

## Further Education and Training Certificate: New Venture Creation

The complete qualification consists of the many unit standards totally 162 credits.

Each unit standard can be attended independently and If the delegate is found to be competent, they will receive the respective credits towards the Further Education and Training Certificate: New Venture Creation Certificate on completion of the above unit standard.

**These unit standard courses are only offered to Corporate groups. T&C's apply.**

### REGISTERED QUALIFICATION:

#### Further Education and Training Certificate: New Venture Creation

SAQA QUAL ID	QUALIFICATION TITLE			
66249	Further Education and Training Certificate: New Venture Creation			
ORIGINATOR				
Task Team - New Venture Creation				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY			NQF SUB-FRAMEWORK	
SERVICES - Services Sector Education and Training Authority			OQSF - Occupational Qualifications Sub-framework	
QUALIFICATION TYPE	FIELD		SUBFIELD	
Further Ed and Training Cert	Field 03 - Business, Commerce and Management Studies		Generic Management	
ABET BAND	MINIMUM CREDITS	PRE-2009 NQF LEVEL	NQF LEVEL	QUAL CLASS
Undefined	149	Level 4	NQF Level 04	Regular-Unit Stds Based
REGISTRATION STATUS		SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE
Reregistered		SAQA 06120/18	2018-07-01	2023-06-30
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2024-06-30		2027-06-30		

*In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.*

This qualification replaces:

Qual ID	Qualification Title	Pre-2009 NQF Level	NQF Level	Min Credits	Replacement Status
23953	Further Education and Training Certificate: New Venture Creation (SMME)	Level 4	NQF Level 04	162	Complete

## **PURPOSE AND RATIONALE OF THE QUALIFICATION**

Purpose:

The purpose of the Qualification is to develop the appropriate skills and knowledge required by a person for the establishment and development of a small to medium business venture, and address the economic, administrative and behavioural (psycho-social) barriers that contribute to success in starting and sustaining the venture.

This qualification is intended for persons who wish to start, operate, manage and grow a new small to medium business venture. Learners attempting this qualification will be equipped with a variety of technical, business managerial and personal skills and strategies to help them succeed in the creation and sustenance of a business. The successful learner will develop a sound foundation for the application of these skills and knowledge to explore a diverse range of entrepreneurial opportunities.

Recipients of this qualification will be able to:

- Demonstrate an ability to identify and create a new venture.
- Demonstrate knowledge of interpersonal skills required in a business environment.
- Demonstrate an understanding of basic economics within an market economy.
- Manage a new venture by applying business principles and techniques.
- Demonstrate an understanding of the role of leadership and management.

Rationale:

This Qualification will meet the needs of the formal and in-formal Small, Micro and Medium Enterprise Sector by providing training standards against which entrepreneurs can be trained. This Qualification meets the needs of society by, primarily, providing persons who are able to apply the fairly complex knowledge and skills required to be an entrepreneur and thus contribute to the economic upliftment of themselves, their community and thereby the nation as a whole. Alternatively this Qualification is also attractive to persons who have not received formal training in this Sector but who are already managing and/or are working as employees within an established Small, Micro and Medium Enterprise business.

This Qualification contributes to an integrated National Qualifications Framework; provides for access, mobility and progression within the Small, Micro and Medium Enterprise Sector; enhances the quality of training for entrepreneurs; allows for the redress of past and contributes to the development of the learner entrepreneurs.

The majority of the learners attempting this qualification are likely to be unemployed persons who, via a learnership, have been identified and selected as having the potential to create a new business venture. With this Qualification and the established of a Small, Micro and Medium Enterprise provides the learner access to further learning opportunities at NQF Level 5 in Business Consulting Practice and Business Advising.

## **LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING**

It is assumed that the learner has the following knowledge and skills:

- Communication at NQF Level 3.
- Mathematical Literacy at NQF Level 3.

Recognition of Prior Learning:

This Qualification makes the Recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in this Marketing Qualification. Recognition of Prior Learning will be done by means of an Integrated Assessment as mentioned in the previous paragraph.

This Recognition of Prior Learning may allow:

- For accelerated access to further learning.
- Gaining of credits towards a unit standard.
- For full or partial recognition of the Qualification.

All recognition of Prior Learning is subject to quality assurance by the relevant accredited Education, Training, Quality, and Assurance Body and is conducted by a registered workplace assessor. Because the standards are only core and fundamental, these standards may have been acquired in a range of economic sectors and these will be recognized as appropriate.

