

Further Education and Training Certificate: New Venture Creation Level 4

SAQA Qualification ID 66249, NQF Level 4, 149 Credits

Introduction

The purpose of this qualification is to provide entrepreneurs and aspiring entrepreneurs in the small, medium and micro enterprise (SMME) sector with the technical, business, managerial and personal skills to create and sustain a business. They will develop a sound foundation for the application of these skills and knowledge to explore a diverse range of entrepreneurial opportunities.

This qualification offers practical and theoretical training that allows the learner access to and mobility within the SMME sector. The qualification meets the needs of South African society to provide potential entrepreneurs with skills to improve their personal circumstances and to uplift their communities.

Who should attend

This qualification is ideal for training potential or existing entrepreneurs who plan to run formal and informal Small, Micro and Medium Enterprises.

Qualification Objectives

- Show an ability to identify and create a new venture
- Establish knowledge of the interpersonal skills required in the business environment
- Demonstrate an understanding of basic economics within a market economy
- Manage a new venture by applying business principles and techniques
- Exhibit an understanding of the role of leadership and management

Minimum entry requirements

Communication at NQF Level 3 or equivalent Mathematical Literacy at NQF Level 3 or equivalent

Training breakdown

Three days per module (total of 15 days or as agreed with host employer) with learners having additional access to mentors and work groups to assist in the completion of the activities.

Qualification Outline

Module 1: Identify and create a new venture

- Making the paradigm shift from a job-seeking attitude to a business opportunity seeking attitude
- Identifying and evaluating business opportunities in terms of potential viability
- Applying problem-solving techniques and principles within a business start-up and operation context

Module 2: Interpersonal skills required in a business environment

- Understanding group dynamics
- Identifying the characteristics of effective team work
- Understanding networking principles and techniques
- Identifying personal limitations, abilities and expectations to develop a self- development plan

Module 3: Basic economics within a market economy

- Understanding new venture financing sources and opportunities
- Unpacking the principles of micro and macro economics
- Identifying potential threats and opportunities within the economic environment to assist with future business decision making
- Understanding business competitiveness (inflation, exchange rates, interest rates, economic indicators and competition)

Module 4: Manage a new venture by applying business principles and techniques

- Developing a business plan for a new venture using strategic principles and techniques
- Implementing and monitoring a strategic action plan using milestones and timeframes
- Applying financial management planning principles and techniques to manage the business efficiently and effectively
- Applying production and/or operations management in a chosen business
- Implementing sound HR management techniques to set up a productive and motivated workforce for a business
- Applying administrative principles and procedures for sound administration and record keeping

Module 5: The role of leadership and management

- Using management and leadership principles to improve business efficiency and effectiveness
- Understanding the difference between leadership and management in terms of managing a business
- Understanding how management styles impact on business performance
- Applying leadership and management principles and techniques to enhance business performance