

Transcript for Group B: Participant 9

Interviewer: [...] Okay so the first question that I have here is what are the technological skills that you think an entrepreneur needs to complete these short courses? So by technological skills, I mean most of these courses they are done online. I think post covid a lot of these courses have moved to, like, online instead of in person where you go to a classroom, so you obviously need some technological skills because you actually take the course online. You obviously need the laptop or something like that. So that's what the question is about. What are the technological skills that you think entrepreneurs need to complete these courses?

Interviewee: It means you need to be computer literate.

Interviewer: That's a very good point. Thank you.

Interviewee: Computer literacy. I think it more or less sums up a lot of other aspects.

Interviewer: Yes. Alright then how much effort do you think it takes to actually complete these courses?

Interviewee: It shouldn't really take a lot of time. I think if you have the right tutor then they can go through the work because I think these things they are more like, things that are now commonly used by almost everyone. It will be more or less. Those things are changing all the time. But I wouldn't say there's really a lot of efforts that might or a lot of time that is going to be put in. But if he does have the right tutors, then it will be short.

Interviewer: All right, then the next question, what are the facilitating conditions just meaning what sort of things do you need to complete these courses just to give you an example, we obviously need time as an entrepreneur. They're busy people. They need to set aside some time, maybe an hour or two. However they decide to do it. Some of the courses are free, some you need to pay a fee, so you might need to budget a little bit. You might need some money. That's what I mean by some of the things that you need. Some facilitating conditions. Is there anything else that you think they need?

Interviewee: I think probably you need to have the aptitude. Because there are some things, it's like teaching someone maths who doesn't have the capacity and the aptitude. No matter how much you invest in it, it won't be beneficial.

Interviewer: Okay, so that's a very good one. Thank you. Then the next question, how easy do you think it is to access these courses? Or how easy are they to find?

Interviewee: Yeah, that one you see, because it's probably something you will be doing for the first time. You might not even know that things like that exist, yeah.

Interviewer: Yeah, fair point.

Interviewee: So getting it can be difficult.

Interviewer: OK, so if you're doing it for the first time, it might be difficult because might not even know.

Interviewee: Yeah.

Interviewer: Makes sense. Alright, then how does acquiring these micro qualifications or these micro credentials contribute to an entrepreneurs' skills? Do you think it contributes at all?

Interviewee: Yeah, because I think you become more. What can I rate the rate with? You will become accessible to a lot of other things. Or in a way you will know how to get around things and to communicate like effectively.

Interviewer: OK, very good point then how is training currently conducted in your organization? And do you do it online? Do you have some online training or is it in person you know just knowledge transfer from one person to another? How do you currently do training?

Interviewee: Training in terms of what workers or training, as in the principles or getting additional training.

Interviewer: Any form of training.

Interviewee: Because the nature of our work is hands on. All the training is done practically in person on the job.

Interviewer: OK, alright. Then the next one is, if you were to or some people in your organization, if they were to enrol in a micro credential program. What skills? Would they, or would you aim to improve or acquire?

Interviewee: From our environment what we actually need now is to move into automation.

Interviewer: OK. So you want to automate some of your processes.

Interviewee: Some of the processes.

Interviewer: OK, OK.

Interviewee: Because it's like the technologies that are now available, they if you don't keep up you become irrelevant in the industry.

Interviewer: So you're aiming to, I mean you would love to maybe go in that direction of automation and things like that.

Interviewee: Yeah. Yeah.

Interviewer: Alright then. As an entrepreneur, do you find any value in acquiring micro credentials instead of a traditional qualification like a degree or diploma?

Interviewee: You see the normal standard, the credentials, in the real world they might be useful but degrees in the real world they are not adequate. That's why you find a lot of graduates when you go to the workplace. Then you start to adapt to the prevailing situation that you will find yourself in. It's like the standard training is a general platform. But you know what? When you are in industry. Industry specialized training becomes very necessary you can't really do without it. Right.

Interviewer: Alright then the next question is when you're looking to enrol in a micro credential program. What factors do you look at? Like what factors you use to decide right. Some people look at affordability. Whether it's cheap, some people do not really mind about how cheap or expensive it is they only care about the skills they're wanting to improve. So if you want to improve their automation skills for example, and they find a good course that does that, they'll go for it regardless of the cost. So that's how other people decide. How would you say you would decide on which micro credential program to go for?

Interviewee: Obviously every study that you have to undertake you need to have the basic, I mean entry qualifications. Because it's like you cannot teach someone where you need to do a lot of integration and differentiation and they have no maths background. So there are some basic technical things or in our space. You cannot take someone who doesn't have the technical knowledge or appreciation of how things work. The training I think that would be, the most determined effect with things like cost, the things like cost they don't really matter if you really need something.

Interviewer: That's a very good point. Thank you. Then how do you measure skills? And it's a difficult question because it's something intangible. But how do you measure? Some people measure three years of experience, education acquired, etcetera. How do you measure skills?

Interviewee: I think in our space. It's the productivity of an employee. It's actually a measure of the skills that we possess.