Access to the Qualification:

There is an open access to this qualification, keeping in mind the "Learning Assumed to be in Place".

### **RECOGNISE PREVIOUS LEARNING?**

Y

### **QUALIFICATION RULES**

The Qualification consists of a Fundamental, a Core and an Elective Component.

To be awarded the Qualification learners are required to obtain a minimum of 149 credits as detailed below.

Fundamental Component:

The Fundamental Component consists of Unit Standards in:

- Mathematical Literacy at NQF Level 4 to the value of 16 credits.
- Communication at NQF Level 4 in a First South African Language to the value of 20 credits.
- Communication in a Second South African Language at NQF Level 3 to the value of 20 credits.

It is compulsory therefore for learners to do Communication in two different South African languages, one at NQF Level 4 and the other at NQF Level 3.

All Unit Standards in the Fundamental Component are compulsory.

Core Component:

The Core Component consists of Unit Standards to the value of 82 credits all of which are compulsory.

Elective Component:

The Elective Component consists of individual unit standards from which the learner must choose unit standards totalling a minimum of 11 credits.

### **EXIT LEVEL OUTCOMES**

1. Demonstrate an ability to identify and create a new venture.
2. Demonstrate knowledge of interpersonal skills required in a business environment.
3. Demonstrate an understanding of basic economics within an market economy.
4. Manage a new venture by applying business principles and techniques.
5. Demonstrate an understanding of the role of leadership and management.

Critical Cross-Field Outcomes:

This qualification promotes, in particular, the following Critical Cross-Field Outcomes:

Identifying and solving problems in which responses display that responsible decisions using critical and creative thinking have been made when:

- Demonstrating an ability to identify and create a new venture.
- Demonstrating knowledge of interpersonal skills required in a business environment.
- Managing a new venture by applying business principles and techniques.
- Demonstrating an understanding of the role of leadership and management.

Working effectively with others as a member of a team, group, organisation, and community during:

- The identification and creation of a new venture.
- The management of a new venture.

Organising and managing oneself and one's activities responsibly and effectively when:

- Demonstrating an ability to identify and create a new venture.
- Managing a new venture.

Communicate effectively using visual, mathematical and/or language in the modes of oral and/or written persuasion when:

- Demonstrating an ability to identify and create a new venture.
- Demonstrating knowledge of interpersonal skills required in a business environment.
- Managing a new venture by applying business principles and techniques.

Collecting, analysing, organising and critically evaluating information to better understand and explain:

- An understanding of basic economics within an market economy.
- An understanding of the role of leadership and management.

Using science and technology effectively and critically, showing responsibility towards the environment and health of others when:

- Demonstrating an ability to identify and create a new venture.
- Demonstrating an understanding of basic economics within an market economy.
- Managing a new venture by applying business principles and techniques.

Demonstrating an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation when:

- Demonstrating an understanding of basic economics within an market economy.

## **ASSOCIATED ASSESSMENT CRITERIA**

Associated Assessment Criteria for Exit Level Outcome 1:

- 1.1 An understanding is demonstrated of the importance of a paradigm shift from a job-seeking attitude to a business opportunity seeking attitude.
- 1.2 Business opportunities are identified and evaluated in terms of its potential viability.
- 1.3 Problems-solving techniques and principles are applied within a business start-up and operation context.

Associated Assessment Criteria for Exit Level Outcome 2:

- 2.1 An understanding is demonstrated of the concept of group dynamics.
- 2.2 An understanding is demonstrated of the characteristics of effective team work.
- 2.3 An understanding is demonstrated of various networking principles and techniques.
- 2.4 Potential personal limitations, abilities and expectations are identified for self developmental purposes.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 An understanding is demonstrated of new venture financing sources and opportunities.
- 3.2 An understanding is demonstrated of the principles of micro and macro economics.
- 3.3 Potential threats and opportunities within the economic environment are identified for future

business decision making.

3.4 An understanding is demonstrated of business competitiveness.

- Range: Business competitiveness includes but is not limited to factors such as inflation, exchange rates, interest rates, economic indicators and competition.

Associated Assessment Criteria for Exit Level Outcome 4:

4.1 A business plan for a new venture is developed using strategic planning principles and techniques.

4.2 Guidelines for the implementation and monitoring the strategic action plan are formulated in terms of milestones and timeframes.

