

Apprenticeship Programme

Introduction

Asili Richlands Ltd, trading as Asili Marketing & ICT has introduced a unique and very creative practical training programme (Intern-ship) that facilitates Apprenticeship training for recent graduates with limited experience in small business management, project management, Customer Management, marketing & sales to practically apply their theoretical knowledge in practice so as to become highly competitive and result oriented individuals.

Asili Marketing & ICT (knowledge/content partner) in collaboration with East African Center for Open Source Software (EACOSS which hosts the programme) , an ICT Free & Open Source Training Center based in Nakawa is implementing this programme aimed at benefiting fresh graduates from universities and other institutes of higher education by helping them put the theoretical knowledge they learned from school into practice.

The programme lasts three months and by the time the apprentices complete their training, they get placed at a vantage point having had practical experience applying their knowledge through guided practice and talent exposure.

The Apprenticeship programme is a new concept to Uganda, but it has however been applied in many developed countries around the world as a way of providing training to recent graduates and prepares them to integrate in employment in a dynamic setting fast.

The program was initiated early this year and it has so far worked well only one team has completed this training in Uganda.

Training session

Stage 1:-

In the first two weeks, our apprentices/ trainees will go through a vigorous face to face trainings with our trainers where they will acquire knowledge that will take them through to the next level.

This training will include visualization of businesses, market research, planning and strategy, implementation & resources as subjects. Our apprentices/ trainees will learn how to develop a product or service, and gain more knowledge in the respective area. Personal tests of strengths, weaknesses, opportunities and threats will be carried out to identify which role in a team is most suited for the persons involved.

Case studies (2 weeks)

This stage will be dominated by research and other methods of collecting information for business planning and strategy.

At this stage, the apprentice/ trainee is ready to go to various leading companies and carry out research with them, interview the people they find there and share with them the knowledge they have acquired during the first two weeks of theoretical training.

This is the most tricky session for our training because most of the apprentices get placements at this level and hence miss out on further fundamental aspects of the training.

Persons leaving at this stage will be considered as drop out cases because they will have only completed phase one of the training.

Stage 2 (4 weeks)

Business planning and strategy development, in this phase trainees will use the information collected above to develop plans and strategies for growing their businesses (products).

The key knowledge areas being developed here are planning, strategy and working towards required results using the planned guide.

Case studies

Plans related to above products or businesses will be developed. Apprentices will go out and get involved in real business. By making our trainees get involved in real business environment, they practically find leads, follow up with any of the communication media like email or phone call, arrange meetings with the interested parties, negotiate payments, write proposals and finally make contracts and manage the implementation of the solution.

Stage 3:- (2 weeks)

Project Management, the Apprentices get practical training on how to manage projects to completion through standardized project management procedures using advanced tracking and resource management tools.

Case studies

The cases will be the projects that they have brought in to the partnering organisations as projects. A select number of companies are facilitating this area.

Stage 4

Certification through final rating and revision of the entire programme, recommendations for employment.

Note:

Participation in the programme only increases the Apprentice's competitiveness and does not mean an automatic placement in employment. This programme only enhances the skills of new graduates and those with limited experience.

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