

Certificate in Entrepreneurial Business Management (Correspondence)

INTRODUCTION

The Certificate in Entrepreneurial Business Management is a correspondence course and a joint venture between USB-ED and the Entrepreneurial Business School (EBS). With a focus on entrepreneurial business management, the course aims at equipping participants with the knowledge, skills and attitudes they need to identify a business idea, start a business and manage it successfully, or to become an innovative, business-oriented manager of a unit/department within an existing business or organisation.

TARGET GROUP

There are two main target groups:

- ❖ People (all ages) who want to start and manage their own business successfully.
- ❖ People who want to excel as innovative, business-orientated managers who are able to run a unit/department within an existing business or organisation in a cost-effective profitable manner (intrapreneurs)

This course is offered in a **correspondence** format to give people in remote areas, or individuals who do not have the time to attend classes, an opportunity to gain the necessary knowledge and skills needed to start and manage their own small to medium business.

OBJECTIVES

The main objective of the EBM programme is to equip learners with a clear understanding of the characteristics and challenges of the modern economic environment, as well as the knowledge, skills and attitudes needed to be a successful entrepreneur or manager within such an environment.

STRUCTURE AND CONTENT

The following competency areas are covered by the EBM programme:

- ❖ **BUSINESS ENVIRONMENT AND ECONOMICS**
- ❖ **CHARACTERISTICS AND QUALITIES OF THE SUCCESSFUL ENTREPRENEUR**
- ❖ **COSTING AND PRICING OF PRODUCTS AND SERVICES**
- ❖ **RESEARCH THE VIABILITY/FEASIBILITY OF POTENTIAL BUSINESS IDEAS/CONCEPTS**
- ❖ **STRATEGIC THINKING, PLANNING AND MANAGEMENT**
- ❖ **MARKETING MANAGEMENT**
- ❖ **PRODUCTION/OPERATIONS MANAGEMENT**
- ❖ **PROJECT MANAGEMENT**
- ❖ **HUMAN RESOURCES MANAGEMENT (HR)**
- ❖ **BUSINESS/OFFICE ADMINISTRATION**
- ❖ **FINANCIAL MANAGEMENT**
- ❖ **BUSINESS DESIGN AND THE BUSINESS PLAN**
- ❖ **TENDERING**
- ❖ **GENERIC MANAGEMENT PRINCIPLES AND PRACTICES**
- ❖ **ORGANISATIONAL LEADERSHIP AND TEAMWORK**

LEARNING OUTCOMES

After successful completion of the EBM programme, the learner should be able to:

- ❖ Understand and consider the forces that regulate the modern economy in planning and managing a business.
- ❖ Apply innovative problem-solving to create fresh and competitive business opportunities.
- ❖ Discover and understand his/her own talents and dreams and make them work for him/her in order to create wealth for themselves and others.
- ❖ Identify and design opportunities with business potential and research their viability/feasibility.
- ❖ Design and implement a competitive generic and strategic approach for a business.
- ❖ Design and implement a competitive marketing plan and function for a business.

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- ❖ Design and manage a cost-effective production/operations system for a business.
- ❖ Design and implement a productive and efficient staff (HR) function for a business.
- ❖ Apply the principles and techniques of project management to improve efficiency and productivity.
- ❖ Build and manage an effective administrative support function for a business.
- ❖ Manage the finances of a business effectively.
- ❖ Apply effective management principles and practices in the day-to-day management of a business.

Apply leadership and teamwork principles and practices to improve the quality and efficiency of business outputs.

ADMISSION REQUIREMENTS

To enrol for the NQF-level 5 programme, a person must have at least an NQF-level 4 qualification (matric). It is also advisable (but not a requirement) to have at least 2 years of working experience.

NQF ALIGNMENT

The EBM programme is offered on an NQF-level 5, leading to a Certificate in Entrepreneurial Business Management.

DURATION

As this is a correspondence course, participants may enrol at any time. The duration for this programme is 12 – 18 months.

The content of the EBM training programme is based on many years of research and experience on what is needed to create successful entrepreneurs and business managers.

This programme is thus based on market research, rather than unit standards per se. This means that although the Certificate is matched with SAQA-registered unit standards on NQF-level 5, it is not a "national" certificate, as there are no formal national qualifications registered on the NQF that match the content and outcomes of the EBM programme at this time.

FEES

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ENQUIRIES

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