

Name of Qualification

New Venture Creation:

Basic Business Skills Programme

Accreditation no. 12624 (SSETA)

Approach and mode of delivery

- Online learning including webinar contact sessions.
- This training would be best suited for all budding entrepreneurs or small business owners passionate about developing their business skills.
- ECD operations in terms of Registration document flow, marketing, compliance and POPIA are just some of the items included in the material.

Cost

The total cost per learner is R15 047 excl. VAT

This includes:

- Mentorship training based on your learning style
- Access to all material
- Helpdesk
- Digital device and data
- Community of Learning

Admission requirements

- Matric/Grade 12 English and Maths
- Proficiency in English (language of instruction)
- Comfortable with learning online

Duration: 8 months part-time

Enrolment dates: April and October

Target audience:

Budding entrepreneurs, ECD centre owners, small business owners, managers

Course outline

5 Unit Standards from SSETA
(NQF Level 4 – 28 Credits)

SAQA ID 114592

Produce business plans for a new venture

Outcomes

- 1) Identify, gather and analyse the relevant information needed to compile a plan for a new venture
- 2) Formulate an ethical framework for the operational plans of a venture
- 3) Establish and prioritise business, financial and/or operations goals and objectives for new venture
- 4) Design and present business, financial and/or marketing plans based on a budget for a new venture

SAQA ID 115857

Explain Marketing SMMEs

Outcomes

- 1) Identify and define marketing within the SMME environment
- 2) Describe market segmentation and market segmentation processes for SMMEs
- 3) Explain positioning strategies for chosen segments
- 4) Explain the nature and the extent of the competitive environment for SMMEs
- 5) Maintain customer satisfaction and relationships

SAQA ID 114805

Manage general administration

Outcomes

- 1) Process payments
- 2) Co-ordinate and monitor promotional activities
- 3) Control and deal with confidential information and documents
- 4) Implement control measures with individuals

SAQA ID 263534

Implement an action plan for a new venture

Outcomes

- 1) Design an action plan for a new venture
- 2) Set up business premises and operational systems
- 3) Implement business financial systems
- 4) Identify the risks associated with the new venture

SAQA ID 263434

Plan and manage production and operations for a new venture

Outcomes

- 1) Design a production/operations layout for a new venture
- 2) Apply effective production/operations scheduling
- 3) Apply resource management within a new venture
- 4) Apply quality management within a new venture

For further information, contact:

admin@ignitepotential.co.za

