

CALL FOR APPLICATIONS

Subject-matter Expert

eLearning Course 302 - Building Expertise in Products and Services

Reference Number: 2020/GESCI/PAUWES-MDE/SME302

Applications to: <https://forms.gle/6uQFxbmZaZZYvwEdA>

Closing Date: 19th August 2020

1. Introduction and Background

The Pan African University Institute for Water and Energy Sciences (including Climate Change) (PAUWES)

PAUWES is one of the five hubs of the Pan African University – a project initiated by the African Union to revitalize higher education and research in Africa. It is a project that exemplifies excellence, enhances the attractiveness and global competitiveness of African higher education and research, and establishes the Pan African University at the core of Africa's development as part of a broad, integrated system of higher education across the African continent. It is hosted at the University of Tlemcen in Algeria and gathers excellent know-how to tackle the challenges faced in different African countries with regard to water, energy and climate change. In its core mandate to enhance the development of programmes in the areas of water, energy and climate change on the continent. PAUWES capitalizes on the youth potential and the development of their capacity and skills through education leading to entrepreneurship and the creation of start-ups, fostering therefore employability on the continent. For more information please visit www.pauwes.dz.

The Global e-Schools and Communities Initiative (GESCI)

The Global e-Schools and Communities Initiative ([GESCI](#)) is an International Non-Governmental organization founded on the recommendation of the United Nations Task Force on Information Communication Technology (ICT) and headquarter in Nairobi, Kenya . GESCI is an accredited online training provider specialized in developing curricula and skills development programme leading to entrepreneurship. It envisions to have a world with widespread use and integration of digital technologies to achieve higher level of inclusiveness and equality, making use of efficient

ICT in the provision of different services including ICT based skills development for youth enterprise and employment.

The PAUWES – MDE Programme

The PAUWES Mini Grid, Digitalization and Entrepreneurship programme ([PAUWES-MDE](#)) is an Online Post-graduate programme implemented in the frame of the Transforming Energy Access Learning Partnership (**TEA-LP**) which supports universities to develop multidisciplinary and well-rounded curricula for postgraduate students with a view to bridging existing skills gaps in the Sub-Saharan Africa energy access sector.

PAUWES-MDE is being developed by PAUWES with the support of the Global e-Schools and Communities Initiative, and aims to strengthen youth's capacity on the continent with innovative business ideas in the mini-grid sector with technical and entrepreneurial skills for the creation of smart microgrid businesses and start-ups in Africa. It integrates actors, stakeholders and specificities of innovation and entrepreneurship ecosystems in the continent (Tech-Hubs, Fab-Labs/Makerspace, Mentoring and Business Angels, Pitch, Competition, etc.) with strengths of higher education systems geared toward skills and competences for the setup of start-up in a flexible and agile manner.

Mode of delivery

The programme is offered online with language of instruction being English. It will use problem based and experiential learning, following a blended approach that combines online lectures, tutorials, assignments, practical exercises and a practical internship in the private sector to refine the innovation prior to its development during a thesis. The programme will be built around a virtual incubator which will provide coaching/advice from mentors in the private sector and entrepreneurial sphere to students throughout the learning journey in the development of their innovation.

Students will be required to participate in practical classes (virtual lab) to ensure the application of the knowledge received, and given the focus of this programme on practical experience, evaluation mechanisms will be developed to include moderated self-assessment, peer reviews and assignment scoring. The themes of innovation and entrepreneurship will be central to all PAUWES-MDE assessments.

eLearning Course 302 - Building expertise in products and services

The online course Building expertise in products and services is being developed by PAUWES/GESCI to empower the students with innovation and entrepreneurship knowledge to become expert in the area(s) in which they want to become entrepreneurial. It will provide students with knowledge about the product and services of their smart grid innovation in order to sustain their applicability in local marketplaces. As a result, the eCourse will specifically focus on demonstrate expertise and knowledge in chosen innovative smart mini grid products and services, Lean Start-up methodology, quality standards of products and services, market intelligence, feasibility study, risk assessment, enterprise knowledge.

