



Programme for Emerging Entrepreneurs

Delivery method options: face to face, live virtual, and/or self-paced online

SETA Qualification: 66249, NQF Level 4

Further Education and Training Certificate , NEW VENTURE CREATION

Learn more at www.dukece.com/africa

For more information email: openprogrammes@dukece.com



PURPOSE

This programme aims at developing the entrepreneurial, management and leadership skills of anyone who wants to convert an idea into a new business with strong commercial viability. This programme develops the appropriate skills and knowledge required by a person for the establishment and development of a small to medium new business venture, and addresses the economic, administrative and management and leadership skills that contribute to the success in starting and sustaining the venture.

PROGRAMME OVERVIEW

This qualification is intended for persons who wish to start, operate, manage and grow a new small to medium business venture. Learners attempting this qualification will be equipped with a variety of technical, business managerial and personal skills and strategies to help them succeed in the creation and sustenance of a business. The successful learner will develop a sound foundation for the application of these skills and knowledge to explore a diverse range of entrepreneurial opportunities.

TARGET AUDIENCE

This programme is intended for persons who wish to start, operate, manage and grow a new small to medium business venture.

DURATION AND MODALITY

Seven modules over 12 months

Learners enjoy a blended learning journey through online learning and virtual facilitator interaction through instructor-led focus sessions via the My Duke CE online portal

CRITERIA FOR ENROLLMENT

Learners enrolling for this Programme should have Communication at an NQF Level 3 and Mathematical Literacy at NQF Level 3. In the event that the learner possesses a grade 12 or equivalent certificate, the learner will receive credits for the Communication and Mathematical Literacy Modules.

STRUCTURE OF THE PROGRAMME

The programme includes seven modules as follows:

Module 1: Principles of economics for an emerging business

Module 2: Design thinking for the establishment of a new venture in the 4IR

Module 3: Principles and Techniques to Manage an emerging business

Module 4: Interpersonal skills for Emerging Entrepreneurs

Module 5: Leadership and management skills for an emerging entrepreneur

Module 6: Communication Skills for an emerging Entrepreneur

Module 7: Mathematical Literacy for an emerging entrepreneur

PROGRAMME LEARNING OUTCOMES

On successful completion of this programme the learner will be able to:

- Demonstrate an ability to identify and create a new venture
- Demonstrate knowledge of interpersonal skills required in a business environment
- Demonstrate an understanding of basic economics within a market economy
- Manage a new venture by applying business principles and techniques
- Demonstrate an understanding of the role of leadership and management



MODULE OUTLINE



MODULE 1: Principles of economics for an emerging business

OUTCOMES

Understand of the business environment operates, identify the source of possible funding for the business and the profitability of a business

- Understand the functioning of the market mechanisms in a new venture
- Apply the principles of costing and pricing to a business venture
- Identify various options to finance a new venture



MODULE 2: Design thinking for the establishment of a new venture in the 4IR

OUTCOMES

Using design thinking skills, develop the idea into an action oriented business plan

- Demonstrate an understanding of an entrepreneurial profile
- Research the viability of new venture ideas/opportunities
- Apply innovative thinking to the development of a small business
- Produce business plans for a new venture



MODULE 3: Principles and Techniques to Manage an emerging business

OUTCOMES

Develop and implement an action plan to manage the establishment and operations of the new business

- Implement an action plan for a new venture
- Manage finances of a new venture
- Plan and manage production/operations in a new venture
- Implement and manage human resource and labour relations policies and acts
- Manage general administration



MODULE 4: Interpersonal skills for Emerging Entrepreneurs

OUTCOMES

Master the interpersonal skills required to lead a team during times of uncertainty while managing high performance

- Apply knowledge of self and team in order to develop a plan to enhance team performance
- Motivate and Build a Team



MODULE 5: Leadership and management skills for an emerging entrepreneur

OUTCOMES

Master the skills required to lead and manage the new business

- Explain and apply the concept, principles and theories of motivation in a leadership context
- Plan strategically to improve new venture performance
- Negotiate an agreement or deal in an authentic work situation



MODULE 6: Communication Skills

OUTCOMES

Communicate effectively with stakeholders, clients and staff.



MODULE 7: Mathematical Literacy

OUTCOMES

Calculate costing, pricing and various business ratios to understand the financial aspects of the business

DUKE CE LEVERAGES BEST-IN-CLASS TECHNOLOGY TO DELIVER IMPACTFUL EXPERIENCES

Duke CE offers both “live” and “self-paced” virtual solutions



Delivery of a live program virtually with all the participants in a virtual classroom set-up



Delivery of a self-paced learning programme with pre-recorded sessions with coaching support

...leveraging multiple methods and techniques...



Teaching



Immersions



Coaching



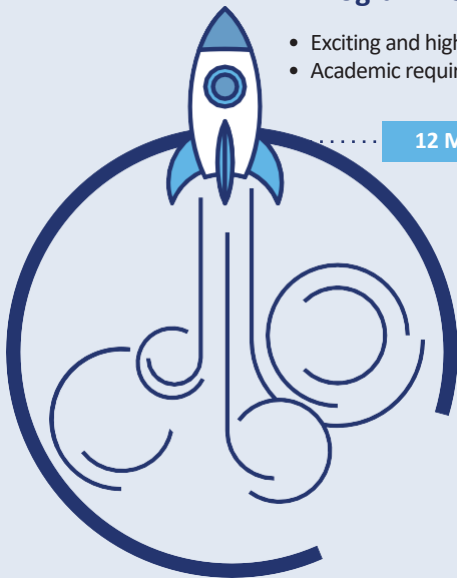
Masterclasses

Duke CE leverages a blended learning approach leveraging the latest in e-Learning platforms - suited to your organisation's needs and enhances the learning experience

PROGRAMME JOURNEY

Programme Launch (Learning Process Session)

- Exciting and high-energy programme launch
- Academic requirements overview
- Learner documentation submission and verification
- Assessment overview and briefing process



12 MONTHS

1



Online Modules x 7

2



Intersessions Videos PoE Coaching

3



Business Plan Build and Execution

4



Coaching and mentoring

SUMMATIVE WORKPLACE ASSESSMENT PROJECTS



Assessments

- The integrated summative assessment is a journey of discovery resulting in the development of a clear business case and the establishment of the new business

Follow On Activities

Including:

- Complimentary access to online subscription of Duke CE Dialogue magazine
- Coaching and mentoring
- Action oriented business plan development and implementation