

Transcription for Group B: Participant 12

Interviewer: Good morning [...] I think we are ready to start. So I'll just get into the first question. Please feel free to share your thoughts openly and freely. We'll start by talking about the technological skills that entrepreneurs need to acquire micro credentials. What sort of technological skills do you think they need?

Interviewee: Okay, I think they probably need like the internet. They probably need a laptop I can't think of anything else that they would need but I think they'll definitely need those two things.

Interviewer: Good point. Then how much effort do you think it takes to finish a micro credential program?

Interviewee: I think it doesn't take a lot of effort, but I think it also depends on the person themselves, like how much are you willing to invest, how much time how much effort are you willing to invest into this thing.

Interviewer: I think that is quite true, that what you are willing to invest really matters. The next thing we want to talk about is the facilitating conditions, so we mean what sort of things or resources do entrepreneurs need to complete their micro credential program?

Interviewee: OK that's interesting so I would say, in terms of resources, they probably need some sort of a think money because you will probably need to buy data, you would need to maybe buy books or the material that is actually used during the course so I think you will definitely need some sort of money. I'm sure there are other things that you need as well but I think money is probably the biggest one of them all.

Interviewer: Alright I think it is important to have some sort of budget for any costs that will be involved, thank you for that point. Then how easy do you think it is to access these short courses? Do you think they're easy to find or that they are difficult to find?

Interviewee: I think in this day and age everything is available on the Internet so it must be fairly easy to find these courses, you just have to be looking for them and they just have to be looking in the right place.

Interviewer: Alright thank you. And how do you think acquiring a micro credential will contribute to your skills as an entrepreneur? Do you think the micro credential will in any way help to increase your skills?

Interviewee: Oh yes, I think so. I think anything you do to try and improve yourself if you're putting in enough effort and you're really dedicated it has to bring results. So if you do a micro credential course with the goal of improving yourself, improving your skills then that's what it will do.

Interviewer: Alright that is a very interesting view thank you for sharing that. And currently how is training being conducted in your business how are you handling training at the moment?

Interviewee: Currently training is just done you know between person to person, and by that I mean one person will share their knowledge to the next person and the next person and the next person, just like that, we have not had any formal training thus far but it is something we are working towards because we actually realize the importance of this.

Interviewer: If you do get some micro credentials, what skills do you aim to improve?

Interviewee: OK, if we were to get some micro credentials for our business, we would like to improve our HR skills, we really want to be good at managing the people that we work with, just fostering good relationships between the people in the company. We also need some marketing skills, because I think that is very important, you need to market your business so that you can attract those customers, those potential clients that you need. Apart from these skills we also need skills that are specific to our industry skills that are specific to our business, so that we can optimize our processes and be more efficient in what we do.

Interviewer: Alright that's a good point. And how long do you think it would take to complete a micro credential course?

Interviewee: I think that depends on the course because I'm assuming the courses probably differ depending on various factors I would like to believe.

Interviewer: Alright I think that's true. How do you decide on which micro credential to adopt and by that, I mean what are the factors you look at before you choose which micro credential course to go for?

Interviewee: I think we would probably need to focus on the skills that we need in our business because I don't think it would be very helpful to focus on training ourselves over something that we will never use I mean we will probably use those skills somewhere in life but I think it's more important to focus on what we need at the very moment. So that is something we would look at, what skills do we need right now, I think that would help us decide and then another big thing for us would be the cost, how much would it cost to get everyone in the business this skill if it's too expensive and we can't afford it that would obviously be a problem so we would need to do what we can afford but also get the most value out of it.

Interviewer: Alright that's a fair point. How do you currently measure your skills in your business, how do you measure your skills, and how do you measure the skills of your employees?

Interviewee: At the moment we focus on the experience that people have, I think that's a big factor. But then again, you can have so much experience and produce nothing without experience, so it's also important to look at the results, So what I mean is what does this person actually produce, because you can tell from someone's work how good they are whether this person is very skilled or they are poorly skilled you can see by the quality of their work so that is what I mean here.

Interviewer: Alright that makes sense. How much flexibility do you think micro credentials allow you as an entrepreneur in comparison to a university degree or a college diploma?

Interviewee: OK I think micro credentials seem to be a lot more flexible comparing to university degrees which is a good thing for entrepreneurs because we are very busy people our businesses keep us very busy, so we don't have a lot of time, so that way micro credentials are actually quite beneficial for entrepreneurs in that sense.

Interviewer: Thank you for that point. Would you say that micro credentials are credible qualifications as opposed to university degrees?

Interviewee: Wow, that is a difficult question. Because it's hard to judge the credibility of micro credentials, I think the place where you get those qualifications it needs to be verified and it needs to basically have a good reputation and maybe be well known in your industry if I can say and maybe that determines the credibility. But I really cannot say if micro credentials are more credible because how are they, I mean what is the standard that they are judged against you know what I mean. We know for degrees or diplomas and things like that we have a curriculum in the country and there's a team of people who works on that but for micro credentials who exactly is in charge of their standards you know so I think that is a big question actually.

Interviewer: That is a very good point thank you for pointing that out. Do you think micro credentials accurately show a person's skills. Do you think they accurately depict their skills?

Interviewee: I don't think so actually, because I think you can have a paper to say you completed the course but that doesn't necessarily mean you actually have that skill it doesn't mean you can actually do what that paper says so we can only be sure when we actually see the results of your work.

Interviewer: OK so you are more result based, or more result focused instead of just accepting the qualification. That's a fair point. How do you think micro credentials increase someone's employability?

Interviewee: OK in terms of this, I think I definitely believe that micro credentials can help someone to be more employable. Because it's an indication that you have done this certain course you have so to speak acquired this certain skill and now you're

looking for a place to apply the skill that you have learned in a more practical sense so I think it's a very good thing to have on your CV when looking for employment it's definitely increases chances of getting employed.

Interviewer: Alright. The next thing is which method of learning do you prefer between game-based learning or traditional setup?

Interviewee: I think I would say game based because that sounds a lot more interactive and like it would be easier to remember things if you learn through games than if you sit in a classroom and just listen to a lecturer talking and sharing their knowledge. And also, usually in lectures you are sometimes shy to ask questions because there are so many people listening and looking at you what is in game based learning that is probably done remotely so you're more free to ask whatever question you may have.

Interviewer: Alright that's a good point. Thank you for that. What are some of your business goals and do you think you will need to improve your entrepreneurial skills in order to acquire those goals?

Interviewee: I want my business to diversify and by that I mean for it to actually not just be so focused on one thing but I wanted to expand into different markets and just grow even into a global market so that is my desire for my business that is my goal and I definitely will need to improve my skills and not only my skills but the skills of my employees as well in order to achieve this goal that I have in mind.

Interviewer: alright that is very interesting thank you for sharing. Do you think micro credentials can assist you to achieve some of these goals that you have for your business?

Interviewee: Oh yes definitely, I think they can definitely help. Because I can use them to improve certain skills, you know particular skills that are in need, or that I think I need for my business to be successful. So, I think they can definitely play a role I can clear acquire the knowledge that I need and the practical skills that I can get from their assessments and things like that I would assume they have some sort of assessing practicals or things like that and then I can apply those things to my business and I think that would be quite beneficial.

Interviewer: that is a very good point. I think micro credentials can definitely help some entrepreneurs out there for sure. Thank you for your time today it is being a pleasure helping this interview with you