To achieve this, online platforms and digital education tools will be utilized to offer a blend of self-study opportunities, exercises, assessments, and online discussion. Together, this will enable students to achieve the following learning outcomes (LOs):

Hard skills LOs:

The student will be able to:

- Apply Design Thinking principles in the definition and analysis of the customer needs in view of proposition a unique value of a product / service
- Apply the value creation patterns and principles to design and test value propositions that satisfy the customer needs.
- Apply the Lean startup principles and tools to the development of a unique customer-oriented prototype of product/service (minimum viable product)
- Conduct the feasibility study of an innovation as a business using various approaches such as Building and products/services and Development processes including Agile Development, Knowledge-based, etc.
- Conduct market intelligence of the product/service to better position the startup in the market landscape, identifying main competitors, market share, customer type, incomes generated, best practices in the market, etc.
- Identify risks that can affect the market operation and the sustainability of the startup in the ecosystem
- Conduct a risk assessment and propose mitigation of entrepreneurial innovation using Risk Bearing Concept
- Identify, define, measure the target market and assess its value
- Conduct a market survey of identified products and services in the market target area and avoid blindspots by building understanding about how a customer navigates within their context
- Conduct market intelligence of the product or service and assess the competitive landscape of the market in which the start-up will be established
- Develop a business model of the innovation using the Lean Canvas outlining the unique value proposition, the customer segments, the revenue streams, cost structure, and revenues

- Refine and validate the business model of the proposed innovation-based start-up by conducting hypothesis testing and experiments

Soft skills LOs:

The student will be able to:

- Network with potential target customer to Collect insights and test assumptions in the identification of needs in relation to the innovation through survey, interviews, observations
- Critically carry out a survey and carry out interviews with identified target users/customers in the refinement process of the value proposition
- Pitch value proposition to potential customers and different stakeholders of the programme
- Master the ability to understand unmet customer needs.
- Communicate complex concepts, arguments, and analyses accurately and reliably within interdisciplinary and intercultural groups by performing a market intelligence of identified products and services
- Exhibit a mastery of knowledge, values and acquisition of relevant skills in the development of a business plan,
- Master the methodology and tools of the Lean Startup process to design and develop a market fit business model
- Critically analyzes a business model integrating customers and market feedback
- Pitch the validated business model to investors and stakeholders of the programme
- Make visual presentation of the outcomes of the different research undertaken (value proposition, business model, etc.)

The pedagogy will be suitably adapted for flexible modes of engagement and encourage participants to critically analyze key concepts and apply theoretical insights using real life case studies where appropriate. For example, the course may consist of the following activities:

- Recorded lecture material that introduces new topics and explains key concepts.
- Interactive content that incorporates knowledge checks and formative assessment.
- Online peer-to-peer discussion of given topics guided by leading questions.
- Case studies of the enterprise outlining the technical, financial and market dimensions.

The duration of the eCourse will be **twelve (12) weeks** with a total workload of **80 hours**. The course material should therefore be proportionately structured to fit within this timeframe.

2. Responsibilities:

Under the authority of the Director of PAUWES and direct supervision of the Project Coordinator at PAUWES and GESCI, the main objective of the position will be to develop content for eCourse 301, based on the proposed course and learning outcomes detailed above.

The appointed candidate shall carry out the following tasks:

- Review the curriculum outline (including desired course learning outcomes and objectives) and suggest any changes that may improve the eCourse.
- Identify and review up-to-date literature, and prepare suitable existing content relevant to the topics set by the curriculum.
- Develop an outline for the eCourse that describes section titles, sub-section topics, case studies and key applications of the course for participants using the Course Blueprint Template that will be provided.
- Define the suitable content into time-based or content-based units that are driven by student-centered learning.
- Describe the teaching and learning activity for each unit including all 'in-class' activities (e.g. lectures, class exercises, practical's, field trips, etc.) as well as all 'independent study' (readings, assignments, etc.).
- Propose suitable learning activities and tasks that are aligned with the course's hard and soft skills learning outcomes.
- Compile a repository of reference material/key reading, to be cited in the outline.
- Include tables/figures/graphs and links to supporting media (e.g. online video material).
- Prepare clear and concise learning materials that are using strategies to engage online learners (slides that are not text-heavy and have a balance of visual and textual representation).
- Ensure the materials/visuals used as part of learning materials are copyright-free (OERs) taken from a list of suggested sources (such as Freepik, Unsplash, etc.).
- List/define keywords that are introduced in the lessons for use in a glossary and verify additional keywords identified by the Instructional Designer.
- Identify and integrate additional resource(s) needed such as software licenses or other online tools required for the completion of a learning activity/task.
- Prepare exercises, outline assessment methods (knowledge checks, multiple-choice questions, fill in the blanks, etc.) and set key milestones, including expected outputs (provide answer key).
- Prepare for recording of lectures and presentation (write a script and record videos or voiceover)
- Provide opportunities for learners who do not achieve expected minimum outcomes on quizzes to access key background texts to improve their subject content knowledge, rewrite the quiz to access the rest of the module.
- Review the quality and coherence of the course curriculum in consultation with members of the project team. Including didactic approach, assessment methods, key milestones and expected outputs.
- Respond to reviewers' comments and incorporate necessary revisions to the course outlines; and
- Perform other tasks assigned by the supervisor within the project.

