

Executive Summary

Qualification	Higher Occupational Certificate: ICT Business Development Consultant
Purpose	The purpose of this qualification is to prepare a learner to operate as an ICT Business Development Consultant who identifies and generates new ICT business opportunities to improve market share. It is aimed at school leavers and existing ICT industry employees who wish to develop their skills and/or achieve a business development qualification.
Qualification ID	120749
NQF Level	5
Minimum Credits	120
Duration	One year
Field	Business, Commerce and Management Studies
Subfield	Marketing
Quality Partner	MICT SETA
Entry Requirements	An NQF Level 4 qualification

Head Office

3rd Floor, South Wing
20 Skeen Boulevard
Bedfordview

Centre of Leadership Excellence

3rd Floor, North Wing
20 Skeen Boulevard
Bedfordview

Telephone

+27 11 856 4700

Website

www.klmempowered.com

Contacts

Lyn Mansour: +27 82 330 5160
Portia Matuludi: +27 67 421 0051
Clayton Lendrum: +27 66 478 2706

Qualification Overview

An ICT Business Development Consultant uses non-verbal communication cues as well as technical skills to gain an understanding of customers' ICT needs, promote goods and services to these customers, and work closely with business domain experts and subject matter experts to facilitate implementation.

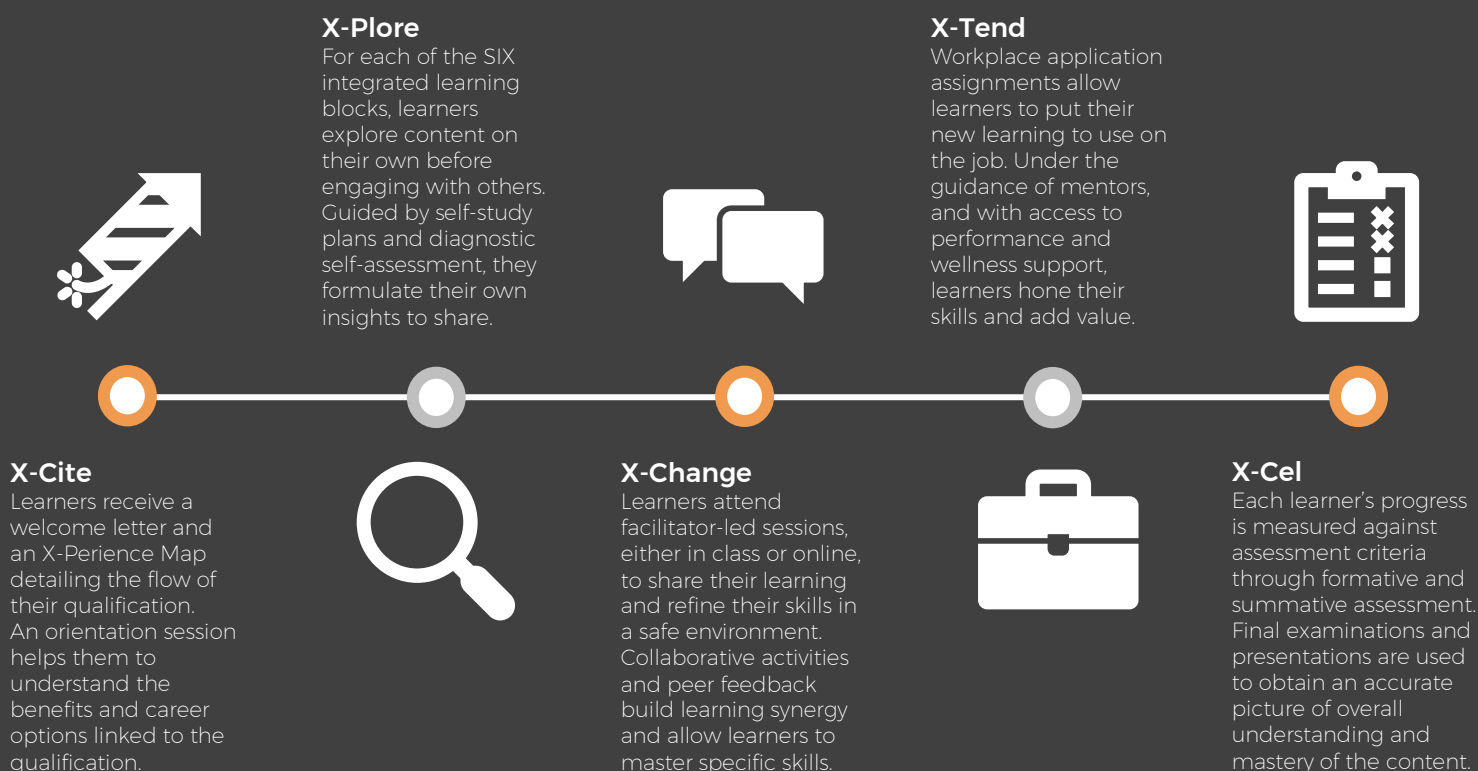
ICT Business Development Consultants build relationships with experts, clients, and partners in pursuit of strategic business opportunities and the creation of long-term value for all parties involved.

