

SMME Development & Local Economic Growth

1. Overview

This programme equips participants with the knowledge and practical skills to support Small, Medium and Micro Enterprises (SMMEs) as drivers of local economic development. Participants will gain an understanding of the key success factors that contribute to sustainable SMME growth, apply local economic development (LED) strategies and tools, effectively plan and monitor workplace activities, and leverage workplace diversity to improve collaboration, innovation, and organisational performance. The programme prepares participants to contribute to inclusive economic development initiatives within municipalities, government departments, development agencies, and the private sector.

2. Programme Outcome:

- Explain the role of SMMEs in promoting local economic development
- Identify and evaluate the critical success factors for SMME development initiatives
- Apply local economic development strategies and tools to support sustainable economic growth
- Prepare reports analysing the success of SMME promotion projects
- Plan, organise, coordinate, and monitor work activities within their area of responsibility
- Improve productivity through effective planning and resource management
- Recognise and value diversity within the workplace
- Promote inclusive workplace practices that enhance collaboration and innovation
- Manage conflict arising from diversity using appropriate communication and leadership techniques

Qualification:

Certificate of Completion

Duration:

3-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0228

SAQA US:

110507, 7866, 15233

NQF Level:

5

Credits:

18

Entry Requirements:

Qualification at NQF Level 4

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.

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

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

- **(110507 US):** Identify and explain the typical success factors for SMME promotion and a range of other local economic development strategies and tools
- **(7866 US):** Plan, organise and monitor work in own area of responsibility
- **(15233 US):** Harness diversity and build on strengths of a diverse working environment

4. Topics

Module 1: Introduction to Local Economic Development

- Principles of Local Economic Development (LED)
- The role of municipalities in economic development
- Sustainable economic development
- Community economic development
- Public-private partnerships

Module 2: Understanding SMMEs

- Definition and classification of SMMEs
- The economic importance of SMMEs
- Challenges facing SMMEs in South Africa
- Government support programmes
- Entrepreneurial development

Module 3: Success Factors for SMME Promotion

- Defining success in local economic development
- Critical success factors for SMMEs
- Business sustainability
- Access to markets and finance
- Innovation and competitiveness
- Measuring business success

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

Module 4: Local Economic Development Strategies and Tools

- LED planning approaches
- SMME support strategies
- Business incubation and enterprise development
- Local investment promotion
- Partnerships for economic development
- Evaluating LED strategies

Module 5: Planning and Organising Work

- Planning workplace activities
- Setting objectives and priorities
- Allocating resources
- Scheduling and time management
- Monitoring work performance
- Continuous improvement

Module 6: Workplace Productivity

- Performance monitoring
- Team coordination
- Managing workloads
- Improving operational efficiency
- Problem-solving and decision-making

Module 7: Diversity and Inclusion

- Understanding workplace diversity
- Benefits of diverse teams
- Building inclusive workplaces
- Cultural awareness and sensitivity
- Equity and respect in the workplace

Module 8: Managing Conflict in Diverse Teams

- Sources of workplace conflict
- Conflict resolution techniques
- Effective communication
- Building collaborative teams
- Negotiation and relationship management

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Module 9: Leadership for Local Economic Development

- Leadership principles
- Leading diverse teams
- Stakeholder engagement
- Ethical leadership
- Supporting innovation and economic growth

Module 10: Workplace Application

- Developing an SMME support plan
- Conducting a success factor analysis
- Applying workplace planning techniques
- Preparing an LED project report
- Case studies and practical workplace simulations
- Action planning for implementation

5. Target Market

This programme is suitable for:

- Local Economic Development (LED) practitioners
- Municipal officials and administrators
- Economic development officers
- SMME development practitioners
- Business development advisors
- Enterprise development practitioners
- Community development practitioners
- Supervisors and team leaders
- Project coordinators
- Government officials involved in economic development initiatives
- NGO and development agency staff
- Individuals seeking to support entrepreneurship and sustainable local economic growth

6. 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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7. 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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