

Business Management – Entrepreneurship, Marketing, and Workforce Diversity

1. Overview

This programme is designed to equip aspiring entrepreneurs, small business owners, and middle managers with advanced skills in business innovation, workforce diversity management, and SMME-focused marketing. Participants will learn how to leverage creativity, manage diverse teams effectively, and navigate competitive markets in South Africa's dynamic business landscape.

The programme develops both strategic and operational competencies essential for sustainable business growth and long-term success.

2. Programme Outcome:

- Apply innovative thinking to launch and grow a small business
- Implement marketing strategies tailored to the needs of SMMEs
- Manage a diverse workforce to optimise team performance and organisational effectiveness
- Address workplace diversity challenges constructively to enhance collaboration and results
- Position a small business within targeted markets to increase customer engagement and competitiveness

Qualification:

Certificate of Completion

Duration:

3-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0857

SAQA US:

114600, 115857, 252043

NQF Level:

5

Credits:

16

Entry Requirements:

Communication & Mathematical Literacy at NQF 4

Training Options:

Online - Each participant will receive the programme materials and resources are emailed to the participants. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive the learning material by email to the participant. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required:

(1) Online, (1) Blended & (1) Face-to-Face

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

3. Programme Content

- **(114600 US):** Apply innovative thinking to the development of a small business
- **(115857 US):** Explain marketing for SMMEs
- **(252043 US):** Manage a diverse work force to add value

4. Topics

- Module 1: Business Innovation and Entrepreneurship
- Module 2: Marketing Principles for SMMEs
- Module 3: Workforce Diversity Management

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

We trust that the above is in order and look forward to hearing from you for Implementation