

The Entrepreneur

1. Overview

This programme is designed for participants to identify and develop key personal characteristics essential to entrepreneurship, ensuring the successful operation of a new venture. It introduces participants to economic, administrative, and psycho-social barriers that impact entrepreneurial success. Participants will also develop strategies for effective teamwork and goal setting in an entrepreneurial context.

2. Programme Outcomes:

- Describe the concept of entrepreneurship
- Identify and describe the characteristics of a successful entrepreneur
- Develop and enhance their own entrepreneurial characteristics
- Explain methods to improve and maintain an entrepreneurial profile

Qualification:

Certificate of Completion

Duration:

1-Month

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0721

SAQA US:

263356

NQF Level:

4

Credits:

5

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

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

3. Programme Content

- **(263356 US):** Demonstrate an understanding of an entrepreneurial profile

4. Topics

- **Introduction to Entrepreneurship**
 - Definition and importance of entrepreneurship
 - The role of entrepreneurship in social and economic development (job creation, empowerment, local wealth, urbanisation)
- **Entrepreneurial Characteristics**
 - Commitment, energy, need to achieve
 - Tolerance for stress and decisiveness
 - Ability to deal with failure
 - Opportunity identification
 - Decision making and risk management
 - Time management skills
- **Barriers to Entrepreneurial Success**
 - Economic barriers
 - Administrative barriers
 - Behavioural and psycho-social barriers (e.g., fear of failure, self-doubt)
- **Personal Development Strategies**
 - Enhancing entrepreneurial traits
 - Skills training (communication, assertiveness, problem-solving)
 - Using aptitude and personality tests
 - Setting personal and business goals
- **Group Work and Dynamics**
 - Working effectively in teams
 - Understanding group dynamics in an entrepreneurial context

5. Assessments

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

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

- **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.

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