**Certificate in Entrepreneurial**

**Business Management**

**The Certificate in Entrepreneurial Business**

**Management as a development opportunity**

This offering is presented in association with the Entrepreneurial Business Academy (EBA). It is aimed at equipping participants with the necessary knowledge, skills and attitudes to start and manage a business successfully. Participants who are currently managing departments within existing organisations will also benefit by becoming more innovative and business-oriented.

**What does it cover?**

The following graphic explains the core focus areas of the programme.

**YOU ARE HERE**

**You are either a person (of any age) who wants to start and manage your own business successfully, or an innovative, business-oriented manager (intrapreneur) who wants to be able**

**to run a unit/department within an existing business or organisation in a cost-effective and profitable manner, or a social entrepreneur or NPO leader who wants to address social needs and inequalities by applying entrepreneurial and business skills.**

**When & Where**

CORRESPONDENCE

Starting date: Any time

Duration: 8 – 12 months depending on the situation of the participant.

**CONTEXT**

Modules in this category will focus primarily on contextual, foundational and environmental building blocks.

**PEOPLE**

Modules in this category will mainly focus on the building blocks that relate to human

resources and people development.

**FUNCTION**

Modules in this category will focus primarily on the 

building blocks.

Participant commitment

This is a comprehensive study programme. Participants who wish to enroll must be willing to commit themselves to spend on average 2 to 3 hours per day for the duration of the programme to complete it successfully within the scheduled time frame.

The programme focuses on all three categories: **Context,** **People** and **Function**. Participants will therefore be exposed to a holistic overview of all the basic management functions.

**The Function category contains modules that focus on functional aspects. These modules deal primarily with the function or task-specific building blocks.**

• Dynamics of the modern economy and business environment

• The successful entrepreneur

• Research on the viability/feasibility of potential business ideas/concepts

• Strategic thinking, planning and management

**The People category contains modules that focus on people aspects. These modules deal primarily with the human resources and people development building blocks.**

• Generic management, leadership and teamwork principles and practices

• Human resources management (HR)

**The Context category contains modules that deal primarily with contextual, foundational, and environmental building blocks.**

• Marketing management

• Production/operations management

• Financial management

*Please note: To keep the structure and content of the Certificate in Entrepreneurial Business Management relevant it is subject to change.*

**FEES**

 N$ 12 000

Fees include programme fees, programme material, and are payable before the commencement of the programme.

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*Please note that programme fees, faculty and dates are subject to change*

Cancellation policy

It is of utmost importance that EBA be formally notified of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

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**Interventions may be presented**

**in-house, anywhere in Africa**

**Enquiries**

CONNECT

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**Application Process**

The programme manager will confirm your application and correspond with you regarding the rest of the application process.

**What will be required of you?**

The learning process entails the following elements:

• You will receive learning material and study assignments for modules 1 and 2 via mail or email.

• You will complete the study assignment for module 1 and return it to EBA. EBA will evaluate the assignment. If you pass, the next module and assignment will be sent to you. If you do not pass, you will receive feedback and a second chance. This process is repeated until all modules are completed.

• The final assignment deals with practical application (business idea and business plan). You will receive a

certificate upon successful completion of all assignments.

**What is your return on investment?**

Executive Development

After successfully completing this programme, participants should be able to:

• understand and consider the dynamics and forces that drive and regulate the modern economy and how

they affect the planning and management of a business venture;

• discover and understand their own talents and apply them to create wealth for themselves and others;

• apply innovative problem-solving techniques to create fresh and competitive business solutions;

• identify and design potential business opportunities and concepts and research their viability/feasibility;

• design and implement a competitive, generic strategic business approach with an accompanying competitive marketing plan, a cost-effective production/operations system and a productive and efficient staff (HR) function for a business;

• manage the finances of a business effectively;

• apply the principles and techniques of project management to improve efficiency and productivity;

• implement and manage an effective administrative support function for a business;

• apply effective management, leadership and teamwork principles and practices to improve the quality and

efficiency of business outputs; and

• compile tender documents.

Certificate

On successful completion of the programme, you will receive a certificate of competence from the Entrepreneurial Business Academy

**Admission requirements**

No formal tertiary qualifications are required. Participants should preferably but not compulsory, have one to two years of working experience and an NQF level 3/4 qualification (matric) or equivalent qualification.

**NQF alignment**

This programme is presented on the complexity level of an NQF 6.

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