



ENTERPRISE DEVELOPMENT

THROUGH VALUE CHAINS AND BUSINESS SERVICE MARKETS

A Market Development approach to Pro-Poor Growth

www.itcilo.org/marketdev



An on the job distance learning course with an optional presential course for project implementers and policy makers.

Starts:
7th March 2011

Application deadline:
21st February 2011

Please register at the course platform :
www.itcilo.org/marketdev

Contact:
marketdev@itcilo.org

Prices:
Single Module: 550 Euros

Full distance Course 2000 Euros

Full distance Course + 1 week Face to face workshop in Turin, Italy
20-24 June 2011 3900 Euros

Full distance Course + 2 weeks Face to face workshop in Turin Italy
20th June -1st July 2011 5000 Euros

BACKGROUND

The majority of the world's poor earn their living in small-scale enterprises and farms. By helping these businesses increase profits, sales and assets, we can reach the poor and help them lift themselves out of poverty. To do this on a large scale, we need to *think big, and act strategically*.

This course will help you ramp-up your enterprise development program using practical tools for developing value chains and business service markets. The material is based on experience from effective small enterprise development programs that have reached thousands of enterprises, helping them to grow and create jobs and improve livelihoods. We call the approach "market development for pro-poor growth" because it harnesses the power of markets and the private sector to strengthen small-scale enterprises and generate sustainable benefits for the poor.

GOAL

To train development professionals in order to increase the impact, scale and sustainability of initiatives that help small enterprises (SEs) grow, create jobs and reduce poverty.

PARTICIPANTS

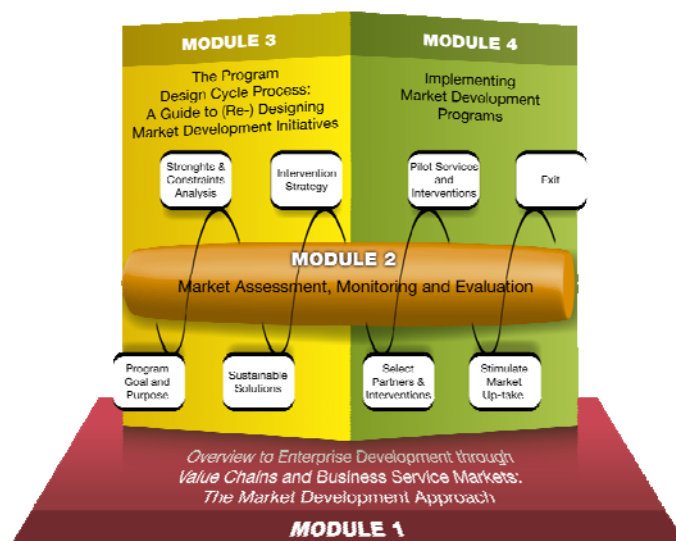
The course is highly relevant for professionals conducting small enterprise development through value chains and business development service markets. It is targeted to professionals working in the following fields of practice: Micro, Small and Medium Enterprise development; Inclusive Markets development; Private Sector Development; Agrucultural development; Local Economic Development; Livelihood security; Employment and Microfinance.

COURSE CONTENTS AND STRUCTURE

The learning material was developed by the ILO and Mary McVay, a global expert in value chain and business development service market development. It is based on practical project experience in the private sector and enterprise development fields. A variety of institutions - including the Small Enterprise Education and Promotion network, MEDA, the International Finance Corporation, Emerging Markets Group and International Labor Organization - have contributed with case studies.

Course Contents:

The full course consists of four learning modules, which are interrelated as shown here:



Course Structure:

PHASE	Dates	Modality	Contents and Methods
Modules 1-2	March-June 2011	Distance (on the job) learning	Module 1 Overview; Module 2 Market Assessment, M&E; At the interactive web-platform: www.itcilo.org/marketdev with personal tutoring.
Face to face	June 2011	Face to Face (ITC ILO Turin)	Overview of latest developments in VCD, BDS and related sustainable enterprise practice fields. Consolidating learning and receiving peer and expert feedback
Module 3-4	July-November 2011	Distance (on the job) learning	Module 3 Programme Design Module 4: Implementation At the interactive web-platform: www.itcilo.org/marketdev with personal tutoring.

MODULE 1 - Introduction to Value Chain And Business Service

Market development. This module provides a foundation for approaching small enterprise development through value chains and business service markets. Through an examination of current development frameworks and better performing small enterprise development programs, it unveils the key principles of a market development approach to pro-poor growth. Participants are asked to assess their own programs according to the market development framework and principles.

MODULE 2 - Market Assessment, Monitoring and Evaluation:

This module teaches how to conduct practical market assessments that help program managers make critical program design and management choices. It takes an innovative approach to monitoring and evaluation – linking it with market assessment – and addresses the impact assessment challenge head on. The module promotes the practice of integrated and on-going market assessment, monitoring and evaluation.

MODULE 3 - The Program Design Cycle: A Guide to (Re-)

Designing Market Development Initiatives: This module helps participants lay a strong foundation for their program by walking them through a program (re) process of their own program. It uses simple, practice tools that support market-driven and sustainable programs, illustrated with detailed program examples from successful initiatives around the globe.

MODULE 4 - Implementing Market Development Programs: This module explains a practical, four-phase implementation model for market development programs. Using experience and advice from practitioners in the field, it explains how to put effective programs into action, quickly, identifying common challenges and tips for implementing sustainable and large scale enterprise development programs.

F2F (optional): This optional presential course will give you the unique opportunity to meet practitioners from all around the world and exchange experiences. It will take place from 20th June 2011 in Turin, Italy at the ITC ILO during the Summer Academy on Sustainable Enterprise Development. You can choose to participate one or two weeks.

MODALITIES AND CERTIFICATION

This is a flexible blended course. It uses an easily accessible and interactive web-platform as virtual classroom:

www.itcilo.org/marketdev

Participants may subscribe to all four modules, to earn a diploma, or receive a certificate for any individual module.¹ The possible combinations of modules are:

- Single Module
- Full Course Distance :The 4 modules
- Full Course Premium 1(including one week face to face course)
- Full Course Premium 2(including 2 weeks F2F)

The face-to-face training activity is highly recommended and will enable you to consolidate your learning and receiving peer and expert feedback.

METHODOLOGY

This course offers an on-the-job learning process: participants identify and address a significant work challenge, discuss it with the tutor and the other participants, apply the lessons learned in his/her own work and get back for feedback. For example, you might (re) design a program initiative, conduct a market assessment to make a key program choice, strengthen your monitoring and evaluation system, or develop a practical implementation plan. The support of a tutor, as well as the exchanges with the other participants, will enable you to understand and apply market development principles to your existing work.

SUPPORT TEAM

The course will be tutored by leading international experts in the enterprise development field. Read about them at the course Platform at www.itcilo.org/marketdev

HOW TO PARTICIPATE

The course starts once a year in March and participants take 8-9 months to complete the course. Inscription can be made on the course platform (www.itcilo.org/marketdev; in the "How to participate?" section).

More information is available at the course platform:

www.itcilo.org/marketdev

Or contact us at:

marketdev@itcilo.org

¹ Module one is compulsory.