



Emerging Entrepreneurship Programme

Delivery method options: Blended learning

SETA Qualification: 66249, NQF Level 4

Learn more at www.dukece.com/africa For more information email:

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BMF
DEVELOPING MANAGERIAL
LEADERSHIP

Duke
CORPORATE EDUCATION

ABOUT DUKE CE

Duke Corporate Education (Duke CE) South Africa has been ranked **#1 for 11 years** and in the **Top 4** globally for 20 years straight in the Financial Times Global Survey for Customised Executive Education.



DUKE CORPORATE EDUCATION: MEMBER OF THE LARGER DUKE SYSTEM

SCHOOLS



INTERDISCIPLINARY CENTERS



ABOUT THE PROGRAMME

This programme is aimed at individuals who aim to start a small business or have a registered small business and wish to grow the venture.

The programme lays the foundation for management and leadership skills to transform an idea into a business plan. The programme further supports the development of skills to manage this emerging business to ensure its sustainability.

The qualification introduces key terms, rules, concepts, principles and practices of management and leadership that will enable learners with entrepreneurial skills required for establishing or scaling a profitable business.

The scope of management covers four domains:

- Leadership
- Self-management
- People management and
- Management of the organization.



TARGET AUDIENCE

Individuals who want to start, operate, manage and grow their own business or scale their existing small business.

Individuals who currently do not possess a grade 12 certificate, but have accumulated years of workplace experience.



ENTRY REQUIREMENTS

Communication, English and basic Mathematical literacy at an NQF Level 3. Must be able to communicate in English. In addition, the learner must have a clearly defined business idea.



DURATION AND MODALITY

Eight modules over twelve months making the learning journey easy for those in employment.

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.

PROGRAMME HIGHLIGHTS



Facilitator-led sessions



Dialogue Circles



PoE Coaching Support



Assessments

MODULE OUTCOMES

1

Design thinking for new business ideation

- Apply design thinking principles to develop a framework for the business idea
- Apply innovative thinking to determine viability of the business idea

3

Business plan preparation

- Prepare a business plan to meet the requirements of a prospective investor or funder
- Prepare an action plan to implement and monitor the establishment of the business

5

Effective team management

- Apply knowledge of teams to develop and enhance team performance
- Motivate and build a coherent team
- Manage seasonal or part time employees

7

Financial analytics

- Understand how to finance a new venture
- Apply basic ratio analysis for effective decision making
- Understand financial statements

2

Economic principles for setting up a new business

- Demonstrate an understanding of how the market functions i.e. understanding demand and supply
- Apply the principles of costing to ensure profitability and sustainability

4

Managing an emerging business

- To manage the finances and general administration
- Plan and manage the operations of the business
- Implement and manage human resources requirements
- Ensure compliance with SARS and other regulatory bodies

6

Managing and leading a new business

- Apply the theories of motivation as a leader
- Plan to improve the business performance ensuring alignment to new trends
- Negotiate agreements or deals to secure new contracts

8

Successful engagements

- Communicate effectively to improve staff morale
- Communicate effectively with stakeholders
- Communicate effectively orally and in writing including digital communication.

EMERGING MANAGERS PROGRAMME NQF LEVEL 4



APPLICATION AND REGISTRATION PROCESS

For additional information send email to:

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Complete application online form and submit application via the online

Once approved

Pay registration fee of R3,500.00 and complete registration

Attend the onboarding session

Duke

CORPORATE EDUCATION

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