

ELEMENTAL
BUSINESS
DEVELOPMENT
COURSE
OUTLINE

**FEBRUARY
2021**

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PRESENTED BY
**SHINING
LIGHT
INTERNATIONAL**

ABOUT THE PROGRAM

OVERVIEW

Shining Light International's Business Training Course (BTC) was created in response to requests from both the Pakistani church and the local government for increased access to capacity building programs. The church views business training as a platform to mobilize local missionaries in relationship building efforts amongst unreached groups in Pakistan and beyond, while simultaneously offering valuable knowledge and skills that empower participants to transform their circumstances and communities. Shining Light's hope is that in furthering access to Biblically based business and financial management skills, individuals and families will gain the economic stability and freedom necessary to pursue hopeful and prosperous futures while encountering the love of Christ.

HISTORY

Since 2008, BTC author Sarah Ray has developed 3 specialized global entrepreneurship courses and personally facilitated the training of more than a thousand businessmen & women across 4 continents and 16 developing nations. This particular BTC has been crafted specifically for a Central Asian audience. Recent pilots have been well-received and the resulting feedback has been applied to strengthen the language and materials for efficacy within this region.

DISTINCTIVES

Shining Light's BTC model is unique in its approach to meeting the needs of program recipients. This highly relational training is designed to introduce business principles to emerging entrepreneurs from a variety of cultures, religions, and educational backgrounds. While Biblically-based, course materials have been carefully designed in two versions: one appropriate for use within the Church and another for the broader community of Central Asia.

SLI's model deviates from traditional lecture-based formats and rote memorization techniques (which are prolific throughout much of the world) and instead teaches logic-based thinking and self-discovery via small group discussion and hands-on activities. The program is notably successful because of its emphasis on ready application rather than theoretical knowledge.

This off-the-shelf curriculum is scripted for easy facilitation and replication by national (or foreign) facilitators and comes complete with a Facilitator Manual and a fully illustrated, culturally informed Entrepreneur Handbook. It is designed at a college or early university level, although the first 8 modules may be suitable for audiences of nearly any educational background.

The 70-hour course may be completed during a two week intensive or facilitated over several months. SLI's business training makes a great addition to established vocational schools, literacy courses, job readiness programs, entrepreneurship clubs, or as a Business 101 course. Participants finish with a well-written business plan, established goals and objectives, a decisive approach to capital acquisition, and a certificate of completion.

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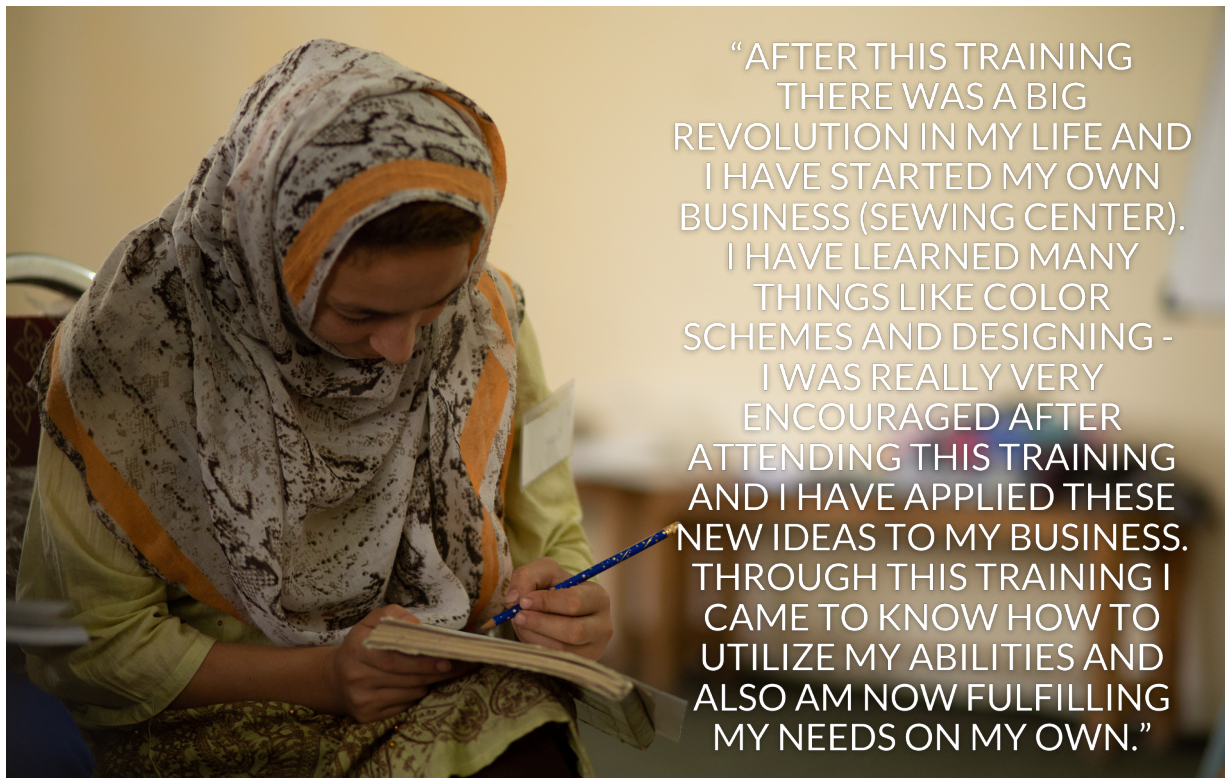
- Module 1: Purpose and Reason for Being
- Module 2: Theory of Work
- Module 3: Community Needs Assessment
- Module 4: Market Research & Survey
- Module 5: Foundations of Business Planning
- Module 6: Cost Effective Promotion & Sales Strategy
- Module 7: Proper Pricing
- Module 8: Caring for Our Customers
- Module 9: Gaining Competitive Advantage
- Module 10: Financial Records
- Module 11: Business Budgets & Financial Planning
- Module 12: Start-Up Capital & Where to Find It
- Module 13: Saving for Emergencies & Future Growth
- Module 14: Ethical Behavior in Business
- Module 15: Effective Management
- Module 16: Basic Human Resources

EXPECTED OUTCOMES



From BTC programs evaluated in Asia, Africa, and Central America:

- 55% of entrepreneurs start a new business after training
- 87% of entrepreneurs with an existing enterprise improved their business after training
- Of those surveyed who chose not to begin new businesses, 86% said that training improved their current job or their ability to be employed
- Program graduates employ others at a rate of 244% compared with their pre-training rate
- 38% begin saving for the first time as a result of training
- 67% begin budgeting regularly as a result of training
- Nearly all report an increase of annual income between 50-200% within 1 year of training
- Participants share their newfound knowledge with an average of 24 community members



“AFTER THIS TRAINING THERE WAS A BIG REVOLUTION IN MY LIFE AND I HAVE STARTED MY OWN BUSINESS (SEWING CENTER). I HAVE LEARNED MANY THINGS LIKE COLOR SCHEMES AND DESIGNING - I WAS REALLY VERY ENCOURAGED AFTER ATTENDING THIS TRAINING AND I HAVE APPLIED THESE NEW IDEAS TO MY BUSINESS. THROUGH THIS TRAINING I CAME TO KNOW HOW TO UTILIZE MY ABILITIES AND ALSO AM NOW FULFILLING MY NEEDS ON MY OWN.”