

Transcription for Group B: Participant 14

Interviewer: [...] I think we're ready to start, right?

Interviewee: Yes, ready.

Interviewer: Alright let us start with these few questions that we have here remember to please feel free to share your thoughts as we go along. What technological skills do you think entrepreneurs need to acquire micro credentials?

Interviewee: OK, in terms of technological skills, I think they would need like can I say computer literacy skills.

Interviewer: Alright I think that is a definite must have to complete these short courses. And how much effort do you think it takes to complete a micro credential course?

Interviewee: Yeah, I think it takes as much effort as you want to put in Simply put. I can't say it takes a lot of effort or I can't say it takes little effort I think it all depends on you as the person who wants to complete the short course.

Interviewer: Alright that's an interesting view, in addition to the previous question what other resources do you think a person would need to successfully complete a micro credential program?

Interviewee: OK, so in terms of resources, think I mentioned Computer literacy skills before, so they would definitely need a computer, they will also need some sort of access to the internet I would suppose and then they will probably need a study space as well.

Interviewer: OK, thank you. How do you think acquiring micro credentials would contribute to your skills as an entrepreneur?

Interviewee: I think this short courses are meant to give you a certain skill if you do not have it or to improve a certain skill if you already have some sort of level that skill so I think micro credentials or I think that's what you call them these short courses they are definitely beneficial for entrepreneurs I think in a sense they do contribute to your skills as an entrepreneur. For example you can probably take a course on I've heard people talk of these management courses and things like that I haven't done one myself but I've heard people talk about them so I think like you can do that course on management and that will help you to get those skills and probably you'll be able to manage your business a bit better than before you had completed that course.

Interviewer: All right that's a good point. How does training happen currently in your organization, how is it done in terms of the medium of delivery at the moment.

Interviewee: OK at the moment we currently do not do a lot of training actually because it's just merely expensive for us. So people just probably get themselves trained in their

own personal capacity personally I just trained myself by reading up on things I read a lot of books on business and things like that that is how I have gotten my knowledge so far and also through the things I learned from peers, other business owners and things like that.

Interviewer: Alright, that is very interesting. If you were to do a micro credential course which skills would you want to improve?

Interviewee: OK I would definitely want to improve my marketing skills I would want to improve my financial skills I would also want to improve my business management skills in general and also just my skills to be creative to come up with new products and interesting ways to do things I think it's very important to have that type of mindset as an entrepreneur but I don't know if that is something you can be taught or that something that is just naturally within you.

Interviewer: How long do you think it usually takes to complete a micro credential?

Interviewee: Oh, I think this depends on the duration of the course itself because I think most programs or courses, I'm thinking now even a degree a minute has a set. Because they probably know that it will likely take you this long to finish this chapter in this chapter and therefore it will take you this long to finish the whole course so they're probably already said that out for you so I think it takes the set duration of the course that's how long it takes.

Interviewer: Alright that's a very good point thank you for that do you find Value in getting these micro credentials instead of a university or college qualification? And this is as an entrepreneur yourself

Interviewee: I think these short courses are probably very valuable for entrepreneurs in the sense that entrepreneurs are I think they are very busy trying to make money. So, they don't have a lot of time to spare, that's why these short courses come in, because you can now do them after you're done looking for money if that is possible. So, I think they are very valuable in that sense instead of getting a degree especially for entrepreneurs.

Interviewer: Right, that's a very good point. Now how would you decide which micro credential program to go for, what factors would you look at that would help you with that decision?

Interviewee: alright so for us the biggest challenge in terms of training so far has been cost so we would definitely consider that if we were to get some sort of courses that are maybe free if there are any then that would be best for us because we have really struggled to spend some money because we don't have the budget for the training because the money we have is focusing on other things in the business so that has been

the biggest challenge for us, so that is something we would really look at before deciding on anything training related.

Interviewer: Alright, I think that is very important, so affordability is a big thing for your business. Alright. How do you measure your skills levels how do you currently do that do you measure through maybe let's say the education a person has what are the sort of things you use to measure that?

