

Higher Certificate in Entrepreneurship

SAQA ID 101750

Duration:

This qualification is delivered over **12 months**, 120 credits via a blended learning method with academic support. Our myWay Blended Learning is supported by a world class LMS, with thought provoking content in the form of videos, articles and assessments.

Students can further engage with academic and support staff via our dedicated student support, attending our online live Q&A sessions or campus based workshops

Overview

This higher qualification is designed for the student who wants to start and run their own business. Students are exposed to a wide array of topics to understand the holistic nature of running a business.

The course is offered as an online qualification. Students are also able to access learning materials on our Student Learning Platform. It is expected that students have access to their own smart devices with Internet connectivity.

Upon successful completion, students may then elect to continue studying for a further 2 months towards the "New Technologies" certification. Students will understand the impact of new technology in our world and the power of exponential growth by learning about technologies such as Blockchain, AI, Sensors and Networks, Nanotechnology, the Space Industry and Augmented Reality, to name a few.

Combined with the 2-month New Technologies certification, this has been regarded as one of the most exciting Entrepreneurship courses in South Africa today.

Features and benefits

1. Experience high academic quality from lecturers with experience in industry.
2. Job placement assistance through our industry network and online recruitment portal.
3. Get exposure to guest lecturers from relevant external companies and organizations both on campus and online.
4. Through our myWay learning methodology, a unique and modern approach to blended online learning we deliver our programmes with strong academic support from our LMS, dedicated student support and virtual sessions.
5. For online students, we ensure that you are supported by technology and people throughout your academic journey. We focus on a blended learning approach, combining online Virtual Classrooms, at home exercises, activities and project-based assignments bundled with fully developed video lectures, all managed by our student learning platform.

Admission Requirements

- Students are expected to have passed Matric or the equivalent (this requirement can be waived in circumstances where the student can prove prior knowledge or experience).
- Although subject choice will not detract from qualification entry, the subjects Mathematics and English are an advantage.
- Students should also have passed Matric Mathematics at a minimum level of 60%. Students who did not achieve 60% in maths will be required to write a Concept Interactive "Entrance Assessment".
- Students should be able to use basic computer applications and thus should have basic computer literacy.
- If this is not the case proof of training in basic computer literacy will be required to be eligible for this course.

Articulation Options

The following programmes are highly complementary, and students can articulate with direct access into the following:

- Design, Digital/Online and Social Media Marketing Certification OR
- Digital/Online and Social Media Marketing Certification
- Business Management, Entrepreneurship and New Technologies Certification

What you get

Higher Certificate in Entrepreneurship



Curriculum

The Higher Certificate comprises 10 subjects at NQF5. All subjects need to be passed to obtain the qualification.

Business Communication

This module is intended to prepare the student with the abilities required in corporate communication, such as, creating presentations, composing business letters and reminders, and conducting interviews. The module explores written communication, focusing on writing skills and the connection that exists between thinking and writing distinctly, and the process of effective writing.

Business Management Principles

The purpose of this module is to offer students an introduction and foundational knowledge of the primary functional areas of a business. Students are introduced to strategic thinking and business concepts, as well as the techniques relevant to managing the various functional areas.

Business Mathematics

This module introduces statistical methods and mathematics. The applications of the main statistical principles are explained.

Creative Thinking

The purpose of this module is to provide students with the processes for innovative and creative thinking. This module offers students the understanding that creative thinking is a skill based on concepts and theories.

Human Resource Management Principles

The purpose of this module is to provide the students with the foundational knowledge of the principles, concepts and theories critical to Human Resource Management.

Project Management

The purpose of this module is to introduce the student to the principles of project management and to practice the application of selected basic principles in various cases.

Business Information Systems

The purpose of this module is to equip students with a thorough knowledge of concepts associated with various information systems and to the importance of utilising information systems to gain a competitive advantage. This module will additionally develop the students' ability to apply what they have learned to a particular situation with the business information system context.

Entrepreneurship

The purpose of this module is to explore entrepreneurship, new venture creation, the start-up process, the growth stages and the challenges in the maturity phase of the business.

Finance for Small Business

The purpose of this module is to provide the concepts and principles of general business accounting processes and procedures. The module provides the student with a deep understanding of business finance and the impact of various factors in the economic health of an organisation.

Marketing Practice

The purpose of this module is to explore marketing core concepts and principles of marketing, positioning, targeting, consumer behavior and the marketing mix in a practical and applied manner in various case studies and simulations.

Regulatory Information

The institution is registered as a Private Higher Education Institution by the Department of Higher Education and Training. Reg. No. 2009/HE07/003. The Higher Certificate in Entrepreneurship is accredited by the Council on Higher Education as a NQF5 qualification.

Study Kit

Your study kit is included in your fees and will contain:



myAcademy
STUDENT PORTAL

- Electronic study guides and textbooks.
- Orientation kit including: Student Card, Welcome Letter, and Getting Started Guide.
- Access to our myAcademy student portal and student support team via phone, email and tickets.

Career Options

- Small Business Owner/Operator
- Business Manager
- Business Development Manager
- Project Manager
- Operational Manager

