



NQF 2: NATIONAL CERTIFICATE: NEW VENTURE CREATION (SMME) 49648

PURPOSE

The purpose of the NQF level 2 New Venture Creation qualification is to provide a qualification that can form the basis for structured programmes for potential and existing entrepreneurs to capitalise on opportunities to start and grow sustainable businesses that form part of the mainstream economy, enabling the learners to tender for business opportunities within both the public and private sectors. This qualification is designed for learners who intend to set up or have already set up own ventures. Assessment of the competencies and knowledge in the qualification needs to be done in the context of the learner's own new venture.

Research has indicated that people working with their own new ventures at this level need the following competencies:

- Acquisition of an entrepreneurial profile which includes an innovation orientation
- An understanding of the industry/sector in which they wish to establish a new venture
- An ability to match new venture opportunities to market needs within a chosen industry/sector
- An ability to determine and manage the financial requirements of a new venture
- An ability to match new venture opportunities to market needs
- An ability to compile and utilise a business plan to manage a new venture and also where relevant, to seek funding for a new venture

AIM

- Develop appropriate skills and knowledge for the establishment and development of an enterprise.
- Address the economic/administrative and behavioural barriers that contribute to failures in starting and sustaining an enterprise.
- Create long-term solutions for job creation and SMME development via the building blocks and structure of a qualification that practically addresses the learning requirements of budding entrepreneurs.

Approved by SERVICES SETA

WRITING A BUSINESS PLAN

This two-day course is designed for business owners and entrepreneurs who are ready to create a business plan. All the essential steps are covered, including drafting the original document; identifying the audience; gathering information; researching; describing product plans; and marketing, sales, and accounting terms. Students will come away from the course energized and prepared to write their business plan.

What Will Students Learn?

- Research and analyze the individual components needed for a business plan
- Apply skills to create a business plan for different audiences, including investors, banks, and other stakeholders
- Explain the purpose and future of your business in easy to

What Topics are Covered?

- What is a business plan for?
- A general business plan framework
- Identifying your audience
- Gathering and analysing information
- Defining your company

- understand terms
- Use accounting terms to describe the future for their business
- Describe their marketing, sales, and planning strategies
- Getting to work
- Creating a marketing strategy
- Creating the sales plan
- Developing financial projections
- Putting it all together

COMMUNICATIONS FOR SMALL BUSINESS OWNERS

Communication between individuals is a two-way street, but communication between a small business and its customers is a multi-lane highway. Navigate this highway successfully and you increase customer numbers and profits. Set out on this highway unaware, ill-prepared, or unconvinced of its importance, and you will lose ground to your competitors. This is a two-day course to introduce and reinforce the essential components of written communication that will connect you with existing and potential customers. If you are new to the communications highway, this course will provide the foundation for future development. If your company has some communications expertise, this course will help you strengthen and polish your essential components.

What Will Students Learn?

Define the essential pieces of communication
 Customize these essential pieces for their company
 Identify the processes and plans needed for clear communications
 Develop, maintain, and evolve effective content for their communications

What Topics are Covered?

Key communication components
 Your communications plan
 The five C's of a successful message
 Communication strategies
 Sharing information through media releases
 Communicating online
 Using stories to communicate
 Polishers and time savers
 Enhancing your results
 Maintaining your message in crisis

PERSONAL BRAND: MAXIMIZING PERSONAL IMPACT

This course is a two-day exploration about the type of impact we want to have in life and work. Participants will consider and define the influence that they can have on their life and work. They will also learn skills for success and how to create those circumstances.

What Will Students Learn?

- ✓ Speak in terms of the impact and influence that you want to have in life and work
- ✓ Understand your personal style in terms of your personal brand
- ✓ Develop skill in areas like focus, concentration, and communication to support your brand
- ✓ Build credibility and trust by living your brand
- ✓ Take ownership of your image, both online and in person

What Topics are Covered?

- ✓ Importance of a personal brand
- ✓ Your brand approach to others
- ✓ Looking at the outside and the inside
- ✓ Setting goals
- ✓ Networking for success
- ✓ Communication strategies
- ✓ Building your credibility
- ✓ Brand You
- ✓ Living your brand
- ✓ Managing your social media presence
- ✓ Having influence
- ✓ Dealing with challenging people
- ✓ Presentations and meetings

KICKSTARTING YOUR BUSINESS WITH CROWDSOURCING

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive. This one-day course will show you how to leverage all types of crowdsourcing (including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding) to kickstart your business' growth.

What Will Students Learn?

- Define what crowdsourcing is and its value to businesses
- Determine when crowdsourcing makes sense for a project
- Describe the crowdsourcing process
- Identify platforms and social media tools that can support your crowdsourcing campaigns
- Describe the major types of crowdsourcing, including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding
- Attract and engage your crowd

What Topics are Covered?

- What is crowdsourcing?
- The crowdsourcing process
- Choosing your crowdsourcing platform
- Types of crowdsourcing (microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding)
- Social media and crowdsourcing
- Engaging the crowd
- Test driving

ENTREPRENEURSHIP 101

Wouldn't it be nice to be your own boss, work on your own schedule, and make money doing something that you're passionate about? Millions of people around the world are living that dream and running their own business. This three-day course will teach you the basics of entrepreneurship. You'll consider if entrepreneurship is right for you and learn the basic steps of creating your own business. At the end of the course, you'll have a solid foundation to start your entrepreneurial journey.

