

In partnership with idreate

INNOVATION & CREATIVITY

Unit Standard Aligned: 119673 and 119669

Innovation is at the heart of any growing economy, especially in those where standard practices and existing business models have become obsolete. Successful entrepreneurship requires a focus on creativity, integrating innovation and strategic business practices. Enrol today to give your business an advantage.

This course will also add value to entrepreneurs who are seeking to develop their entrepreneurial skills so that they can become more marketable for bigger contracts, including commercial and public sector contracts, for example the Department of Public Works programmes.



Course Curriculum

This course consists of the following modules:

- Describing and discussing entrepreneurship.
- Identifying own entrepreneurial strengths and weaknesses in relation to opportunity identified.
- Identifying the characteristics of a typical entrepreneur.
- Identifying entrepreneurial opportunities in own context.
- Compiling entrepreneurial goal and personal growth plan.
- Identifying and describing what marketing is in relation to new venture opportunities.
- Conducting market research.
- Identifying market segments in relation to own venture opportunity.
- Incorporating market research into a marketing plan.
- Exploring product/service life cycle.

Duration

This is a 12 week online programme. It involves weekly Live Webinars with your facilitators and practical tasks to complete throughout. Expect between 3-4 hours of workload per week.

Study Support

You will complete your course via our world-class Learner Management System. After registration, you can access the course material via your browser or our Android App on your PC, tablet or cellphone.

Our Student Support Team and Faculty are here to support you throughout your course, guiding you to course completion.

How Will You Learn

- Live webinars
- Quality course material available online
- Quizzes throughout to help you retain what you have already learned
- Practical components delivered by idreate
- Group Q&A sessions
- Receive your Certificate of Achievement upon completing the course.

Course Fees

The course fee is **R9,999**

It can be paid as cash once-off or in three monthly instalments of R3333. With the first amount being due before the course begins, which is paid as a deposit.

The full course fee includes:

- Access to all the learning material online
- Live webinars and group discussions
- Practical tools provided in the course
- Certification

*This is a non-accredited programme