

PROFESSIONAL SKILLS  
PROGRAMMES

# NEW VENTURE CREATION

QUALIFICATION TYPE:  
SKILLS PROGRAMME ID (SP- 210401)

TRAINING DAYS: 32

*Designed to support your  
Workplace Skills Plan and  
build job-ready IT capability*



## Turn ideas into viable, sustainable businesses

Entrepreneurship plays a key role in economic growth, job creation, and enterprise development. Organisations need people who can identify opportunities, think commercially, and build sustainable ventures.

This New Venture Creation programme equips learners with the practical skills and mindset to start, manage, and grow a small business. Learners develop the ability to identify opportunities, manage finances, engage customers, and build structured business plans.

On successful completion of this skills programme and successful FISA (Final Integrated Summative Assessment), learners will be awarded:

**QCTO Certificate: New Venture Creation**

*(An accredited, credit-bearing Skills Programme certificate)*

We work closely with you to understand your objectives, guide you through the requirements, and support the implementation of skills programmes that deliver real impact.

 NQF LEVEL **2**

 CREDITS **32**

### WHO SHOULD ENROL?

- Organisations supporting entrepreneurship or enterprise development initiatives
- Teams involved in small business, supplier, or community development
- Individuals starting or managing a small business
- Aspiring entrepreneurs developing business and commercial skills

### WHAT MAKES THIS COURSE DIFFERENT?

This skills programme is designed to move you from learning to doing

- Develop practical business and entrepreneurial skills
- Apply learning to real-world business scenarios and opportunities
- Build a structured, workable business plan

### WHAT IS THE ENTRY CRITERIA?

- Grade 9

# NEW VENTURE CREATION

## SKILLS PROGRAMME

This accredited skills programme is designed to equip aspiring and existing entrepreneurs with the essential knowledge, practical skills, and entrepreneurial mindset needed to start, manage, grow, and sustain a small or micro enterprise, culminating in the development of a comprehensive business plan for a new or existing venture.

### The skills your team will build

These exit level outcomes show the skills you'll have built:

- Understand the role and responsibilities of an entrepreneur
- Analyse personal entrepreneurial readiness
- Analyse an industry and identify market opportunities
- Determine market requirements for goods and services
- Apply innovation principles in business
- Manage customer service and relationships
- Apply basic financial and cash-flow management principles
- Compile and interpret basic business financial statements
- Price goods and services appropriately
- Apply marketing principles
- Develop a structured business plan

### Assessment designed to show what you can do

Learners are assessed throughout the programme using a variety of methods, which may include practical tasks, written assignments, short projects, demonstrations, and presentations. Evidence of learning is collected and recorded for monitoring, feedback, and quality assurance. Where the curriculum is delivered in modules, internal summative assessments are conducted at the end of each module and results are recorded. After completing all modules, learners must complete a Final Integrated Supervised Assessment (FISA) that integrates the key outcomes of the skills programme. The FISA is implemented through one assessment process, which may be conducted using either of the following supervised methods:

#### Face-to-face Assessment

The FISA is conducted in person under direct supervision, using approved assessment instruments and a rubric and/or checklist to confirm that all required competencies have been demonstrated

#### Virtual delivery via e-assessment

The FISA may be conducted virtually via our secure e-assessment platform (Questionmark). This assessment is conducted under supervised conditions and is further strengthened through the use of proctoring, which provides real-time monitoring and verification of learner identity and assessment conditions. Proctoring enhances the integrity, credibility, and reliability of the FISA by reducing the risk of malpractice, ensuring compliance with assessment rules, and confirming that the assessment is conducted fairly, consistently, and in line with approved assessment requirements

**The FISA is supervised, with a pass mark set at 75%**

## Let's partner for impact!

Our approach combines a deep understanding of your objectives with expert guidance on QCTO skills programmes, ensuring smooth implementation and meaningful impact in the workplace.

### We'll help you get clear on the holistic implementation process

From first conversation to final assessment, you'll be supported by a team that understands how to make QCTO programmes work in practice.