4.3 Financial management planning principles and techniques are applied in order to manage the business in an efficient and effective manner.

4.4 Production and/or operations management is applied in a chosen business opportunity.

4.5 Sound human resources management techniques are applied in order to set up a productive and motivated workforce for a business.

4.6 Administrative principles and procedures are applied for sound administration and record-keeping.

Associated Assessment Criteria for Exit Level Outcome 5:

5.1 Knowledge is demonstrated of how management and leadership principles are applied to improve business effectiveness and efficiency.

5.2 Knowledge is demonstrated of the differences between leadership and management in terms of managing a business.

5.3 Knowledge is demonstrated of leadership and management styles in relation to their impact on business performance.

5.4 Leadership and management principles and techniques are applied in order to enhance business performance.

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification. Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

Assessment of the communication, language, literacy and numeracy should be conducted in conjunction with other aspects and should use authentic new venture creation contexts wherever possible.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all Specific Outcomes, Essential Embedded Knowledge and Critical Cross-Field Outcomes are assessed. The assessment of the Critical Cross-Field Outcomes should be integrated with the assessment of Specific Outcomes and Essential Embedded Knowledge.

## **INTERNATIONAL COMPARABILITY**

Best Practice:

The following countries were selected for the International Comparability due to the fact that their programmes, like the Further Education and Training Certificate: New Venture Creation, are programmes that are mostly presented by organisations responsible for new business development, new venture creation or entrepreneur development. These countries are Seychelles, Bulgaria, Slovenia, India, Thailand and Uganda.

Seychelles:

The Seychelles Industrial Development Corporation has within it the Small and Medium Business Bureau which primary looks after the interests of Small and Medium Business as well as providing training opportunities for entrepreneurs. The basic entrepreneur programme consists of the following modules:

- Tax and Finances.
- Insurance and Risk.
- General Business Issues: Business Structure, Superannuation, Debt Recovery/Unpaid Invoices.
- Self Promotion/Marketing.

Findings:

The Further Education and Training Certificate: New Venture Creation compares favourably to the training opportunity presented by the Small and Medium Business Bureau except that the Further Education and Training Certificate: New Venture Creation offers empowerment in a lot more of the softer skills such as management and leadership.

Bulgaria:

In Bulgaria the Bulgarian Association for Management Development and Entrepreneurship has as one of its core functions the unifying of the best training institutions in Bulgaria and the promotion of certified training programmes of its members. Among one of the certified training programmes is the programme for New Business Developers. This programme deals with the following aspects:

- Marketing.
- Finance.
- Operations.
- Human resources.
- Selling.
- Pricing.
- Planning.
- Strategy development.
- Purchasing.
- Producing.
- Record-keeping.
- Business administration.
- Risk-taking.
- Decision-making.
- Coping with uncertainty.
- Problem-solving.
- Communication.
- Negotiation.
- Leadership.

Findings:

The Further Education and Training Certificate: New Venture Creation compares very favourably to the Bulgarian Association for Management Development and Entrepreneurship New Business Developers programme in terms of content.

Slovenia:

The International Center for Promotion of Enterprises (ICPE) is an international intergovernmental organisation with Slovenia and India as its leading members and is mandated to promote and support

enterprise development in the developing and transitional economies with a view to fostering their economic development in the regional and global context. The Center presents a programme in small enterprise development for the entrepreneur which is based on the following aspects:

- Business and legal requirements.
- Financial planning and management.
- Promoting of your business.
- Managing people.

Findings:

The Further Education and Training Certificate: New Venture Creation compares favourably to the Slovenian International Center for Promotion of Enterprises programme in small enterprise development for the entrepreneur.

India:

The Entrepreneurship Development Institute of India is an organisation committed to promoting entrepreneurship through education, development and training. It offers a basic programme for entrepreneurs which contains the following aspects:

- Skills and behavioural training: Entrepreneurial motivation and competencies, problem-solving, counselling and communication.
- Resource building: Procedures and formalities in setting up new enterprises, incentives and benefits for entrepreneurs.
- Business opportunity identification.
- Business profile preparation, business plan formulation and assessing the viability of a business plan.
- Small business management.
- Business crisis.

Findings:

The Further Education and Training Certificate: New Venture Creation compares favourably to the Entrepreneurship Development Institute of India's programme for entrepreneurs.