The appointed consultant will submit the course outline and coursebook in a consistent format (Microsoft Word, PowerPoint, etc.), accompanied with supporting notes. Recorded lectures and presentations will also be expected and facilitated with the support of PAUWES.

3. Timeline, activities and outputs

Date	Activity	Outputs
Analysis and Design Phase		
24 th – 28 th August 2020	Review of the course curriculum outline and definition of the course learning assessment and activities	- Drafts of course outline and Course Blueprint Template provided.
31 st August – 4 th Sept 2020	Meeting with expert for drafts' review	- Review report on draft outline with recommendations for Improvement
Development Phase		
7 th -11 th Sept 2020	Development of detailed course book	Draft course book with detailed content that covers: <ul style="list-style-type: none"> - student learning activities - key readings - relevant learning materials from external sources (online video material, PowerPoint slides, references, etc.) - assignments, script etc.
14 th Sept– 12 th Oct 2020	Iterative review process with project team	Final version of the full course book including all different aspects (modules, units, content, assignments, script etc.)
12 th -16 th Oct 2020	Recording of lectures	Video of the course

4. Deadline for Deliverables

- Draft outline of the course using the Course Blueprint Template provided. (28th August 2020)
- Review report on Drafts with Recommendations for Improvement (4th Sept 2020)
- Revised Drafts of course outline and Course Blueprint Template provided (4th Sept 2020)
- 1st Draft course book with detailed content, course assignments, references, etc. (11th Sept 2020)
- Final version of the course book including all different aspects (modules, units, content, assignments, references, script, etc.) (12th Oct 2020)
- Course's video clip and script (16th Oct 2020)

5. Required Qualifications and Experience:

- A PhD in an area related to the proposed curriculum. Candidates with a Master's degree and five (5) years of professional work experience in a related area would also be considered;
- Minimum three (3) years of professional work experience in marketing and business development in developing countries. Experience in developing curricula in a related subject would be highly desirable;
- Proven research and writing skills as reflected in peer reviewed articles in areas related to the course;
- Strong practical experience in project implementation gained through engagement with international organizations, fundraising and consultancy assignments;
- Proven didactic skills gained through teaching and curriculum development;
- Understands strategies leveraging high growth including digital marketing and configuring products to market fit.
- Proven knowledge in market validation including creation of business models canvas, revenue-generating activities and financial management
- Understands of mini-grid Innovation Ecosystem in Africa including gender-sensitive and strategies in lifting up inclusive; social, economic and cultural psychological barriers
- Proven knowledge of Effective Communication and Branding within business ecosystems
- Ability to assess the scope for scaling up sustainable innovations to make an impact on a larger scale
- Foster collaboration between stakeholders to optimize investment, research, creativity skills for sustainable innovation and entrepreneurship
- Prior engagement in the development of e-learning curricula and content would be an asset;
- Excellent oral and written communication skills in English are essential, other AU official languages could be an asset
- Ability to work within agreed timelines
- Strong interpersonal skills demonstrated by the ability to work in a multicultural, multi-ethnic environment with sensitivity and respect for diversity
- Suitable qualified female candidates are highly encouraged to apply.

6. Remuneration:

The consultancy fee will be USD 2,400. This amount is inclusive of 20 % withholding tax under Kenyan legislation for nonresident consultants.

Payment of the Consultancy Fee will be made on the basis of deliverables, as follows:

- 30 % upon satisfactory completion and on approval by GESCI/PAUWES of the 1st Draft course book with detailed content, course assignments, references, etc.
- 70 % upon satisfactory completion and on approval by GESCI/PAUWES of all the deliverables including video's clip and script.

The successful candidate shall work remotely for a fixed period starting on 14th August 2020 and ending on 30th October 2020.

7. Application Procedure:

Interested applicants should submit their applications by filling the following online form before Wednesday 19th August 2020: <https://forms.gle/6uQFxbmZaZZYvwEdA>

The application includes the following:

- A cover letter stating how the applicant's qualifications and experience match the requirements of the position;
- A detailed Curriculum vitae;

All other relevant documents should be merged in a single PDF file.

All document should be named using the following format: [LAST_NAME] _PAUWES-MDE_SME302_[FILE_NAME]

Only shortlisted candidates will be contacted. For further information on the consultancy you can contact the PAUWES-MDE Project Manager Assistant at: info@pauwes-mde.org