

## **Transcript Group A: Participant 4**

**Interviewer:** Thank you for being part of this interview, since we're ready to start, let's start. This research is about micro credentials as you read from the form I sent you before, so I'm going to explain a little bit about credentials so that it's easy to answer the questions. So basically, in like simple terms, micro credentials, ma'am, you know those courses? That you take like either online or in person, but the short courses. So the actual definition is, macro credentials are defined as short verified courses where the successful candidates are presented with the digital certificate or a digital badge after they finish the course. So it's like you take your course online or in person, it's a short course, right? And then you get a sort of a certificate.

**Interviewee:** Sure.

**Interviewer:** Like a digital one, like an online certificate kind of thing when you're done.

**Interviewee:** Cool.

**Interviewer:** So those are micro credentials, for example you can do a micro credential in. So this is mainly for entrepreneurs, right? So I'm thinking of a business and entrepreneurial business just to give you an example. Let's say you do a course in sewing. As I explain the concept, these micro credentials can be stacked, meaning you can do many right. So you can do one to teach you how to make jerseys. For example, you get your certificate, you do another one that will teach you how to make dresses. You do another short course to make shoes, and then at the end of the day, that is what's called stacking your micro credentials. You have like 3 or 4 let's say. Because you stack your micro credentials you have like you know multiple skills right for your business basically. So for example, in your case, thinking of that? What's your business by the way?

**Interviewee:** Let's talk about the one for logistics. Transporting people.

**Interviewer:** Yeah, OK. So to manage that business, you obviously need skills, right? So for example, you need, I don't know what skills you need actually you need.

**Interviewee:** People management skills. I'm just thinking. Public relations skills.

**Interviewer:** Those skills you obviously need, and some accounting skills for money to handle your money. That is the concept of micro credentials. So when we talk, when we answer the questions, just think along those lines.

**Interviewee:** OK.

**Interviewer:** Usually, these micro are done online. They can also be done in person, but you're just bearing that in mind. What are the technological skills that entrepreneurs need to do a micro credential? Of course. Any sort of technological skill, so if they're doing it online. Especially online, I think if you're doing it in person, I don't think you really need any technological skills?

**Interviewee:** You need to know what is happening around you. Like you must, you must be what, updated or something like that.

**Interviewer:** OK, that's an important point. Thank you. Then how much effort do you think it takes to complete this these short courses, how much effort?

**Interviewee:** How much effort? That to me, a lot of effort.

**Interviewee:** Takes a lot of effort?

**Interviewee:** Yeah, it takes a lot of effort because now you need to commit your time. You need to commit your time. And your brains also, you must commit your time and your brain. For you to know what is happening because these digital things, these things they change each and every day, so you need to put a lot of effort to keep up.

**Interviewer:** Alright, then what are the facilitating conditions needed to acquire micro credentials? Basically, to complete a micro credential course and by that I mean facilitating conditions are things that you need in order to complete this course.

**Interviewee:** You need the internet definitely

**Interviewer:** Internet is a very good one. Some of them you need money cause some of them you need to pay for them. Some are free, some you need to pay for. It won't be as expensive as a university degree, but you know you might have to pay a few 100 rands. And then, like you said, Internet, anything else that you think you need?

**Interviewee:** Money obvious. You'll need the gadgets as well

**Interviewer:** Alright, then how easy do you think it is to access micro-credential programs?

**Interviewee:** It is easy to access these courses, these short courses, people generally share what is going on in their circles, so you can easily get information from the people in your networks

**Interviewer:** That is true, then how does completing these short courses contribute to an entrepreneur's skills?

**Interviewee:** Obviously they're going to gain some knowledge of whatever they are looking for.

**Interviewer:** So they will be able to get skills and improve in their business ventures. OK, then how is training currently being conducted in your business?

**Interviewee:** We typically get training in my organisation but I also am training myself. For me, I don't know whether you could put it there, but it's important to know what is happening in the business, and also managing the money like the way they pay the

employees. You pay this 100 people. This one is short. You must be able to do the bookkeeping.