### Delivered your way

- Classroom | Johannesburg
- Virtual | Instructor-led
- On-site | Nationwide

## Take the next step with us!

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[impactful.co.za](https://www.impactful.co.za)

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*This detailed overview outlines how the skills programme is structured to develop capability progressively, from foundational knowledge, through applied practical skills, to integrated workplace experience. Each module is aligned to the credit requirements of the nationally recognised skills programme*

## KNOWLEDGE COMPONENTS

### Module 1: Being and Entrepreneur

- Definition of an entrepreneur
- The entrepreneurial process
- Characteristics of successful entrepreneurs
- Entrepreneurial mindset and behaviour
- Myths and truths about entrepreneurship
- Role of entrepreneurship in the economy
- Understanding risk and reward

### Module 2: Knowing Yourself as an Entrepreneur

- Self-assessment of entrepreneurial readiness
- Personal strengths and weaknesses
- Understanding personal values
- Setting personal development goals
- Personal risk profile
- Work habits and motivation
- Personal barriers to entrepreneurship

### Module 3: Understanding Your Industry

- Definition of an industry
- Industry role-players
- Industry trends and developments
- Porter's Five Forces Analysis (competitive forces)
- PEST Analysis (political, economic, social, technological analysis)
- SWOT Analysis of the industry
- Identifying business opportunities within the industry

### Module 4: Identifying market opportunities

- Understanding customer needs
- Market segmentation
- Identifying gaps in the market
- Analysing demand and supply
- Competitor analysis
- Evaluating market opportunities
- Selecting viable opportunities

### Module 5: Innovation in Business

- What is innovation?
- Types of innovation (process, product, service, business model)
- Creativity techniques (brainstorming, mind-mapping)
- Generating innovative business ideas
- Adding value through innovation
- Implementing innovation in a small business

### Module 6: Customer Service principles

- Definition of customer service
- Customer needs and expectations
- Effective communication with customers
- Handling customer complaints
- Customer satisfaction
- Building customer loyalty
- Professional conduct

### Module 7: Financial and Cash-Flow management

- Importance of financial management
- Income and expenditure
- Cash-flow cycles
- Cash-flow forecasting
- Managing credit and debt
- Cost control
- Financial decision-making

### Module 8: Basic Business Financial Statements

- Understanding source documents
- Income statement components
- Balance sheet components
- Profit vs cash-flow
- Recording basic financial transactions
- Using financial statements to make decisions

### **Module 9: Pricing of Goods and Services**

- Factors influencing pricing
- Cost-based pricing
- Market-based pricing
- Competitor-based pricing
- Mark-up and margin
- Break-even analysis
- Adjusting prices

### **Module 10: Marketing Fundamentals**

- What is marketing?
- The marketing mix (4 Ps)
- Target market identification
- Branding basics
- Promotional methods
- Sales techniques
- Digital marketing basics

### **Module 11: Setting SMART Goals**

- Definition and purpose of goals
- What SMART means (Specific, Measurable, Achievable, Realistic, Time-bound)
- Setting personal and business goals
- Monitoring and reviewing progress
- Goal-tracking tools

### **Module 12: Business Planning**

- Purpose of a business plan
- Elements of a business plan
- Executive summary
- Market analysis
- Operations plan
- Financial plan
- Risk plan
- Compiling the final business plan

## **APPLICATION COMPONENTS**

### **Module 1: Calculations and Pricing**

- Basic arithmetic for business
- Costing exercises
- Calculating mark-ups and margins
- Break-even calculations
- Pricing exercises using real scenarios

### **Module 4: Customer Service Application**

- Practical customer interaction exercises
- Role-plays
- Handling complaints
- Creating customer service improvements
- Recording customer service activities

### **Module 2: Basic Bookkeeping**

- Capturing transactions
- Using source documents
- Recording into cash receipts and cash payments journals
- Posting to T-accounts
- Preparing trial balances
- Simple reconciliations

### **Module 3: Marketing Project**

- Conducting a market survey
- Analysing customer feedback
- Creating a marketing plan
- Designing basic promotional materials
- Presenting marketing findings