



THE
LEARNING
DEVELOPMENT
GROUP

Introduction

The Further Education and Training Certificate: New Venture Creation, NQF level 4, is for entrepreneurs and aspiring entrepreneurs in the small, medium and micro enterprise (SMME) sector.

It is a broad qualification that covers the more complex skills and knowledge needed by entrepreneurs. It also serves as pathway to further NQF level 5 qualifications.

It provides technical, business, managerial and personal skills to create and sustain a business. Delegates will develop a solid foundation and application skills to explore a diverse range of entrepreneurial opportunities.

Target Audience

This qualification is ideal for entrepreneurs who plan to run formal and informal Small, Micro and Medium Enterprises. It's aimed at the Emerging entrepreneurs in the formal and informal sector who have not had access to the required skills, knowledge and expertise to run a business effectively.

Entry Requirements

- Communication at NQF Level 3 or equivalent
- Mathematical Literacy at NQF Level 3 or equivalent

Workplace Requirements

- You will need access to appropriate workplace projects to complete the practical components of the qualification.
- Access to a PC and software for course assignments

Entrepreneurship

FETC: New Venture Creation

SERVICES SETA Certification

SAQA ID: 66249

NQF Level: 4

Credits: 149

Course Delivery & Assessment

We use in-classroom, virtual classroom and blended interactive facilitated training sessions, group activities, assessment and self study to embed skills.

You will need to:

- Attend all lectures and sessions
- Demonstrate theoretical and practical understanding of content
- Compile and submit a Portfolio of Evidence (PoE)

To receive your FETC: New Venture Creation you will need to compile, submit and be found competent on a Portfolio of Evidence (PoE).

Learning Outcomes

By the end of the qualification, you will be able to:

- Identify and create a new venture.
- Understand the interpersonal skills needed in a business environment.
- Understand basic economics within a market economy.
- Manage a new venture by applying business principles and techniques.
- Understand the role of leadership and management in business effectiveness, efficiency and performance.



Course Content

FETC: New Venture Creation
Accreditation Body: SERVICES SETA

SAQA ID: 66249 | **Learning Programme ID:**
NQF Level: 4 | **Credits : 149**

Module 1: Identify and Create a New Venture

- Making the paradigm shift from a job-seeking attitude to a business opportunity seeking attitude
- Identifying and evaluating business opportunities in terms of potential viability
- Applying problem-solving techniques and principles within a business start-up and operation context

Module 2: Interpersonal Skills Required In a Business Environment

- Understanding group dynamics
- Identifying the characteristics of effective team work
- Understanding networking principles and techniques
- Identifying personal limitations, abilities and expectations to develop a self-development plan

Module 3: Basic Economics Within a Market Economy

- Understanding new venture financing sources and opportunities
- Unpacking the principles of micro and macro economics
- Identifying potential threats and opportunities within the economic environment to assist with future business decision making
- Understanding business competitiveness (inflation, exchange rates, interest rates, economic indicators and competition)

Module 4: Manage a New Venture by Applying Business Principles and Techniques

- Developing a business plan for a new venture using strategic principles and techniques
- Implementing and monitoring a strategic action plan using milestones and timeframes
- Applying financial management planning principles and techniques to manage the business efficiently and effectively
- Applying production and/or operations management in a chosen business
- Implementing sound HR management techniques to set up a productive and motivated workforce for a business
- Applying administrative principles and procedures for sound administration and record keeping

Module 5: The Role of Leadership and Management

- Using management and leadership principles to improve business efficiency and effectiveness
- Understanding the difference between leadership and management in terms of managing a business
- Understanding how management styles impact on business performance
- Applying leadership and management principles and techniques to enhance business performance



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