



# ENGINEERING

## MASTER CLASS



### Entrepreneurial Business Manager

124447



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[www.zoneups.com](http://www.zoneups.com)



405 Cliff Ave Waterkloofridge, Pretoria



**BOOK NOW**



**2 Day Course**



**Classroom**



**Certificate of Attendance**



### Target Audience

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

## PRICE

**CLASSROOM:** Requets a Qoute)

Includes snacks and beverages – only applicable to classroom bookings)

## ABOUT THIS COURSE

This short course introduces learners to the essential knowledge and practical skills needed to plan, launch, manage and evaluate a small business or start-up venture. It is designed for aspiring entrepreneurial business managers, start-up founders, small business owners and individuals who want to understand how to manage business operations and finances effectively. Learners will be introduced to entrepreneurship, business ethics, workplace dynamics, customer service, business communication, innovation, market research, viability assessment, pricing, costing, funding options, leadership, operations management and financial control. The course also supports learners in understanding how to develop a business concept, manage small business operations and maintain basic financial systems.

By completing this short course, learners will be better prepared to identify business opportunities, assess business viability, manage customers and staff, establish record-keeping practices, monitor business operations, manage cash flow and evaluate business performance.

# DAY ONE

## OVERVIEW

SMART ZONE

### **Business Ethics and Etiquette**

- Learners will understand the importance of ethical behaviour in the workplace and in business.
- This includes ethical management, codes of conduct, business values, professional conduct and ethical decision-making.
- Learners will understand how positive business etiquette, professional communication, time management and self-management support successful business operations.

### **Business Communication and Customer Service**

- Learners will be introduced to effective business communication and customer service principles.
- This includes communication skills, barriers to communication, active listening, internal and external customers, dealing with difficult customers, conflict resolution and problem solving.
- Learners will understand how customer service and effective business writing contribute to a professional and sustainable business.

### **Entrepreneurship and New Venture Creation**

- Learners will understand the concept of entrepreneurship and the role of entrepreneurs in society.
- This includes the characteristics of successful entrepreneurs, self-assessment, identifying opportunities, generating ideas, understanding risks and preparing for new venture creation.
- Learners will understand how to

# DAY TWO

## OVERVIEW

### SMART ZONE

#### **Innovation and Business Ideas**

- Learners will explore how to generate product, service or experience ideas for a new venture.
- This includes innovation, creativity techniques, identifying selling opportunities, assessing market needs, considering trends and selecting business ideas that align with values and ethics.
- Learners will understand how to identify a business idea and motivate why it may be suitable for a target market.

#### **Market Research and Viability Assessment**

- Learners will understand how to assess whether a business idea is viable.
- This includes basic market research, customer profiling, identifying market requirements, analysing competitors, identifying market gaps and understanding the market landscape.
- Learners will understand how to evaluate the sustainability of a business concept before implementation.

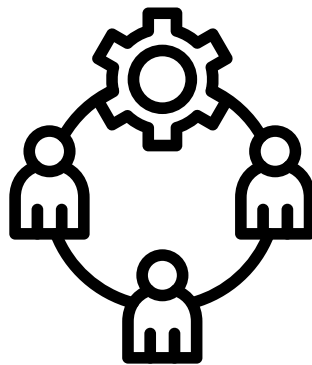
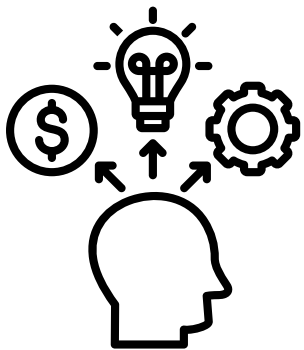
#### **Financial Requirements and Funding**

- Learners will be introduced to the financial requirements of starting a new venture.
- This includes start-up capital, working capital, pricing, costing, cash flow, profit and loss, assets, liabilities and funding sources.
- Learners will understand how to prepare basic financial information and funding motivation for a new business idea.



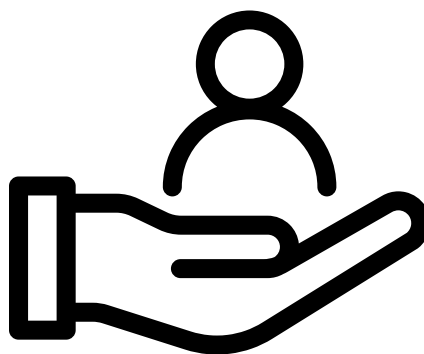
## Features of this Course

- Focuses on entrepreneurship and new venture development
- Covers business ethics, etiquette and customer service
- Introduces business communication and effective business writing
- Covers innovation, creativity and business idea generation
- Includes market research, customer profiling and competitor analysis
- Supports viability assessment for a new venture
- Covers pricing, costing, cash flow and start-up funding requirements
- Includes business plan and funding proposal preparation
- Linked to Occupational Certificate: Entrepreneur



## BENEFITS OF THIS SHORT COURSE

- Builds confidence to identify business opportunities
- Helps learners assess whether a business idea is viable
- Improves understanding of customer needs and market requirements
- Supports better planning for start-up costs and funding discussions
- Helps learners understand pricing, costing and cash flow basics
- Encourages ethical, professional and customer-focused business practices
- Prepares learners to develop a business concept and funding motivation
- Supports aspiring entrepreneurs, small business owners and start-up founders





**SIGN UP NOW**

## SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online- [www.zoneups.com](http://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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