

Starting and Managing a Small Business

1. Overview

This programme equips aspiring entrepreneurs with the knowledge and practical skills required to successfully start and manage a business. Participants will explore innovative thinking, business planning, market research, and action plan implementation, providing a strong foundation for establishing and growing a new venture.

2. Programme Outcome:

- Use creative and innovative thinking to generate and develop business ideas
- Conduct research to assess the feasibility of new business opportunities
- Create detailed business and financial plans
- Execute action plans to successfully launch and manage a business
- Understand market dynamics and economic factors influencing new ventures
- Build a personal entrepreneurial profile to support business success

Qualification:

Certificate of Completion

Duration:

5-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0608

SAQA US:

114600, 114596, 114592, 263534, 263356, 263514

NQF Level:

4

Credits:

31

Entry Requirements:

Communication & Mathematical Literacy at NQF 3

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

- **(114600 US):** Apply innovative thinking to the development of a small business
- **(114596 US):** Research the viability of new venture ideas/opportunities
- **(114592 US):** Produce business plan for a new venture
- **(263534 US):** Implement an action plan for a new venture
- **(263356 US):** Demonstrate an understanding of an entrepreneurial profile
- **(263514 US):** Demonstrate an understanding of the function of the market mechanisms in a new venture

4. Topics

- Entrepreneurial Innovation and Idea Generation
- Market Research and Opportunity Assessment
- Business and Financial Planning
- Launching Operations and Managing Business Risks
- Market Dynamics and Economic Influences
- Building an Entrepreneurial Profile for Success

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