Thailand:

Thailand's Institute for Small to Medium Enterprise Development courses are focused on direct target groups to facilitate and match the requirement of Small to Medium Enterprises. Small to Medium Enterprises entrepreneurs can select to attend the proper training course which fit their need, either a short, intermediate, or a longer training modules. Training courses are provided in various modules. These models are:

- General management - marketing, production, finance, human resource, accounts and taxation.
- Small business management.
- Specific business knowledge.
- Business instruments- business plan, art of communication, etc.
- New entrepreneurs creation.

Findings:

The Further Education and Training Certificate: New Venture Creation compares favourably to the sum of Thailand's Institute for Small to Medium Enterprise Development models for Small to Medium Enterprises Development.

Uganda:

In Uganda the Management Training and Advisory Centre in Kampala was established to among other things promote industrial and enterprise development. The Center offers training for entrepreneurs which includes subjects such as:

- Establishing business & legal requirements.

- Undertaking financial planning.
- Promoting the business.
- Undertaking business planning.
- Managing finances.
- Managing a small team.
- Establishing business networks.
- Customer service.
- Monitoring a safe workplace.
- Maintaining financial records.

Findings:

The Further Education and Training Certificate: New Venture Creation compares favourably to the Ugandan Management Training and Advisory Centre training programme for entrepreneurs.

Summary:

Of the above programmes and courses all of them compare very favorably to the Further Education and Training Certificate: New Venture Creation, especially in terms of content. It would appear that all these programmes and courses approach is to empower persons in order to start, operate, manage and grow small to medium new business ventures.

### **ARTICULATION OPTIONS**

This Qualification lends itself to both vertical and horizontal articulation possibilities.

Horizontal articulation is possible with the following Qualifications:

- ID 48883: Further Education and Training Certificate: Small Business Advising (Information Support), NQF Level 4.
- ID 57712: Further Education and Training Certificate: Generic Management, NQF Level 4.

Vertical articulation is possible with the following qualifications:

- ID 48886: National Certificate: Business Advising, NQF Level 5.
- ID 48874: National Certificate: Business Consulting Practice (Enterprise Resource Planning), NQF Level 5.
- ID 59201: National Certificate: Generic Management, NQF Level 5.

### **MODERATION OPTIONS**

- Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant Education, Training, Quality, and Assurance (ETQA) Body.
- Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider with the relevant ETQA.
- Assessment and moderation of assessment will be overseen by the relevant ETQA according to the ETQA's policies and guidelines for assessment and moderation; in terms of agreements reached around assessment and moderation between ETQA's (including professional bodies); and in terms of the moderation guideline detailed immediately below.
- Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual unit standards, the integrated competence described in the Qualification.

Anyone wishing to be assessed against this Qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**



For an applicant to register as an assessor, the applicant needs:

- A minimum of 2 (two) years' practical, relevant occupational experience.
- A relevant Qualification at NQF Level 5 or higher.
- To be registered as an assessor with the relevant ETQA.

### REREGISTRATION HISTORY

As per the SAQA Board decision/s at that time, this qualification was Reregistered in 2012; 2015.

### NOTES

This qualification replaces qualification 23953, "Further Education and Training Certificate: New Venture Creation (SMME)", Level 4, 162 credits.

### UNIT STANDARDS:

	ID	UNIT STANDARD TITLE	PRE-2009 NQF LEVEL	NQF LEVEL	CREDITS
Core	<a href="#">114600</a>	Apply innovative thinking to the development of a small business	Level 4	NQF Level 04	4
Core	<a href="#">263455</a>	Apply the principles of costing and pricing to a business venture	Level 4	NQF Level 04	6
Core	<a href="#">263356</a>	Demonstrate an understanding of an entrepreneurial profile	Level 4	NQF Level 04	5
Core	<a href="#">263514</a>	Demonstrate an understanding of the function of the market mechanisms in a new venture	Level 4	NQF Level 04	5
Core	<a href="#">120389</a>	Explain and apply the concept, principles and theories of motivation in a leadership context	Level 4	NQF Level 04	6
Core	<a href="#">114584</a>	Finance a new venture	Level 4	NQF Level 04	5
Core	<a href="#">263534</a>	Implement an action plan for a new venture	Level 4	NQF Level 04	4
Core	<a href="#">263474</a>	Manage finances of a new venture	Level 4	NQF Level 04	6
Core	<a href="#">114805</a>	Manage general administration	Level 4	NQF Level 04	4
Core	<a href="#">13948</a>	Negotiate an agreement or deal in an authentic work situation	Level 4	NQF Level 04	5
Core	<a href="#">263434</a>	Plan and manage production/operations in a new venture	Level 4	NQF Level 04	6
Core	<a href="#">263456</a>	Plan strategically to improve new venture performance	Level 4	NQF Level 04	4
Core	<a href="#">114592</a>	Produce business plans for a new venture	Level 4	NQF Level 04	8
Core	<a href="#">114596</a>	Research the viability of new venture ideas/opportunities	Level 4	NQF Level 04	5
Core	<a href="#">116394</a>	Implement and manage human resource and labour relations policies and acts	Level 5	Level TBA: Pre-2009 was L5	9
Fundamental	<a href="#">119472</a>	Accommodate audience and context needs in oral/signed communication	Level 3	NQF Level 03	5