What Will Students Learn?

- Assess your own entrepreneurial capabilities
- Outline and evaluate a business and product idea
- Identify your target market and customers
- Develop your value proposition
- Understand different types of business ownership and structures
- Evaluate franchising and business purchasing opportunities
- Create key business planning documents
- Create financial projections for your business and gather funding
- Create a product development plan, marketing plan, & sales strategy
- Identify ways to protect your intellectual property
- Describe effective ways to brand your product
- Launch and grow your business
- Demonstrate the behaviours of an entrepreneurial leader
- Find appropriate resources to help you on your journey

What Topics are Covered?

- What it takes to make it
- Resources to consider
- Laying the groundwork
- Building on your business idea
- Business ownership options
- Key documents to prepare
- Gathering funding and developing your product
- Creating a sales and marketing strategy
- Branding 101
- Setting up your office
- Launching the business
- Keeping the business moving
- Being an entrepreneurial leader
- Bringing it all together

SAFETY IN THE WORKPLACE

Workplace accidents and injuries cost corporations millions of dollars and thousands of hours lost every year. They also have a profound, often lifelong impact on workers. Introducing a safety culture into your organization, where safety is valued as an integral part of the business's operation, not only saves the business time and money, it also builds a committed, loyal, healthy workforce. This one-day workshop will give you the foundation to start building your safety culture.

What Will Students Learn?

- Understand the difference between a safety program and a safety culture
- Use resources to help you understand the regulations in your area
- Launch a safety committee
- Identify hazards and reduce them
- Apply hiring measures that can improve safety
- Explain what a safety training program will involve
- Identify groups particularly at risk for injury and know how to protect them
- Help your organization write, implement, and review a safety plan
- Respond to incidents and near misses
- Understand the basics of accident investigation and documentation

What Topics are Covered?

- Defining a safety culture
- Governing bodies and resources
- Getting started
- Identifying hazards
- Resolving hazards
- Taking proactive measures
- Identifying groups at risk
- Writing a safety plan
- Implementing the plan
- Incident management
- Reviewing the program

BODY LANGUAGE: READING BODY LANGUAGE AS A SALES TOOL

Body language can make or break our efforts to establish long, trusting relationships. Our body language can help to reinforce and add credibility to what we say, or it can contradict our words. Understanding what signals you are sending, as well as being able to read the signals that your clients send, is an essential skill in sales and throughout our lives. What is your body language saying about you? Find out in this one-day workshop!

What Will Students Learn?

- ✓ Apply your knowledge of body language to improve communication
- ✓ Understand the impact of space in a conversation
- ✓ Understand the nuances of body language from a range of areas including your face, hands, arms, legs, and posture
- ✓ Use mirroring and matching techniques to build rapport
- ✓ Shake hands with confidence
- ✓ Dress for success

What Topics are Covered?

- ✓ Body language
- ✓ Give me some space!
- ✓ What's your face saying?
- ✓ What's your body saying?
- ✓ Mirroring and leading
- ✓ Monitoring your posture
- ✓ Dressing up
- ✓ Shaking hands
- ✓ Role plays and interactive activities

BUILDING RELATIONSHIPS FOR SUCCESS IN SALES

No one questions that making friends is a good thing. In this one-day workshop, you are going to discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

What Will Students Learn?

- ✓ Discover the benefits of developing a support network of connections.
- ✓ Understand how building relationships can help you develop your business base.
- ✓ Learn how to apply communication techniques to build your network.
- ✓ The key elements in strong working relationships, and how to put more of these elements in working relationships.
- ✓ Recognize key interpersonal skills and practice using them.

What Topics are Covered?

- ✓ Focusing on your customer
- ✓ What influences people in forming relationships?
- ✓ Disclosure
- ✓ How to win friends and influence people
- ✓ Communication skills for relationship selling
- ✓ Non-verbal messages
- ✓ Managing the mingling
- ✓ The handshake
- ✓ Small talk and networking

BUSINESS ETIQUETTE: GAINING THAT EXTRA EDGE

If you've ever had an awkward moment where:

- You aren't sure which fork to use,
- You don't know which side plate is yours,
- You've ever had to make small talk with a Very Important Person and been lost for words...

Then you know just how agonizing such moments can be. Even worse (and what can be even more damaging to your career) are the social gaffes you aren't even aware you make. This one-day workshop will help you handle most of those socially difficult moments.

What Will Students Learn?

- ✓ Effective networking, including making introductions, shaking hands, and using business cards appropriately
- ✓ How to dress appropriately for every business occasion
- ✓ How to feel comfortable when dining in business and formal situations
- ✓ How to feel more confident of your business communication in every situation
- ✓ That extra edge that establishes trust and credibility

What Topics are Covered?

- ✓ Business etiquette basics
- ✓ The handshake
- ✓ Business card etiquette
- ✓ The skill of making small talk
- ✓ Do you remember names?
- ✓ Making that great first impression
- ✓ Dress for success
- ✓ Business dining
- ✓ E-mail and telephone etiquette