PROJECT NOTIFICATION

Ref. No.: 22-CL-12-GE-DLN-A-PN2200050-002

Date of Issue	19 May 2022
Project Code	22-CL-12-GE-DLN-A
Title	APO e-Course on Measuring and Analyzing Productivity Gains for SMEs
Launch Date	30 September 2022
Hosting Country(ies)	APO Secretariat
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Open
Nomination of Participants	Not Applicable
Closing Date for Nominations	Not Applicable

1. Objectives

    a. Impart the latest key productivity concepts for SMEs.

    b. Introduce practical approaches and digital tools to measure and analyze SME productivity.

    c. Formulate strategies for productivity enhancement and gainsharing for SMEs.

2. Background

As a major engine for value addition in supply chains, employment, income generation, and innovation momentum, SMEs are crucial for economic development. However, the business scopes, scales, models, management styles, and levels of technological adoption of SMEs vary so significantly that it is exceptionally challenging to evaluate their performance against common benchmarks and formulate strategies for continued improvement and gainsharing.

SMEs encounter difficulty in assessing their performance because they lack record-keeping and data-collection capacity and have insufficient access to techniques for analysis. They also have fewer resources to prioritize productivity measurement as a key factor for continued growth. With wider access to the internet and digital technologies, SMEs can now more easily track, measure, and benchmark the returns on resource inputs and overall performance.

It is therefore necessary to share practical approaches and digital tools to assist the continuous improvement of SMEs. This e-course will provide updated knowledge and tools for productivity measurement and analysis to assist SMEs in sustaining improvement in the digital economy.

3. Modality of Implementation

    a. The course is offered through the APO e-learning platform: https://www.apo-elearning.org

    b. Participants should register on this portal and create their own accounts.

    c. Certificates of completion will be provided for those who satisfactorily complete all the modules of the course, including quizzes and a final examination.

4. Scope and Methodology

The course will comprise five modules:

Introduction

Module 1:
Productivity in SMEs: Concepts and implications

Module 2:
Latest tools and methodologies for productivity measurement and analysis

Module 3:
Productivity measurement: Practical steps for applications in SMEs

Module 4:
Case studies: Productivity measurement and analysis in the manufacturing and service sectors

Module 5:
Sustaining growth through productivity gainsharing systems

Self-assessment quizzes and a final examination

Methodology
Module study, additional study material for participants, quizzes for self-assessment, and a final examination.

5. Requirements

a. Have necessary devices and software comprising a computer/smartphone, updated browser, microphone, and speaker or headphones.

b. Access to internet connections.

c. Completion of all the modules, quizzes, and final examination.

d. The APO e-certificate will be given to participants who score a minimum of 70% on the final examination.
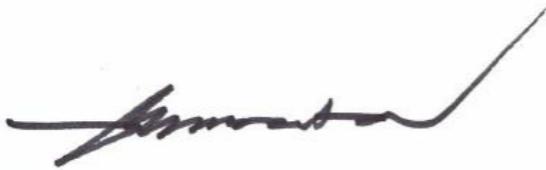
6. Financial Arrangements

The APO will meet the assignment costs for resource persons to develop the course modules including quizzes and a final examination.

7. Actions by APO Members

a. Promote the courses nationwide.

b. Provide the link to the APO e-learning platform on NPOs' websites and social network services.

8. Actions by the APO Secretariat

a. Identify and assign the resource person(s) to develop the course.

b. Announce course commencement on the APO website and social network services.

Dr. AKP Mochtan
Secretary-General