2: Case Study Analysis

In groups, participants review a South African case where a TVET institution successfully raised funds and built partnerships to expand vocational training. They identify key strategies used for spotting opportunities, mobilising others, and planning actions.

#### Part 3: Practical Planning Exercise

Participants apply these strategies to a fictional scenario, building a resource mobilisation plan including a draft budget, timeline, and stakeholder engagement approach.

#### Part 4: Icebreaker & Reflection

To personalise the learning, participants reflect on their own budgeting/resource mobilisation experiences and discuss challenges and lessons learned.

**Key Concepts:** Resource mobilisation, EntreComp, strategic thinking, budgeting, leadership, opportunity spotting, stakeholder engagement.

#### Assessment

- Self-assessment
- Group case study analysis and feedback
- Resource mobilisation plan (presentation or submission)
- Reflective writing on learning outcomes and application

#### Skills/Abilities developed

1. Strategic planning and entrepreneurial thinking
2. Budget development and financial interpretation
3. Opportunity spotting and resource evaluation
4. Leadership and team mobilisation
5. Application of EntreComp in real and simulated business scenarios
6. Communication and reflective skills through collaborative activities

#### Further readings, activities, materials, best practices

Video: Mobilising Resources – Rebecca Weicht (Bantani Education) available here: <https://www.youtube.com/watch?v=IH44MzggFN8>

Technical Report 2016 “EntreComp: The Entrepreneurship Competence Framework” available here: <https://publications.jrc.ec.europa.eu/repository/handle/JRC101581>.

Materials below: Presentation “The Entrepreneurship Competence Framework”.



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# GSMESKILL

Developing VET Entrepreneurial Green  
Mindset and skills for Small-Business  
Development



# CONTENTS

This module integrates EntreComp competences into practical learning activities and case studies, providing a comprehensive approach to developing entrepreneurial skills.



# THE ENTREPRENEURSHIP COMPETENCE FRAMEWORK

The Entrepreneurship Competence Framework, also known as EntreComp, offers a tool to improve the entrepreneurial capacity of European citizens and organisations.

The framework aims to build consensus around a common understanding of entrepreneurship competence by defining 3 competence areas, a list of 15 competences, learning out-comes and proficiency levels, which current and future initiatives can refer to.

## **INTRODUCTION**

**THIS MODULE IS DESIGNED TO ENHANCE THE ENTREPRENEURIAL CAPACITY OF PARTICIPANTS BY DEVELOPING THEIR SKILLS IN RESOURCE MOBILIZATION, ENTREPRENEURIAL COMPETENCE, AND STRATEGIC THINKING. UTILIZING THE ENTREPRENEURSHIP COMPETENCE FRAMEWORK (ENTRECOMP), THIS MODULE PROVIDES A COMPREHENSIVE APPROACH TO UNDERSTANDING AND APPLYING KEY COMPETENCES IN REAL-WORLD SCENARIOS.**



# MODULE OBJECTIVES

- Understand the principles of resource mobilization.
- Develop entrepreneurial competence.
- Enhance strategic thinking skills.



# COMPETENCE AREAS AND LEARNING OUTCOMES

## 1. Ideas and Opportunities:

### **Spotting Opportunities:**

Objective: Recognize and act on opportunities to mobilize resources.

Learning Outcome: Ability to identify and evaluate potential opportunities for resource mobilization.



## 2. RESOURCES:

### **Mobilizing Resources:**

Objective: Gather and manage the necessary resources for entrepreneurial initiatives.

Learning Outcome: Proficiency in securing financial, human, and material resources.

### **Financial and Economic Literacy:**

Objective: Understand financial concepts crucial for resource mobilization.

Learning Outcome: Ability to interpret financial statements and create budgets.

### **Mobilizing Others:**

Objective: Inspire and motivate others to contribute to resource mobilization efforts.

Learning Outcome: Skills in leadership and team-building.



## 3. INTO ACTION:

### **Strategic Thinking:**

Objective: Develop and implement effective strategies for resource mobilization.

Learning Outcome: Ability to plan, execute, and adapt strategic initiatives.

### **Taking Initiative:**

Objective: Proactively pursue resource mobilization opportunities.

Learning Outcome: Demonstrated ability to lead resource mobilization projects.



# PROFICIENCY LEVELS

**Foundation:** Basic understanding of resource mobilization concepts.

**Intermediate:** Application of skills in familiar contexts.

**Advanced:** Proficiency in various contexts and complex situations.

**Expert:** Leading, innovating, and influencing others in resource mobilization.



# LEARNING MATERIALS AND ACTIVITIES

## 1. Spotting Opportunities:

Activity: Analyze case studies of successful resource mobilization efforts.

Example: Study how a non-profit organization identified and acted on funding opportunities.

Outcome: Enhanced ability to spot and evaluate opportunities.



## 2. MOBILIZING RESOURCES:

Activity: Develop a resource mobilization plan for a hypothetical project.

Example: Create a plan to secure funding, volunteers, and materials for a community initiative.

Outcome: Practical experience in gathering and managing resources.

# 3. FINANCIAL AND ECONOMIC LITERACY:

Activity: Interpret financial statements and create a budget.

Example: Review the financial statements of a successful SME and create a budget for a new project.

Outcome: Improved financial literacy and budgeting skills.



## 4. MOBILIZING OTHERS:

Activity: Role-playing exercises to practice leadership and motivation.

Example: Simulate a scenario where participants must inspire a team to support a fundraising campaign.

Outcome: Enhanced leadership and team-building skills.



## 5. STRATEGIC THINKING:

Activity: Develop and present a strategic plan for resource mobilization.

Example: Create a strategic plan to secure long-term funding for a social enterprise.

Outcome: Improved strategic planning and execution skills.

# CASE STUDY- RESOURCE MOBILIZATION PLAN: A SUCCESSFUL TVET INITIATIVE – SLIDE ONE

Background: A TVET institution in South Africa aimed to expand its vocational training programs but faced financial constraints.

Objectives:

- Secure R1,000,000 in funding within six months.
- Partner with local businesses to provide internships and job placements.

# CASE STUDY- RESOURCE MOBILIZATION PLAN: A SUCCESSFUL TVET INITIATIVE SLIDE TWO

Strategy:

Spotting Opportunities: Identified grants from the Department of Higher Education and Training and international donors.

Mobilizing Resources: Developed a comprehensive proposal and budget plan.

Mobilizing Others: Engaged local businesses and community leaders to support the initiative.

Strategic Thinking: Created a detailed timeline and action plan to execute the project.

# CASE STUDY- RESOURCE MOBILIZATION PLAN: A SUCCESSFUL TVET INITIATIVE

SLIDE THREE

## Results:

- Raised R1,200,000 in funding.
- Established partnerships with 10 local businesses.
- Expanded vocational training programs, benefiting 200 students.



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# THANK YOU

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