



# PRIMAL WORK READINESS COURSE

## SYLLABUS

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## COURSE AIM

The Primal Work Readiness Course aims to equip young people with practical real-life solutions for real-world problems based on current market needs.

Specific aims include:

- To develop and consolidate soft skills that graduates need to compete in the job market
- To equip graduates with the necessary knowledge and skills for new venture creation and stimulate their entrepreneurial drive
- To bridge the divide between what is taught in class and what is expected in the world of work in the modern times
- To provide an avenue for sharing experiences and providing mentorship to enable graduates to achieve their potential

## COURSE SYNOPSIS

The course explores the skills and knowledge that graduates may not have gained from formal education, yet necessary for success in their professional lives and entrepreneurship. The course is divided into eight modules which complement each other to churn out an all-round individual ready to take on real-world challenges.

The course begins by guiding candidates on how to prepare a great CV that increases their chances of getting shortlisted, while module two equips participants with skills for preparing and passing job interviews. Module three equips participants with knowledge on how to prepare and present pitch decks and business plans as well as the basics of creating and managing your own business. Module four deals with managing people and negotiation skills while module five delves into leadership aspects that are needed both at work and in entrepreneurship. The last three modules are aimed at developing skills in writing & communications, emotional intelligence, and personal finance.

The approaches used in delivering this course are practical and intended to help participants apply the acquired skills in the real world.

## LEARNING OUTCOMES

The learning outcomes for the Primal Work Readiness Course are divided into knowledge-based outcomes and skills-based outcomes.

### Knowledge-based outcomes

On completion of this course, participants will be able to understand:

- The critical soft skills needed to succeed in the world of work
- How to prepare competitive CVs
- How to prepare and answer interview questions
- How to deal with people

- How to start your own business venture including the process of preparing business plans and pitch decks
- Emotional intelligence and how to deal with others

### **Skills-based outcomes**

Upon completion of the course, participants will develop:

- Ability to communicate and market themselves and their ideas
- Ability to work independently and accomplish tasks with confidence
- Ability to generate business ideas and effectively plan to implement them in the real market
- Skills to negotiate and get what they want
- Skills to manage their finances and work towards financial independence

### **COURSE STRUCTURE**

The course is divided into eight modules as follows:

- Writing a winning CV
- Preparing and succeeding in job interviews
- Entrepreneurship: developing and presenting pitch decks and business plans
- Negotiation and dealing with people
- Leadership & management
- Writing & communications
- Emotional intelligence
- Personal Finance

## Module One: Writing a Job-Winning CV

The aim of this module is to equip participants with the knowledge and skill of writing good professional CVs that can greatly increase their chances of being shortlisted for the next stage. This is critical for graduates since recruiters have indicated that the majority of graduates do not know how to write good CVs. The module shows participants why it is important to have a good CV and to create and regularly update one.

At the end of this module, participants will be able to;

- Understand the importance of having a well-prepared CV
- Understand the qualities of a great CV
- Create a good professional CV

The topics covered here include

- What is a CV?
- Why is it necessary to prepare a good CV?
- What does a good CV contain?
- The language to be used in a CV
- Different CV formats
- How can one prepare a good CV?
- When and how should a CV be updated?

## Module Two: Preparing for and Passing Job Interviews

The aim of this module is to develop the participants' knowledge and skills regarding preparing for interviews and passing them. It is intended to address the challenges most graduates face while competing for jobs since the interview process may not be taught in school. Most graduates learn the hard way by first making mistakes and correcting them along the way as they fail more interviews. This course will equip participants with the necessary skills to handle the interview process better to increase their chances of being hired.

At the end of this module, participants will be able to:

- Understand the interview process
- Understand the different types of interviews
- Know the most common interview questions and how best to answer them
- Understand how to prepare for the different types of interviews
- Know interview mistakes to avoid
- Understand how to deal with interview blues

The topics covered under module two include:

- Types of job interviews
- How to prepare for the different types of job interviews
- Answering the most common interview questions
- Interview mistakes to avoid
- How to conduct yourself during the interview

## Module Three: Entrepreneurship & Innovation

The aim of this module is to equip participants with skills and knowledge for generating business ideas and starting their own businesses. The participants are guided to make their own business plans and pitch decks that can be used either to fundraise for startup capital or to launch in the real market through bootstrapping. The module enables participants to understand the entrepreneurship process (in the local context) and how they can create their own ventures and grow them to commercial viability.

