

Evolution of the WEDP Curriculum Architecture

Area	Initial Architecture (Version 1)	Revised Architecture (Final Version)	Reason for Revision
Program Orientation	Entrepreneurship-focused	Enterprise Growth & Entrepreneurship-focused	To better reflect the profile of existing women entrepreneurs.
Target Audience	General women entrepreneurs	Existing micro and small women-owned enterprises with provision for aspiring entrepreneurs	Better alignment with the likely beneficiary profile.
Curriculum Philosophy	Business creation and entrepreneurship development	Business strengthening, growth, resilience and sustainability	Shift from start-up focus to enterprise development focus.
Module 2	Business Opportunity Identification	Business Diagnostics and Enterprise Growth Opportunities	Existing entrepreneurs need business assessment rather than business idea generation.
Module 3	Business Model & Business Planning	Business Strengthening and Strategic Growth Planning	Emphasis shifted from creating businesses to growing businesses.
Business Idea Generation	Major focus	Reduced significantly	Existing entrepreneurs already possess business ideas and operations.
Feasibility Analysis	Focused on evaluating new business ideas	Replaced with business performance and growth assessment	More relevant for operating businesses.
Business Planning	Traditional start-up business plan	Enterprise Growth Strategy and Growth Planning	More practical for micro and small enterprises.
Customer Discovery	New customer identification	Customer retention and customer expansion	Existing businesses already have customers.
Market Research	Start-up market validation	Market positioning and expansion	Better suited to enterprise growth.
Product Development	New product creation	Product improvement and diversification	More practical and achievable for participants.
Financial Management	General financial literacy	Financial improvement and business performance management	Stronger focus on profitability and sustainability.

Digital Literacy	Generic digital skills	Digital transformation for business growth	Greater emphasis on business application.
Artificial Intelligence	Supplementary topic	Dedicated business growth tool integrated across modules	Reflects emerging business realities.
Marketing	Marketing fundamentals	Marketing for growth and customer acquisition	Direct linkage to business expansion.
Operations	Basic business operations	Operational efficiency and process improvement	Focus on strengthening existing enterprises.
HR Component	General HR management	Small business workforce and team management	More realistic for micro and small enterprises.
Sustainability	Limited reference	Dedicated Green and Resilient Enterprises Module	Alignment with donor priorities and climate resilience agenda.
Climate Change	Mentioned within technical training	Dedicated module with resilience planning	Stronger integration of sustainability principles.
Business Continuity Planning	Brief reference	Structured resilience and continuity planning	Essential for enterprise sustainability.
Technical Training	Standalone technical component	Industry linkages, mentoring and technical development	More flexible and scalable.
Incubation	Final selection activity	Comprehensive incubation readiness framework	Better preparation of participants.
Assessments	Initial and final assessment	Baseline, continuous and endline assessments	Stronger monitoring and evaluation framework.
Participant Outputs	Not clearly defined	Ten structured participant deliverables	Enables measurable learning outcomes.
Competency Framework	Not included	Comprehensive competency-based framework	Alignment with modern training standards.
Program Outcomes	Broad learning outcomes	Business-oriented measurable outcomes	Better donor and stakeholder reporting.
Curriculum Structure	List of topics	Four-phased developmental pathway	Improved logical flow and progression.
Learning Approach	Content-based	Competency-based and outcomes-oriented	International best practice.

Key Strategic Shift

Yesterday's Draft	Final Version
"How to Start a Business" orientation	"How to Strengthen and Grow a Business" orientation
Idea generation	Enterprise diagnostics
New venture creation	Enterprise growth
Business plan development	Growth strategy development
Entrepreneurship awareness	Enterprise competitiveness
General training	Practical business improvement
Knowledge acquisition	Measurable business outputs
Training completion	Incubation and growth readiness

Most Important Change

The single most significant revision made during the review process was:

Changing the curriculum from a start-up entrepreneurship model to a growth-oriented women enterprise development model while retaining the approved title, "Women Entrepreneurship Development Program (WEDP)."

This revision ensures that the curriculum remains relevant to women who are already operating micro and small businesses while still being accessible to aspiring entrepreneurs. It also aligns the program more closely with contemporary priorities of economic empowerment, digital transformation, financial inclusion, climate resilience, and sustainable enterprise development.