



# BUSINESS ASPIRATIONS

## Overview: Skills Program

The purpose of the course is to develop the appropriate skills and knowledge required by a person for the establishment and development of a small to medium business venture, and addresses the economic, administrative, and behavioural barriers that contribute to success in starting and sustaining the venture. 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.

This course will meet the needs of the formal and informal Small, Micro and Medium Enterprise Sector by providing training which meets the needs of society by, primarily, providing persons who are able to apply the knowledge and skills required to be an entrepreneur and thus contribute to the economic upliftment of themselves, their community and thereby the nation as a whole. Alternatively, this Qualification is also attractive to persons who have not received formal training in this Sector but who are already managing and/or are working as employees within an established SMME.

Unit Standards	Title	Credits	Level
119669	Match new venture opportunity to market needs	6	2
119670	Produce a business plan for a new venture	8	2
119672	Manage marketing and selling processes of a new venture	7	2
119674	Manage finances for a new venture	10	2
114974	Apply the basic skills of customer service	2	2

### Specifications and duration:

Credits: 33 | Duration: 15 Days

### Entry Requirements:

No formal experience required; and  
Competence in communication and mathematical literacy NQF level 1

**EQUIP!**

**EMPOWER!**

**EXCEL!**