



ENGINEERING

LEARNER SHIP



**ENTREPRENEURIAL
BUSINESS MANAGER**

124447



BOOK NOW



1 Year Course



Classroom & Online Training



NQF Level Credits 120

ABOUT THE COURSE

The National Occupational Certificate:

Entrepreneurial Business Manager is designed to prepare learners with the knowledge, practical skills and workplace experience needed to plan, launch, manage and grow a small business enterprise.

This programme focuses on developing entrepreneurial and business management competence. Learners are introduced to the process of identifying viable business opportunities, developing product or service concepts, preparing business plans, determining financial requirements, sourcing funding, managing business operations and evaluating business performance.



Target Audience

- Entrepreneurs
- Start-ups
- Founders
- Managers
- Learners
- Youth
- Innovators
- SMMEs
- Businessowners
- Freelancers

PRICE

CLASSROOM TRAINING:
(PRICE ON REQUEST)

Virtual Training:

(Request a Quote)

(Includes snacks and beverages – only applicable to classroom bookings)

KNOWLEDGE MODULES

SMART ZONE

- Business ethics and etiquette – NQF Level 3, Credits 4
- Workplace dynamics – NQF Level 4, Credits 2
- Business communication and customer service – NQF Level 3, Credits 3
- Entrepreneurship – NQF Level 4, Credits 4
- Product/service/experience innovation – NQF Level 4, Credits 2
- Viability assessment – NQF Level 3, Credits 3
- Financial requirements of a new venture – NQF Level 3, Credits 5
- Leadership and management principles – NQF Level 5, Credits 3

APPLICATION / PRACTICAL MODULES

- Conduct entrepreneurship self-assessment – NQF Level 3, Credits 3
- Generate viable business ideas – NQF Level 4, Credits 8
- Determine market requirements for a new venture – NQF Level 4, Credits 2
- Conduct competitive analysis – NQF Level 3, Credits 2
- Develop goals for a business plan for a new venture – NQF Level 3, Credits 2
- Determine financial requirements of a new venture – NQF Level 3, Credits 4
- Source funding for a new venture – NQF Level 3, Credits 3
- Establish administration and record-keeping processes – NQF Level 4, Credits 4

WORK BASED AREAS

SMART ZONE

- Business Concept Development
- Business Idea Evaluation
- Selling Opportunities
- Viability Assessment
- Product Brief Preparation
- Business Plan Review
- Goals and Targets
- Risk Identification
- SWOT Analysis
- Funding Proposal Development
- Financial Requirements

PRACTICAL SKILLS

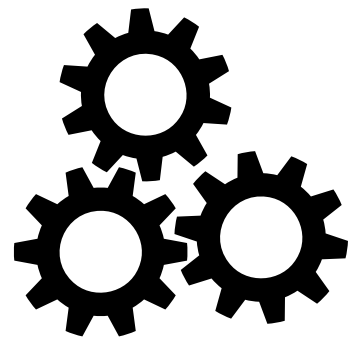
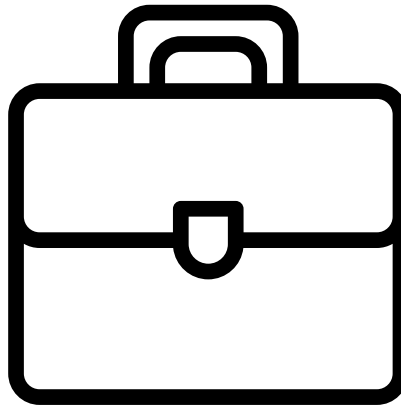
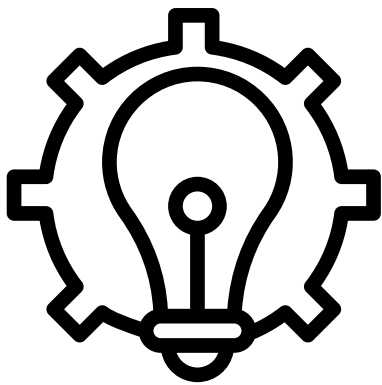
SMART ZONE

- Identify product, service or experience opportunities.
- Identify diverse selling opportunities.
- Conduct a viability assessment for a business idea.
- Identify resources required for a new venture.
- Identify legislative and regulatory requirements for a new venture.
- Conduct basic market research using electronic media and questionnaires.
- Determine customer profiles and customer behaviour.
- Identify target markets and market share.
- Identify a unique selling proposition.
- Conduct competitive analysis.
- Identify competitor weaknesses and market gaps.

KEY FEATURES

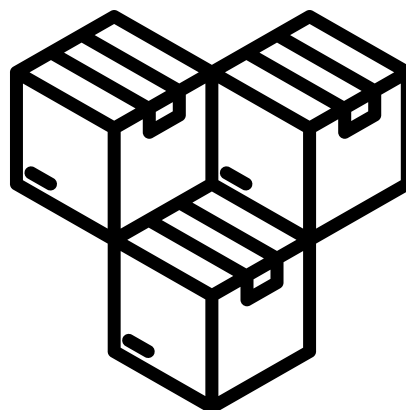
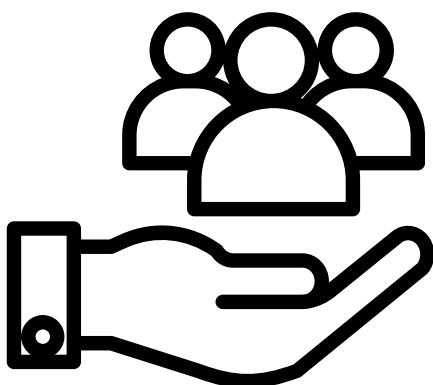
SMART ZONE

- QCTO-aligned occupational certificate
- 120 total credits: Knowledge 44, Practical Skills 37 and Work Experience 39
- Focuses on launching and managing small business enterprises
- Covers entrepreneurship, innovation and business concept development
- Includes ethics, etiquette, communication, customer service and workplace dynamics
- Develops leadership, management and decision-making skills



BENEFITS OF THIS LEARNERSHIP

- Helps learners identify and develop viable business opportunities.
- Builds confidence in entrepreneurship and new venture creation.
- Strengthens leadership, teamwork and workplace communication skills.
- Develops practical market research and customer profiling skills.
- Supports the ability to assess business viability before launching a venture.
- Improves understanding of pricing, costing, cash flow and start-up capital.
- Prepares learners to source funding and present funding proposals.
- Develops competence in administration, record keeping and business operations





SIGN UP NOW

SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online-www.zoneups.com
2. Select the training you prefer and the date you would like to attend.
3. Fill in the registration form.
4. Choose your payment method and finalize the booking.

Request a Quotation

Accreditation



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And Health*



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QCTO



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