**Interviewer:** That's true. That brings us to the next point which says which skills do you aim to improve through micro credentials? Like you already mentioned, financial skills and to be able to manage training.

**Interviewee:** Hmm. Yeah. That's what I still want. Skills to manage my business transactions.

**Interviewer:** Is there any other skills or that's the only main one that you think is needed?

**Interviewee:** I think that's the main one for me. Then there is communication skills and those other small things that I think everyone will need.

**Interviewer:** Then next one is how long do you think it takes to complete your micro credential course?

**Interviewee:** How long? I think it depends. I think it depends on the courses. Some institutions when you go there to do some courses, some are for six months, some for three months, some for two months.

**Interviewer:** So you say it depends on the course. There's no set period.

**Interviewee:** Yes right

**Interviewer:** Alright. That's fine. And then next question. Do you, as an entrepreneur, find any value in acquiring a micro credentials instead of a university degree? And now we're thinking in terms of entrepreneurship.

**Interviewee:** Yeah, I think it is valuable because you know, remember these courses they're very short but degrees here, three years, four years and when I want to do business. So the quicker you do, the better. Micro credentials don't take much time. We are quick to be skilled.

**Interviewer:** Good point. Then next thing is how do you decide which micro credential course to do? Do you look at affordability like whether it's free or it's cheap? Do you look at how much time it's going to take for you to complete the course?

**Interviewee:** So I look at what I want to achieve. That's what I look at. If I want to achieve something I go for it. I don't look at money.

**Interviewer:** So you look at what you want to achieve, alright. How do you measure your skills levels as an entrepreneur? Do you measure them through years of experience, for example through education? Or what? Like how do you measure?

**Interviewee:** I think I can just measure through the experience. I can measure through experience because the more I practice, the more I become experienced

**Interviewer:** The better you become, basically. Then how much flexibility does micro credential courses allow you in comparison to a traditional university or college degree?

**Interviewee:** You can just dedicate some little bit of time after doing everything else to do your short course but for a degree you must be there on the books since morning. Let's go to class now. Go to the lectures. You see, there is very low flexibility with degrees.

**Interviewer:** Yeah, that's true. Then would you say my micro credentials are credible qualifications? When you're comparing to university degrees, like for entrepreneurs. Because some people they question the credibility of micro credentials.

**Interviewee:** But I think they are. They are very credible depending on how well you know. You look at the results. That's when you can tell that these are credible because now you can say for example a person who went to university for three years but in one month you can be more skilled than that person in a particular activity.

**Interviewer:** Then this is an additional question to the one that we have answered. Can micro credentials show a person's skills levels, you know accurately?

**Interviewee:** Actually, it's very accurate, because people are given a particular task to do this and they can complete it successfully. That way you can measure that person's skills through their work

**Interviewer:** Alright. Do you think micro credentials can increase a person's employability? You know, improve your chances of getting a job?

**Interviewee:** Yeah, yeah, yeah, too much. I think they do.

**Interviewer:** Which method of learning do you prefer between game based learning or traditional learning. So by game based learning I mean learning through games like there are actually games now these days that instead of like sitting in a classroom, which is the traditional way of learning sitting in a classroom or sitting in a lecture, whether in person or online and like listening to the lecture and taking notes. Some people can learn through games.

**Interviewee:** I don't know about these games, but I think I would prefer those games things.

**Interviewer:** Interesting, and what are some of your business goals that you want to achieve? So it's a twofold question. What are your business goals and do you think you will need to improve your entrepreneurial skills in order to achieve those goals that you have for your business?

**Interviewee:** Yes I need to improve my management skills because I work with people, people management, financial skill are a must because I get my money in bits and pieces from the business sometimes so it's easy to use the money and then struggle to account for it. I also want to buy more cars for my logistics businesses so I need skills to generate more money.

**Interviewer:** Alright, so we've established do we need actually some sort of skills, do you think micro credentials can help you to achieve some of your business goals?

Interviewee: Oh yes, definitely. It's the quickest and cheapest way to improve my skills.

Interviewer: That was quick. Thank you very much for your time.