Business Development Services Combined with Microfinance Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Business Development Services Combined with Microfinance Training Course equips participants with essential knowledge and skills to enhance the sustainability, growth, and profitability of microfinance institutions and small enterprises. Participants will learn practical strategies for business advisory, market analysis, financial literacy, credit facilitation, and operational efficiency within microfinance frameworks. The course emphasizes integrating business development services (BDS) with microfinance operations to improve client outcomes, increase loan repayment rates, and stimulate enterprise growth.

Through a combination of theory, practical exercises, and real-world case studies, learners will explore best practices in entrepreneurship support, client engagement, credit risk assessment, and value chain development. Participants will gain hands-on experience in designing BDS interventions, monitoring microfinance performance, and leveraging innovative tools and approaches to drive financial inclusion and sustainable business development.

Programme Curriculum

Business Development Services Combined with Microfinance Training Course

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Course Objectives

1. Understand the role of business development services in microfinance operations.
2. Apply client-centered strategies to enhance enterprise growth.
3. Integrate market analysis and value chain insights into microfinance services.
4. Improve financial literacy and advisory support for microfinance clients.
5. Strengthen operational efficiency and client engagement in microfinance institutions.
6. Utilize trending tools for business diagnostics and performance monitoring.
7. Assess creditworthiness and manage risk effectively within microfinance portfolios.
8. Enhance product design and pricing strategies for small businesses.
9. Apply digital platforms and financial technologies to scale microfinance services.
10. Foster entrepreneurship, innovation, and sustainable business practices.
11. Monitor and evaluate the impact of BDS interventions on clients' growth.
12. Build partnerships with stakeholders to strengthen business development initiatives.
13. Develop actionable strategies for integrating BDS into microfinance operations.

Organizational Benefits

- Increased client enterprise growth and profitability
- Improved repayment rates and portfolio performance
- Enhanced operational efficiency in microfinance institutions
- Strengthened client advisory and financial literacy services
- Integration of innovative tools and technologies in BDS delivery
- Better risk management and credit assessment frameworks
- Sustainable scaling of microfinance services
- Improved monitoring, evaluation, and reporting of BDS interventions
- Stronger partnerships with stakeholders and community networks
- Enhanced financial inclusion and impact on local economies

Target Audiences

- Microfinance institution managers and executives
- Business development officers and enterprise advisors
- Credit and loan officers
- Financial literacy trainers and educators
- Entrepreneurs and small business owners
- Project and program managers in development finance
- Risk management and portfolio analysts
- Consultants and advisors supporting microfinance and SMEs

Course Duration: 5 days

Course Modules

Module 1: Introduction to Business Development Services in Microfinance

- Overview of BDS and its relevance in microfinance operations
- Role of advisory services in enterprise growth
- Linking BDS interventions with financial inclusion goals
- Tools and techniques for client engagement
- Monitoring and evaluation frameworks for BDS
- Case Study: Successful integration of BDS in microfinance client services

Module 2: Market Assessment and Value Chain Analysis

- Understanding client market opportunities and challenges
- Conducting market research for small businesses
- Value chain mapping for microenterprise support
- Identifying growth sectors and market gaps
- Leveraging insights for product and service development
- Case Study: Value chain analysis improving microenterprise competitiveness

Module 3: Financial Literacy and Client Advisory

- Teaching basic financial concepts to clients
- Budgeting, saving, and investment advisory techniques
- Assessing client financial behavior and literacy needs
- Structuring personalized advisory interventions
- Measuring outcomes of financial literacy programs
- Case Study: Financial literacy program increasing loan repayment

Module 4: Credit Assessment and Risk Management

- Techniques for assessing microenterprise creditworthiness
- Tools for evaluating client risk and repayment capacity
- Portfolio management strategies for microfinance institutions
- Risk mitigation techniques for BDS-linked loans
- Monitoring risk indicators and early warning signals
- Case Study: Implementing credit scoring improving loan performance

Module 5: Product Design and Pricing Strategies

- Designing BDS products tailored to client needs
- Pricing strategies for advisory and support services
- Integrating market insights into product development
- Innovation in service delivery for microfinance clients
- Monitoring impact and adjusting offerings
- Case Study: Customized BDS solutions increasing client retention

Module 6: Technology Integration and Digital Platforms

- Leveraging digital tools for BDS delivery
- Using mobile platforms for client engagement and training
- Automating data collection and reporting for microfinance operations
- Enhancing financial inclusion through fintech solutions
- Monitoring technology adoption and usage
- Case Study: Digital platform improving advisory reach and efficiency

Module 7: Monitoring, Evaluation, and Impact Assessment

- Establishing indicators for BDS effectiveness
- Tools for tracking enterprise growth and client outcomes
- Evaluating BDS interventions' impact on microfinance performance
- Reporting and feedback mechanisms for continuous improvement
- Linking M&E data to strategic decision-making
- Case Study: Monitoring framework enhancing service quality and impact

Module 8: Strategic Partnerships and Sustainability

- Building partnerships to strengthen BDS delivery
- Engaging stakeholders and community networks
- Strategies for long-term sustainability of BDS initiatives
- Mobilizing resources and leveraging donor or investor support
- Integrating sustainability considerations into microfinance operations
- Case Study: Collaborative BDS program ensuring long-term client impact

Training Methodology

- Instructor-led presentations and concept briefings
- Practical exercises and simulations of BDS interventions
- Group discussions and collaborative problem-solving
- Real-world case study analysis
- Hands-on tools and digital platform demonstrations
- Continuous feedback, reflection, and interactive learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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