Fundamental	<a href="#">119457</a>	Interpret and use information from texts	Level 3	NQF Level 03	5
Fundamental	<a href="#">119467</a>	Use language and communication in occupational learning programmes	Level 3	NQF Level 03	5
Fundamental	<a href="#">119465</a>	Write/present/sign texts for a range of communicative contexts	Level 3	NQF Level 03	5
Fundamental	<a href="#">9015</a>	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	NQF Level 04	6
Fundamental	<a href="#">119462</a>	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	NQF Level 04	5
Fundamental	<a href="#">119469</a>	Read/view, analyse and respond to a variety of texts	Level 4	NQF Level 04	5
Fundamental	<a href="#">9016</a>	Represent analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 4	NQF Level 04	4
Fundamental	<a href="#">119471</a>	Use language and communication in occupational learning programmes	Level 4	NQF Level 04	5
Fundamental	<a href="#">7468</a>	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	NQF Level 04	6
Fundamental	<a href="#">119459</a>	Write/present/sign for a wide range of contexts	Level 4	NQF Level 04	5
Elective	<a href="#">119671</a>	Administer contracts for a selected new venture	Level 3	NQF Level 03	10
Elective	<a href="#">113836</a>	Apply basic computer technology	Level 3	NQF Level 03	11
Elective	<a href="#">13912</a>	Apply knowledge of self and team in order to develop a plan to enhance team performance	Level 3	NQF Level 03	5
Elective	<a href="#">13915</a>	Demonstrate knowledge and understanding of HIV/AIDS in a workplace, and its effects on a business sub-sector, own organisation and a specific workplace	Level 3	NQF Level 03	4
Elective	<a href="#">123258</a>	Foster and maintain customer relations	Level 3	NQF Level 03	10
Elective	<a href="#">243298</a>	Apply administrative skills and knowledge in a sport organisation	Level 4	NQF Level 04	11
Elective	<a href="#">120392</a>	Apply the concept and principles of knowledge management to leadership	Level 4	NQF Level 04	8
Elective	<a href="#">243296</a>	Apply values and ethics to a sport organisation	Level 4	NQF Level 04	3
Elective	<a href="#">242872</a>	Conduct international market research	Level 4	NQF Level 04	6
Elective	<a href="#">243303</a>	Create, improvise and organize sport activities	Level 4	NQF Level 04	6
Elective	<a href="#">13952</a>	Demonstrate basic understanding of the Primary labour legislation that impacts on a business unit	Level 4	NQF Level 04	8
Elective	<a href="#">242655</a>	Demonstrate knowledge and application of ethical conduct in a business environment	Level 4	NQF Level 04	4
Elective	<a href="#">13945</a>	Describe and apply the management of stock and fixed assets in a business unit	Level 4	NQF Level 04	2

Elective	<a href="#">117156</a>	Interpret basic financial statements	Level 4	NQF Level 04	4
Elective	<a href="#">243300</a>	Lead a community sport activity	Level 4	NQF Level 04	12
Elective	<a href="#">242819</a>	Motivate and Build a Team	Level 4	NQF Level 04	10
Elective	<a href="#">243293</a>	Promote sport activity in a community	Level 4	NQF Level 04	4
Elective	<a href="#">114593</a>	Tender to secure business for a new venture	Level 4	NQF Level 04	5
Elective	<a href="#">115857</a>	Explain marketing for SMMEs	Level 5	Level TBA: Pre-2009 was L5	6

**LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION:**

*When qualifications are replaced, some (but not all) of their learning programmes are moved to the replacement qualifications. If a learning programme appears to be missing from here, please check the replaced qualification.*

**NONE**