Interviewer: OK, so how productive that person is?

Interviewee: Because any business is looking for increasing its productivity because high productivity automatically translates to higher profits. So if someone is protected. It means he has got a certain skill that he has, which he is putting to use for the good of the organization, someone might be educated but without any skill.

Interviewer: That is so true.

Interviewee: And if someone is not productive you can't really say that they have a particular skill.

Interviewer: OK, that's a very good point.

Interviewee: Thank you.

Interviewer: How much flexibility do you think micro credentials allow a person in comparison to traditional qualifications as an entrepreneur? How much flexibility do you think those courses give you?

Interviewee: Yes. Yeah, because once you acquire those, you become very flexible. Because the best thing is you will build confidence and with that even the people or the other perspective, the businesses that you interact with they will also I mean like rate you. I think then you actually will be able to generate a little bit more business.

Interviewer: Very good point. Thank you. Then would you say my micro credentials are as credible as traditional qualifications? I think a lot of people question the credibility of micro credentials, especially because other people don't even know about them at all. What do you think about the credibility?

Interviewee: The short courses. I think they are more credible. Because people that say they got this standard qualification, they will in most cases, they will tell you I only use maybe 10% of what I learned in school. Which means you were equipped with a lot of things that are irrelevant. So micro credentials I think they are straight to the point. And I think someone who is equipped with those is more functional.

Interviewer: They have the exact skills that they need for the job they need to do or the task they need to perform. Alright then. Do you think micro credentials increase a person's employability?

Interviewee: Yes.

Interviewer: So if someone applied to your company and they had micro credentials only, would you take that into consideration or would you prefer if they have like a degree and then in addition to that they have micro credentials as well?

Interviewee: If you are employing someone. Someone comes and say, you know, I did this short course and this short course and this short course, you evaluate, you see, it's exactly what you need. It's also better in terms of employing that person. To the business, it brings value. You actually get more value from someone like that, if you are a business, you will actually get more value if you take in people with micro credentials. You get the job done effectively and at the lesser cost. So I will, yeah, I will say yeah micro credentials probably for an enterprise, I think is about the best thing that you can do.

Interviewer: Alright interesting. Then just an interesting question I have here, what method of learning do you prefer? In a traditional setup, so if you were to get training yourself, would you prefer traditional setup where you have a classroom, whether it's in person or online or game based learning? It's a new thing that's being introduced now where people learn through games. What would you prefer between the two?

Interviewee: You said games?

Interviewer: So instead of you know, writing notes or sitting in a classroom, and the lecturer speaking or instructor is teaching you things like that. There's a game. Or like a simulation, and that's how they teach people. So if it's, if you want to learn like a business related skill in the game, there's actually a business maybe for example selling potatoes in the game. And you know all these things you learn sort of can I say practically instead of like through notes and someone talking through the content, and they try to make it visual for the learners through the game and interactive as well.

Interviewee: I would think the one that you do through gaming might be more effective in the sense. There's a lot of visuals that are involved as well inside the actual content which make it easy to grasp concepts and to remember them.

Interviewer: That's true. Well, that's interesting coming from you because the other elderly people, they say they prefer traditional setup because they don't know how games work. To figure out how the game works or just have to go sit in the classroom so. it's very interesting that you actually prefer the game based learning. Then I just have three last questions the 3rd last one says, what are some of your business goals and do you think you would need to improve any of your entrepreneurial skills in order to achieve those business goals that you have?

Interviewee: We have to, to an extent, so normally in in our space. Sometimes you don't really have the time. Because you are in that space. You drive your own things. There's no headquarters.

Interviewer: Yeah. Yeah, that's true. Actually had an interview where they were saying time away from your business means I'm making a loss. So this training thing, they don't really think about it because they have to be making money. Yeah, so I totally understand because entrepreneurs are very busy, especially if it's like a small business because you have to be involved yourself as the owner. Alright then I'll just move on to the last question just. Does your business use any form of technology for its operations? Do you use any technologies.

Interviewee: Yeah in our space, everything that we do there is some technologies that is associated although since we make machinery it's usually manual.

Interviewer: OK, that makes sense. Alright. I think that was the last question that I had. So in a nutshell, what are your thoughts on micro credentials and them being used by entrepreneurs to improve their skills just to sum it all up.

Interviewee: Yeah, I think it's something that is necessary. Because actually I have come across people, they didn't have the formal qualifications. No, there is one guy, no formal qualifications. He went and he enrolled and they did some business administration of some sort and then after that because of the experience that he had in

the industry that he is, now the man is now consulting. He has been taken by some university to work as a consultant for them.

Interviewer: Wow.

Interviewee: So no formal training. He did a little bit of these small courses and then universities, they are now they're now taking him as a consultant.

Interviewer: That is pretty amazing. OK, so I think this can be quite helpful.

Interviewee: I think they are more actually in my opinion they are more valuable.

Interviewer: It's very amazing. Thank you so much for participating in this interview. I've actually learned so much from you.