At the end of this module, participants will be able to:

- Understand the business ideation process
- Come up with a business idea and implementation plan
- Prepare and present a pitch deck/presentation
- Prepare and present a business plan
- Understand how to raise startup capital
- Understand basic business management concepts like marketing, branding, distribution, record keeping, and taxation among others

The topics covered under module three include:

- Business ideation
- Conducting market research
- Raising startup capital
- Legal aspects of the business including intellectual property and taxation
- Marketing strategy
- Making projected financial statements
- Making and presenting a pitch deck
- How to make a business plan

## Module Four: Negotiation and Dealing with People

The aim of this module is to equip participants with skills to deal with people as they work or manage their own businesses. It is based on the realization that negotiation is an essential skill for everyone, since most things in life are negotiable. The module shares negotiation tips that everyone can use in their personal relations, work environments, and business deals. Participants will be equipped with essential people skills for ensuring harmonious relationships.

At the end of this module, participants will be able to:

- Understand the importance of developing people skills
- Know how to manage their own emotions and the emotions of their counterparts
- Understand how to deal with different kinds of people
- Identify the different approaches and styles of negotiation
- Know how to focus on their interests during a negotiation
- Examine the situation and know when to negotiate, when to "fight" and when to walk away

The topics covered under module four include:

- Managing emotions of one's self and others
- Managing relationships
- Managing difficult conversations
- Workplace negotiations
- Styles of negotiation
- Getting to "yes" and getting past "no"
- Achieving win-win negotiations

## Module Five: Leadership and Management

The module is designed to equip participants with skills and knowledge of how to manage themselves, how to lead teams and how to manage clients and stakeholders. The overall aim is to develop the skills of the participants in creating and leading high-performance teams. The module helps participants to expand their knowledge and understanding of modern aspects of leadership. The skills and knowledge acquired here are crucial for professionals who want to develop their careers and entrepreneurs who want to know how to get the best from their employees.

At the end of this module, participants will be able to:

- Understand the difference between leadership and management
- Implement the process of effective team building
- Identify and apply the most effective leadership styles
- Improve their decision-making skills
- Understand how to effectively communicate with followers and seniors
- Understand how to coach subordinates and followers
- Understand how to build motivation in the team
- Handle and resolve conflict within the team

The topics covered under module five include:

- The difference between leadership and management
- Modern approaches to leadership
- Team building
- Staff motivation
- Coaching and mentorship
- Decision making for leaders
- Conflict resolution and difficult conversations
- Stakeholder management
- Developing and executing strategy



## Module Six: Writing and Effective Communication

The aim of this module is to improve the writing skills of participants such that they can communicate effectively. The module equips participants with the necessary skills to communicate effectively, especially in written and verbal communication. The module has been designed to address the challenges young graduates encounter in their quest to effectively communicate with different audiences.

At the end of this module, participants will be able to:

- Execute effective interpersonal communications
- Understand how to effectively write for different audiences
- Understand the effective use of social media to promote personal/business brand
- Identify and practice effective public speaking

The topics covered under module six include:

- Active listening
- Writing professional emails
- Report writing
- Social media communication
- Copywriting
- Creative writing
- Verbal and non-verbal communication
- Public speaking

## Module Seven: Emotional Intelligence

This module provides participants with knowledge and skills on how to manage their own emotions and the emotions of others. It is based on the understanding that the biggest part of a person's success is influenced by their emotional intelligence, and IQ is not enough for someone to succeed. The content in this module is carefully developed to improve the emotional intelligence of participants such that they can build better relationships, influence more people and become good leaders.

At the end of this module, participants will be able to understand:

- Self-awareness
- Self-regulation
- Self-motivation
- Social-awareness
- Social skills and influence

The topics covered under module seven include:

- Understanding emotional intelligence
- Main emotions people experience and how to deal with them
- The major dimensions of emotional intelligence
- Emotional awareness
- Stress management
- Emotional intelligence and IQ
- Emotional intelligence and leadership
- Interpersonal relationships

## Module Eight: Personal Finance

This module provides participants with knowledge and skills on how to manage money. The module is intended to equip participants with skills in saving and investment to work towards financial independence. The content is informed by the challenges most people still face in dealing with money since such topics may not be handled well during formal education.

At the end of this module, participants will be able to:

- Understand the principles of money
- Implement saving techniques
- Understand the various investment options and their pros and cons

The topics covered under module eight include:

- Money mistakes to avoid
- Saving techniques
- Investing in capital/financial markets
- Investing in real estate
- Getting the best out of Investment Clubs
- Other investment ventures
- Preparing for retirement

### Assessment

The course is assessed by various pieces of coursework given at the end of each module. The course is completed after the completion of 8 pieces of coursework. The coursework for each module tests practical skills and knowledge acquired. The questions are set in form of real-life scenarios and participants are expected to utilize the information shared by facilitators as well as independent research to respond to the questions. The focus of the assessment is to test the understanding of concepts and their application in real-life as opposed to recall of materials shared by the facilitators. The facilitators guide participants throughout the process.