



ONLINE

ENTERPRISES

MANAGEMENT COURSE FOR ENTERPRISE SUPPORT ORGANIZATIONS AND BDS PROVIDERS

27 MARCH – 28 APRIL 2023

 5 WEEKS, 26 HOURS

Information Note

The aim of this course is to create a space in which **enterprise support organizations (ESOs) and BDS providers** can learn **how to improve performance** of their organizations, companies, firms or departments dealing with enterprise support services. As a management course, it is designed to broaden participants' perspectives, management potential and resource base.

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INTRODUCTION TO THE COURSE

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WHO ATTENDS THIS COURSE?

The course targets a wide audience of professionals:

- Staff of enterprise support organizations and BDS providers
- Government agencies involved in supporting MSMEs
- MSME consultants and trainers
- Staff of consulting and training units of development institutes or commercial companies
- Wider MSME development community and project managers

WHAT WILL I LEARN?

The course has four specific objectives:

- To broaden understanding of the various functions that contribute to the successful performance of the organization
- To supply a portfolio of management tools that can assist managers in strengthening performance of their unit or company
- To improve understanding and skills in design and delivery of client-oriented business development services to male and female led MSMEs
- To stimulate the sharing of experiences and strategies for meeting current challenges.

The course is practical in nature, providing tools and insights, and drawing out the wisdom and experience already gained by members of the group.

KEY FEATURES

RESOURCES

Global and local practices and experiences accumulated as a result of the wide engagement in management and small-business development

PRACTICE

Apply course content to your actual challenges

METHODOLOGY

Interactive, activity based and with wide use of case-studies

As a management course, it is designed not just to convey technical topics, but to broaden participants' perspectives, management potential and resource base.

As a practical course, it will focus on applying course content to participants' actual challenges and opportunities in order to improve the performance of their companies or units.

The course will also assist managers in identifying areas they would like to explore in more detail in the future.

COURSE FRAMEWORK

The course is an equivalent of 26 hours of learning that will take place during 5 weeks, with 7 webinars, 5 self-paced learning modules, and individual assignments.

- Live webinars: opening, closing and 5 weekly webinars in Zoom: combination of facilitator's input, speakers presentations, and discussions. Duration of each webinar is 90 minutes. Contact mmw@itcilo.org to obtain the most recent information about the webinar schedule.
- Self-paced learning in Articulate Rise: 5 modules with materials, case-studies, activities, polls, quizzes and action planning activities. Modules are delivered through the electronic platform of the ITC ILO.
- Assignments for individual work and application to their own company or unit, which translate into the final action plan of each participant.

COURSE CONTENT

The course is designed around 5 modules:

Module 1: Stakeholder management and focus on clients.

Module 2: Developing a successful business model

Module 3: Your offer: products and services

Module 4: Growth strategies

Module 5: Financing mechanics and focus on sustainability

This course is a combination of the ESO-focused “Management Course for Consulting and Training providers” and a tailor-made ITCILO “Delivering sustainable BDS services” course.

COURSE PRICE, DATES AND REGISTRATION:

27 March – 28 April, 1 learning day per week

Price: €995

Register here: <https://oarf2.itcilo.org/DST/A9716522/en>

Visit the course webpage [here](#).

CERTIFICATE

Upon completion of the course, participants will receive a certificate of participation.

CONTACT

Contact the ITC ILO: mmw@itcilo.org for any question you may have.

Course manager: Ms. Margarita Lalayan, m.lalayan@itcilo.org at Sustainable Enterprises and Economies (SEE) programme

Opening webinar	Management challenges and sustainability
Self-learning	The manager's mandate
MODULE 1	STAKEHOLDER MANAGEMENT AND FOCUS ON CLIENTS
Webinar	Stakeholder management and focusing on clients. Development cooperation priorities
Self-learning	The nature of ESO's business. Who are your clients?
Self-learning	Stakeholder management
MODULE 2	DEVELOPING A SUCCESSFUL BUSINESS MODEL
Webinar	ESO business models and value proposition
Self-learning	Two approaches to your strategic direction
Self-learning	ESOs' business model
MODULE 3	YOUR OFFER: PRODUCTS AND SERVICES
Webinar	ESO products and services portfolios
Self-learning	Trends in demand and supply of services to the MSMEs
Self-learning	Marketing and communication mix
MODULE 4	GROWTH STRATEGIES
Webinar	Options for diversified growth
Self-learning	Why grow? Types of growth: be better or be bigger?
Self-learning	How to grow? Growth strategies, staffing and innovation
MODULE 5	FINANCING MECHANICS AND FOCUS ON SUSTAINABILITY
Webinar	Financing ESO activities
Self-learning	Profitability and surplus
Self-learning	Costing and pricing examples
Closing webinar	Final activities and course wrap-up.

WITHDRAWAL, CANCELLATION POLICY, AND REFUNDS FOR OPEN COURSES

If an enrolled participant wishes or must withdraw from a course, they may choose to apply to a different course or be substituted by another candidate. The participant must notify the Centre, in writing, of their decision at least 14 days prior to the start date of the course. Cancellation of participation in regular courses will result in the following penalties:

- 14 days or more prior to the start date of the course: No penalty, 100% refund of amount paid less applicable bank charges
- 8 to 13 days prior to the start date of the course: Penalty of 50% of course price, refund of residual amount paid (if any) less applicable bank charges
- 7 days or less prior to the start date of the course: Penalty of 100% of course price.

INFO

FOR FURTHER INFORMATION PLEASE CONTACT

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