This qualification is designed to benefit the economy by creating a sustainable pipeline of qualified entrants for the ICT sector and contributing to the empowerment of ICT entrepreneurs and freelance consultants.

Qualifying learners will be able to:

- Apply an understanding of technology and service offerings in the ICT space
- Analyse and interpret trends in the ICT services environment in order to create new business
- Establish and maintain customer relationships in the ICT industry
- Market and sell ICT products and services
- Perform sales administration

The KLM Empowered X-Perience



Qualification Outline

- The Higher Occupational Certificate: ICT Business Development Consultant is presented over SIX learning blocks, covering both Knowledge Modules (KM) and Practical Modules (PM).
- Workplace Modules are completed throughout and assessed every quarter.
- Formative and summative assessments are conducted at regular intervals to prepare learners for the External Integrated Summative Assessment (EISA).

1

MODULE 1: THE ROLE OF ICT IN THE ECONOMY (10 credits)

ID	Title	Level	Credits
KM-01	The Role of ICT in the Economy	5	7
PM-01	Apply knowledge of ICT in economic sectors	5	3

2

MODULE 2: SALES RESEARCH (18 credits)

ID	Title	Level	Credits
KM-02	Sales Research	5	9
PM-02	Apply sales research tools	5	9

3

MODULE 3: ESTABLISHING RELATIONSHIPS (10 credits)

ID	Title	Level	Credits
KM-03	Stakeholder Relationships	5	6
PM-03	Applying organisational structure and roles to better establish relationships	5	4

4

MODULE 4: THE ICT SALES CYCLE PART 1 (18 credits)

ID	Title	Level	Credits
KM-04	ICT Solution Marketing and Sales	5	18

5

MODULE 5: THE ICT SALES CYCLE PART 2 (18 credits)

ID	Title	Level	Credits
PM-04	Applying the ICT Sales Cycle	5	18

MODULE 6: SALES ADMINISTRATION (12 credits)

ID	Title	Level	Credits
KM-05	Sales Administration	4	6
PM-05	Applying sales administration	5	6

Work Experience Modules

The focus of the work experience modules is to provide the learner an opportunity to conduct visual merchandising activities under authentic working conditions and to develop confidence by working under the supervision of a workplace mentor.

ID	Title	Level	Credits
WM-01	The ICT market	5	9
WM-02	The ICT regulatory environment	5	5
WM-03	The internal organisation structure, processes and roles	5	4
WM-04	The sales cycle	5	10
WM-05	The organisational administration system	4	6

The Greatness Effect

KLM EMPOWERED, YOUR B-BBEE PROJECT MANAGEMENT, TRAINING SOLUTIONS AND ECO-SYSTEMS DESIGN PARTNERS FOR SKILLS, ENTERPRISE, AND SOCIO-ECONOMIC DEVELOPMENT

Head Quarters Knowledge X-Change Centre of Excellence

Physical Address Centre of Leadership Excellence
3rd Floor, South Wing, 20 Skeen Boulevard 3rd Floor, North Wing, 20 Skeen Boulevard
Bedfordview, GMT, 2007 Bedfordview, GMT, 2007

T: +27 11 856 4700 • F +27 11 622 5140 • E life@klmempowered.com • W www.klmempowered.com

KLM Empowered Human Solutions Specialists (Pty) Ltd • Director: L.E. Mansour (Chief Executive Officer) • Company Reg. No. 2004/029096/07 • Vat Reg. No. 4280215775
Registered with the Department of Higher Education and Training (DHET) as a Private Further Education and Training College, Registration No. 2009/FE07/021;
Registered with the Department of Basic Education (DBE), Registration No. 400376; Fully Accredited Training Provider with Services SETA, Decision No. 1154