Improve New Venture Performance

1. Overview

This programme is designed to equip entrepreneurs, small business owners, and emerging managers with practical skills to strategically plan and manage the performance and financial sustainability of a new venture. Participants will gain a deeper understanding of how to develop and implement strategic plans, as well as how to manage finances effectively, using financial statements to make sound business decisions.

2. Programme Outcomes:

- Describe the concept and importance of strategic planning in managing business performance
- Explain how functional strategies (e.g., marketing, HR, operations) influence business success
- Monitor and supervise the implementation of a business strategy
- Measure and report on business performance using appropriate tools
- Identify and address performance challenges in the business
- Explain key financial concepts in running a business (e.g., cost, profit, loss, pricing)
- Apply cash flow management techniques to ensure liquidity and sustainability
- Use a basic accounting system to manage financial transactions
- Analyse an income and expenditure statement
- Analyse a balance sheet
- Make informed financial decisions based on financial reports

Qualification:	Certificate of Completion
Duration:	2-Months
Programme Type:	Category B – Workplace-Based Learning Programme
&Programme ID:	PA0665
SAQA US:	263456 & 263474
NQF Level:	4
Credits:	10
Entry Requirements:	Communication & Mathematical Literacy at NQF 3
Training Options:	**Online** - Each participant will receive access to an online portal, where all programme materials and resources are available. 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 access to an online portal for online content, resources, and self-paced activities. 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

3. Programme Content

- **(263456 US):** Plan strategically to improve new venture performance
- **(263474 US):** Manage finances of a new venture

4. Topics

Module 1: Introduction to Strategic Planning

- What is strategic planning and why it matters?
- Vision, mission, goals, and objectives
- Linking planning to performance improvement

Module 2: Functional Strategies in a Business

- Overview of key business functions:
  - Marketing
  - Human Resources
  - Operations
  - Finance
- Aligning functional strategies with business objectives

Module 3: Supervising and Monitoring Strategy Execution

- Delegating tasks and managing teams
- Tools and techniques for monitoring progress
- Tracking KPIs and performance indicators

Module 4: Measuring and Reporting Performance

- Using business reports and dashboards
- Identifying performance gaps
- Writing performance reports

Module 5: Identifying and Solving Performance Problems

- Root cause analysis techniques
- Developing and implementing corrective action plans
- Continuous improvement

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

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Module 6: Financial Fundamentals for New Ventures

- Understanding business income and expenses
- Introduction to cost control and profit margins
- Setting prices and forecasting revenue

Module 7: Cash Flow Management

- Importance of cash flow
- Preparing and analysing a cash flow statement
- Strategies to improve cash flow

Module 8: Using an Accounting System

- Basic recordkeeping and bookkeeping
- Introduction to accounting software or manual systems
- Recording transactions: sales, purchases, expenses

Module 9: Financial Statement Analysis

- Reading and interpreting income & expenditure statements
- Understanding the structure of a balance sheet
- Key financial ratios and what they tell you

Module 10: Financial Decision-Making

- Using financial data to make strategic decisions
- Break-even analysis
- Budgeting and forecasting

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.

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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.

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