Interviewee: OK, so for me the big thing is like I mentioned before the industry we are in our business is very hands on very practical you have to do the things instead of just knowing about the things so I think education is very important I can't say it's equally important as they know how to do the job if I can call it that but education is important but that is not the only thing I look at when measuring skills look at how productive the person is, how well are they able to complete the tasks assigned to them that is how I currently measure skills.

Interviewer: Alright, so it's very result oriented. OK. How much flexibility do you think micro credentials allow you as an entrepreneur compared to your traditional qualifications?

Interviewee: Oh, this is a good one because I think microgrid initials probably give entrepreneurs a lot more flexibility like I think we've mentioned already that we are very busy we don't have a lot of time as entrepreneurs so being able to do the course in the time of your choosing I think that is a very important characteristic of these courses and it's something that I think every entrepreneur appreciates.

Interviewer: Alright that's a good point. Would you say that micro credentials are just as credible as university qualifications?

Interviewee: OK, in terms of credibility it's quite hard for me to comment on this one. I think that that there are a lot of questions around the credibility of these short courses. But then again if these courses are being offered by an institution that is of a good reputation, one that is probably well known and recognized everywhere, I think that would eliminate a lot of questions around the credibility of the short course in question.

Interviewer: OK that's a very fair point, thank you for that. Do you then think that micro credentials accurately depict a person's skills levels, what are your thoughts around that?

Interviewee: Alright I think that these short courses are a good indication of someone's skills because they tell you what this person has learnt what skill they are able to perform or it tells you exactly what they're able to do if the person has a micro credential if I can say in let's say for example mining then I can see that OK so that means this person knows how to mine. So, I think to some extent they are a good indication of someone's skills.

Interviewer: OK that's a good point. Do you think that micro credentials can increase someone's employability if so how, how do you think they do so?

Interviewee: Definitely, I think they definitely help with people's employability because they help you increase your skills which in turn helps you to get the job that you want to apply those skills at.

Interviewer: Alright that is very well said. Now which method of learning would you prefer, game-based learning or traditional learning? What are your thoughts on this?

Interviewee: Alright this is quite interesting, but I think I would actually prefer a combination of both. I think for me I would rather have the option to learn via the game and also the option to learn in a traditional setup so that I can see people and learn with people because that is actually very important for me which is why I would prefer the traditional way but I wouldn't want that all the time, because the game based will also allow me to learn in a more flexible way because I can learn probably in my own space in my own time but at the same time I also learned better when I'm with other people seeing them face to face so I would prefer a combination of both.

Interviewer: Very interesting, thank you for sharing that. What are some of your business goals and do you think you will need to improve your entrepreneurial skills in order to achieve those goals?

Interviewee: OK, I need my business to grow. I need my business to be sustainable. I need my business to expand into just grow you know what I mean. And your order for it to grow I would definitely need to improve my entrepreneurial skills, essentially hard to define business growth you know because a lot of things need to happen I need to change a lot of things in my business I need to make sure I'm generating a lot more profit I need to make sure I'm actually getting the clients so that I can make more money so that I can generate more profit and I need to make sure that my employees are happy because you know a large turnover in employees is not good so I need to make sure that they actually happy and working well doing what they need to do, so I think there are a lot of things that I need to look at in order to achieve this growth that I have in my mind but definitely one of the things I need to start with is by improving my very own skills because I will not be able to achieve this without the necessary skills.

Interviewer: Alright, and do you think micro credentials could help you to achieve these skills that you need so that in turn you can achieve the goals that you have in mind?

Interviewee: I think these micro credentials deserve a try. I have not yet tried them, but I think they're worth a shot because from what I can tell, I think they would be very beneficial for me. So I think it's something that is worth trying though I'm not too sure how I would go around you know choosing a credible course because like I mentioned credibility is a big question around these courses but if I were to get one that is you know

very credible recognized and things like that I think I would be able to learn one or two things which would actually help me in my business.

Interviewer: Alright that is very good to know I would just like to say that we are at the end of our interview, thank you very much for the time you put aside to have this conversation with me.