

MSM MAASTRICHT
SCHOOL OF
MANAGEMENT



Maastricht University

Short Executive Programmes

Private Sector Development

INDONESIA



Short Executive Programmes

Private Sector Development

In emerging markets, the private sector consists for more than 95% out of Small but Growing Businesses (SGB's), also referred to as Micro, Small and Medium Scale Enterprises (MSME's), that operate to a large extent in the informal sector. This is one of the reasons why we know relatively little about them. Yet, MSME's are the key players in local economic development. What factors have led to their growth and what factors have held them back? To what extent do local MSME's adhere to ESG (economic, social and governance) standards?

To answer these questions, MSM in collaboration with **IPB University**, Institute for Leadership and Executive Education (Bogor, Indonesia) is offering the Short Executive blended programme Private Sector Development programme. Through this blended programme, you will explore key topics at the micro- meso- and macro-levels related to private sector development (PSD) and provide ample ground for debate and reflection. With this blended programme you will get a better understanding of how the private sector in emerging economies can be developed. It will offer considerable space to reflect upon and discuss past and present PSD development efforts, both from an aid perspective as well as through local avenues of private sector development such as micro-finance, impact investments and business development services. The programme takes a strong practice-oriented approach, providing you with examples from practitioners in various countries.

This course puts local MSME's in emerging markets, center stage and shines a light on how they actually work and how they relate to their external environment. It takes an unorthodox view, as it will demonstrate that there is a huge gap between "what is" and "what ought" and between Western management thinking and the realities on the ground, which are often ill understood.

Mr. Dellevoet, lead trainer in this programme



IPB University
— Bogor Indonesia —

The course



Course objectives

At the end of this blended course you:

- Understand the role of the private sector, especially MSME's, in emerging markets and its significance for economic and social development
- Understand the discussion on the ethical, social and ecological boundaries of private sector activity and how MSME's deal with that
- Know how to reflect on the development of local MSME's, the opportunities and constraints. Gain deeper knowledge of appropriate management systems for MSME's in emerging markets, including finance, HR, operations and marketing.
- Understand the relationship between the business and its enabling environment and markets
- Have explored a variety of tools and instruments to promote PSD and gain insight into their validity and relevance to socio-economic development
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Course topics

MSME's, A PARTICULAR KIND OF BUSINESS (ONLINE)

Learning Objectives

- Introduction to entrepreneurship and small businesses (MSME's) in emerging markets
- Understand what the typical characteristics are of MSME's
- Develop participants sensitivity for the challenges facing MSME's
- Learn about various instruments to support entrepreneurship and management

Topics

- MSME's/SGB's and small business; a typology
- MSME's in emerging markets; a context analysis
- Entrepreneurship and MSME's
- Leadership and ownership, shareholders and stakeholders
- MSME strategy, market entry and growth
- Family businesses vs. large businesses/MNC's



MSME DEVELOPMENT (ONLINE)

Learning Objectives

- Understand the main elements of a small business organisation
- Learn about and reflect upon technical and financial instruments in support of MSME development and growth
- Learn how to manage critical risks in a volatile business environment

Topics

- Governance and management
- Operational and supply chain management and quality assurance
- HR management and the situation of the labour market
- Agri-finance, financial management and accountability
- Marketing
- Innovation and R&D
- Risk management

MSME'S AND LOCAL ECONOMIC DEVELOPMENT (ONLINE)

Learning Objectives

- Learn about the importance of business partnerships and networks
- Understand the concept of a market system
- Familiarise with three common models of LED; value chains, clusters and triple helix
- Understand the concept of value addition

Topics

- Market systems approach
- Agricultural Value Chains and corridors
- Industrial clusters and EPZ's
- Public Private Partnerships with a special focus on infrastructure
- B to B partnerships, business alliances, business networks
- Triple Helix collaboration in R&D
- Business Government relations and business sector round tables
- Local markets

MSME'S AND THE ENABLING ENVIRONMENT (ONLINE)

Learning Objectives

- Learn about the actual policy and regulatory environment of small businesses
- Understand the concept of business cycles
- Learn about the impact of macro-economic and fiscal policies on the performance of small businesses
- Understand the concept of Good Governance and the Rule of Law and how it matters for small businesses
- Reflect and discuss basic government policies for a conducive business climate for private sector development

Topics

- Political stability and security
- Macro-economic and fiscal policies
- The consequences of bad macro-economic and fiscal policies on MSME's
- Good Governance and the Rule of Law
- Infrastructure and competitiveness
- Regional and international markets
- Free trade agreements and global supply chains
- Non-tariff barriers, SPSS and certification
- Fair trade and trade facilitations

LEGAL, ETHICAL, SOCIAL AND ENVIRONMENTAL BOUNDARIES TO BUSINESS (FACE TO FACE)

Learning Objectives

- Understand the legal and normative frameworks that regulate MSME behavior
- Learn about the concept of Informal Business Practices (IBP)
- Reflect upon ethical issues faced by businesses
- Learn about impact investments and ESG criteria

Topics

- Legal frameworks, special focus on tax compliance
- Normative frameworks; Corporate Social Responsibility, SDG's, Human Rights based approach
- Green Growth and inclusiveness
- Triple Bottom Line, which comes first?
- Informal Business Practices, rule or exception?



