

Digital Entrepreneurship Professional Learning Program



1. Introduction

Currently there is a shortage of, Business Enablement and Digital Entrepreneurship Skills Globally and to address these shortages Companies in the Public and Private Sector are forced to outsource Talents or have their requirements addressed when affordable resources become available.

Majority of business don't even have a proper Digital enablement plan to keep up with the emerging world in the Fourth Industrial Revolution and especially now as the Fifth Industrial Revolution approaches. Hence the impact mean companies suffer to grow, and foreclosure occurs often.

New Entrepreneurs need to be introduced to new opportunities and need proper guidance if they are to succeed in the present Digital Age.

The question is how do we bridge Gaps and address this situation?

The answer is Skills Enablement,

But,

Where should we Source the most Effective, Professional SME Development, Digital Age Entrepreneurial and Job Ready Skills Programs from?

How do we Ensure the Effective Quality of Practical Teaching and Learning?

How do we Continuously Improve to Global Standards and Monitor the Progress?

2. Effective Professional Business Development, Digital Age Entrepreneurial and Job Ready Skills Programs

2.1 The most important Practical's Learning of an Effective Program is to enable Candidates with the skills to use Unique Value Driven Tactics to Hunt, Survive and Grow in Business. These Tactics must be tailored to each Industry and Service Offerings.

Our Accredited programs include Strategies in Business, derived from Expert Experience from decades of consultation with over 150 Operating South African organisations across industries, which also include tactics used by some of the largest Systems Integrators in Africa. Candidates will Create their own business Blueprint that can be applied immediately.

Digital Tools and Marketing is fast becoming a way of life which is disrupting the way traditional business is being run and most Accredited Entrepreneurial Programs are large steps behind since the world of technology evolves faster every day.

We make use of the latest and most current techniques that are continually tested to ensure its effectiveness, these are adopted into the programs with CPD (Continuous Professional Development) Point Programs and Advisory is made available continually for Graduates after they finish the program so they can remain current and effective in the market.

2.2 Self-Drive and a Solid Business Image is what defines the route between just making ends meet and becoming the best of the best. Here we put into practice some of the world's leading Visionary Thinking Skills used by some of the best Businesspeople in the world. We also intertwine successful behavioral skills into thinking processes and the business blueprint.

2.3 The ability to strategize and understand business, career and self-planning is the topmost foundation of successful business leaders. We mold and fine tune these critical business skills into thinking processes and business blueprint.

2.4 Two words to describe Leadership today is, Servant-Leader. To become anything in this age one must lead from the front. Gone are the days of delegate and boardroom leaders, just look at the successful business world around us, it is the leaders that are innovative, frontline working and are forward thinkers that rule the new age of business. We have included Practical Leadership Training into the Program using the latest tools to help bring Individuals out of their shell and into the new age of Leadership.

3. Effective Quality of Practical Teaching and Learning?

3.1 PIVOTAL is an acronym for Professional, Vocational, Technical and Academic Learning programmes leading to qualifications or part qualifications on the National Qualifications Framework (NQF).

Professional Learning Programmes (PLP) result in professional designations that are registered on the NQF as contemplated in regulation 3(6) & (7) as read with regulation 6(11) to 6(15) of the Skills Development Act.

3.2 In the Age of Digital you need a Professional Body that understands Business and Technology and how it applies across Industries. With this Body Practical's Skills Programs that are used in the real world to enable business can be Identified, Accredited, Monitored and Governed as fast as the world progresses.

The Institute of Chartered IT Professionals are the Chartered ICT Professional Body, recognised by the SA Qualifications Authority (SAQA), in terms of the National Qualifications Framework (NQF), who have this capability that is needed.

3.3 MICT SETA) and (ICITP) jointly are providing ICT skills interventions to professionalize the IT sector and address the Information Technology critical & scarce skills gap.

<https://www.mict.org.za/mict-seta-icitp-partner-for-professionalisation-professional-learning-programs-towards-it-scarce-skills/>

4. PROGRAM OUTLINE

Job Titles/ Candidates the Course applies to:

- Small to Medium Business SME's
- Entrepreneurs
- Business Owners
- Sales Director
- Sales Manager
- Sales Consultant
- Marketing - Manager
- Marketing - Consultant

Program Description:

This competency-based Practical Professional Program trains candidates on business planning, management, digital marketing, and financial concepts while learning how to hunt, sustain and grow business, organize, and operate a small business. All learning Practical's allows the candidates to focus on their specific Industry sector and Line of business.

Candidates will demonstrate competency by preparing and presenting a business blueprint that can be applied to real-world business. This program includes Live and Online instruction, and Practical activities. The program is also facilitated in person with a train the trainer program available for training organisations.

Although the primary targeted candidates are SME, Entrepreneurs, Sales & Marketing. Business skills is a vital skill for other critical staff involved in the business process since almost all services in an organisation enable business service and performance.

Candidates that complete the program will receive a Professional Practice Number were all future learnings may be added as continuous professional development (CPD) points logged under the Professional Body and SAQA.

Designation 1: *Certified End User Practitioner (CCEUP) – Professional Business Practitioner*

MICT SETA Aligned Professional Learning Program Unique ID: *PLPSKY202103AC1*

(Optional Modules for IT SME's) The learning path can be focused down to individual or grouped technologies i.e., **Digital Enablement, Systems Integration, IOT, IT Security, Big Data, Augmented Reality, Cloud Computing, Autonomous Robots, Simulation, 3D Printing.**

Candidate Outcomes and Objectives:

Candidates will:

- a) Understand the Latest Digital Trends and Technologies that Enable Business in 4IR and 5IR.
- b) Study, analyse, and understand the characteristics of successful SME businesses.
- c) Research/Understand public and private business operations.
- d) Research and Understand reseller/franchising options.
- e) Analyse the importance business trade locations, online and physical.
- f) Learn and understand major management functions.
- g) Generate an organizational chart and structure; prepare job descriptions; and a plan for recruiting, training, and evaluating personnel.
- h) Evaluate and operate various Digital Business Enablement Applications.
- i) Learn how to establish and maintain a positive business image in 4IR and 5IR
- j) Identify and create a tailored total addressable market for B2B and B2C
- k) Develop a Strategic business Blueprint with marketing and business development tactics.
- l) Design and implement a tactical go -to-market campaign and Digital activities.
- m) Understand financial structures of eCommerce.
- n) Business identity and Solution based presentation techniques.
- o) Learn and practice Leadership, Teamwork and Job Creation

Integrated throughout the course are career preparation standards, which include basic Professional skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy.

Digital Entrepreneurship Professional Learning Program

Recommended Sequence	Courses	
Introductory	Business Landscape	
Skill Building	Digital Enablement	Entrepreneurship
Advanced Skill	Business Management, Business Sales, Digital Marketing and Business Operations	
NQF Equivalent Level	Level 4 Equivalent - Certified Computer End User Practitioner	

Hours: *All Candidates will be provided with access to the self-learn, online learning management portal and given maximum of 3 months to complete the assessment criteria for the qualification. Live training can be done in a 1-week Master Class (4 x 2,5-hour sessions a week) with 3-month access to the Learning Portal.*

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For any further information or enquiries please contact program author.

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