

Business Start-Up and Entrepreneurship

1. Overview

This programme equips participants with the foundational knowledge and skills required to identify business opportunities, develop a business plan, and apply essential entrepreneurial thinking to start and manage a small business venture.

2. Programme Outcome:

- Explain what entrepreneurship is and describe the characteristics of an entrepreneur
- Identify and assess viable business ideas
- Create a basic business plan aligned to a selected business idea
- Apply key business principles in day-to-day operations
- Understand basic financial principles and documents relevant to a small enterprise

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0544
SAQA US:	14444, 10006, 10007, 9976, 9989
NQF Level:	2
Credits:	25
Entry Requirements:	Communication & Mathematical Literacy at NQF 1
Training Options:	Online - Each participant will receive training resources, which contains all programme materials and resources. 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. 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) Face-to-face

3. Programme Content

- **(14444 US):** Demonstrate an understanding of a general business plan and adapt it to a selected business idea
- **(10006 US):** Demonstrate an understanding of entrepreneurship and develop entrepreneurial qualities
- **(10007 US):** Identify, analyse and select business opportunities
- **(9976 US):** Apply basic business concepts

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

- **(9989 US):** Understand and apply business finances

4. Topics

- Module 1: Introduction to entrepreneurship
- Module 2: Developing entrepreneurial characteristics
- Module 3: Identifying and evaluating business ideas
- Module 4: Building and adapting a business plan
- Module 5: Basic finance: profit/loss, cash flow, pricing
- Module 6: Applying core business concepts (e.g., operations, marketing, HR basics)

5. 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