

Integrated New Venture Management

1. Overview

This programme provides emerging entrepreneurs and SMME operators with the foundational business skills needed to manage new ventures successfully. It covers financial control, marketing planning, contract performance, and effective oral communication, critical components for sustainable business growth and competitiveness in commercial and public sector environments.

2. Programme Outcome:

- Apply sound financial controls and accounting practices to manage a business effectively
- Conduct market research and develop a targeted marketing plan based on identified segments
- Understand and manage contractual obligations, risks, and compliance requirements
- Communicate clearly and confidently in formal and informal business contexts

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0541

SAQA US:

119674, 119669, 119671, 8962

NQF Level:

3

Credits:

30

Entry Requirements:

Communication & Mathematical Literacy at NQF 2

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

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

3. Programme Content

- **(119674 US):** Manage finances for a new venture
- **(119669 US):** Match new venture opportunity to market needs
- **(119671 US):** Administer contracts for a selected new venture
- **(8962 US):** Maintain and adapt oral communication

4. Topics

- Module 1: Financial Management for New Ventures
- Module 2: Marketing Fundamentals for Entrepreneurs
- Module 3: Contract and Performance Management
- Module 4: Oral Communication in Business Settings

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