Teaching methods

The programme consists of an online part (some parts synchronous and some parts asynchronous) and a face-to-face part. This provides more flexibility in the planning of your learning hours in combination with work and private life. We start with a virtual kick off meeting. Each module of the programme utilises various teaching and learning methods. Considering the learning objectives of this programme, a combination of teaching methods will be used such as:

- Lectures
- Case studies
- Video comments by practitioners
- Group discussions, exercises and presentations
- Individual and group assignments

In the programme there is a strong emphasis on participation and involvement. Participants are expected to share experiences during classes with others and with the trainers, in this way creating more synergy than in traditional training programmes.

The training methodology is meant to inspire, encourage and involve and is based on the principle of Adult Learning.



Your profile

The program is designed for:

- Project leaders, project team members and programme coordinators with managerial tasks
- Consultants dealing with project activities
- Trainers and lecturers in the field of project management



Certificate

Each participant receives a certificate of participation. This certificate is being awarded as evidence of participation in a post-graduate training at indicative level 6 or 7 of the EQF. The minimum study load is 14 hours and an attendance level of 80% is required. This certificate is being awarded in the form of a soft copy when the training is online or a hard copy during a face-to-face training. The certificate will mention your full name, training title, training date and comprising core topics.



The MSM Expert



André Dellevoet, Senior Project Consultant

Mr André Dellevoet, is Senior Project Consultant at Maastricht School of Management and is an expert in private sector development, development finance, corporate social responsibility and good governance. Having worked with over 600 companies across Africa, Eastern-Europe and South-Asia under different private sector development programs, Andre brings with him much practical experience on how business is done in emerging markets. He began his career in the Dutch diplomatic service in 1991, working mostly on African affairs and was the chief adviser on economic growth and private sector development in Africa in the Africa Directorate at the Dutch Ministry of Foreign Affairs (DGIS). He has lived and worked for most of his career in various African countries, amongst them; Zambia, Namibia, Uganda, Kenya and the DRC.



Prof. Dr. Arief Daryanto, M.Ec

Dr. ir. Arief Daryanto is Chairman of Institution of Leadership and Executive Education at IPB University. In addition he is teacher on public sector and government-industry relations.



Dr. Raden Dikky Indrawan

Dr. Indrawan is teacher on marketing strategies at IPB University. In the Private Sector Development programme he will share his knowledge on marketing for MSME's in the context of South-East Asia. What channels are most effective, most used? The role of social media versus traditional media.



Dr. Ir. IdQan Fahmi, M.Ec

Dr. IdQan Fahmi is deputy chairman for the Talent Development Institute for leadership and Executive Education and lecturer on entrepreneurship, Private Public Partnerships and International Trade and Investment at IPB University.



Mr. Febrianto Arief Wibowo, S.IP

Mr. Arief Wibowo is teacher on infrastructure and public investment at IPB University.

Practical information

Admission requirements

Applicants should have the ability to function academically and professionally at Bachelor level. Because it is an interactive programme, candidates should have an adequate level of spoken and written English to be able to follow the programme and to actively participate. The ideal participant has a diploma in tertiary education, a basic knowledge of economic development issues, 5-10 years of work experience.

How to apply

To apply please fill in the online application form on the MSM website: <https://campus.msm.nl/login>

Course fees

The full tuition fee is mentioned on the website and includes all course and study materials. Lunch is included. Tuition fee does not include housing, other food and living expenses. Participants are required to arrange their own housing facilities.

The face-to-face part of the programme will take place at IPB University, Institute for Leadership and Executive Education (Bogor, Indonesia)

More information

For more information please contact us at msm-executiveprogrammes@maastrichtuniversity.nl or check www.msm.nl/education-programs/executive-education

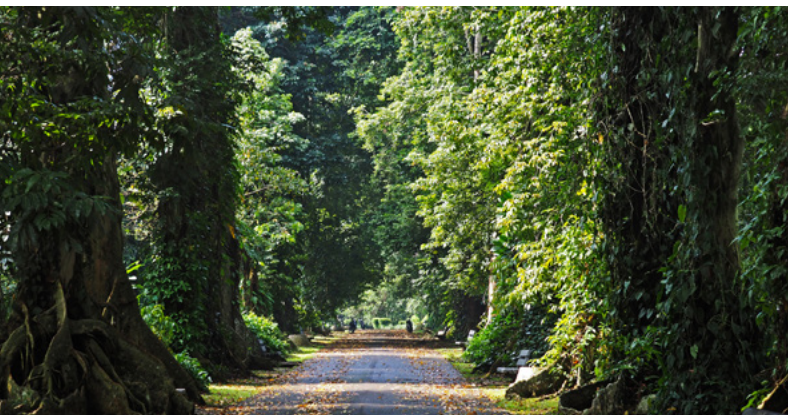
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