

## MODULE

# 2

## Business Planning

### PURPOSE OF THE PROGRAMME

The purpose of this programme is to equip the learner with the necessary knowledge, skills and attitudes to start up a new venture or maintain an existing venture.

### RECOGNITION OF PRIOR LEARNING (RPL)

Delegates wishing to enrol on this programme should be competent in Computer Literacy, Mathematical Literacy and Communications at NQF level 3.

### PROGRAMME OUTCOMES

On completion of this programme learners will be able to:

- Research the viability of new venture opportunities/ideas
- Produce business plans for a new venture
- Implement an action plan for a new venture

### PROGRAMME OUTLINE

- Identify and assess own business ideas/opportunities for a new venture.
- Analyse the viability of a selected idea/opportunity against specific screening variables.
- Research the potential of a particular idea/opportunity as a new venture.
- Analyse a range of risks associated with a new venture.
- Evaluate new venture ideas/opportunities based on research findings.
- Identify, gather and analyse the relevant information needed to compile a plan for a new venture.
- Formulate an ethical framework for the operational plans of a venture.
- Establish and prioritise business, financial and/or operations goals and objectives for new venture.
- Design and present business, financial and/or marketing plans based on a budget for a new venture.
- Design an action plan for a new venture.
- Set up business premises and operational systems.
- Implement business financial systems.
- Identify the risks associated with the new venture.

### LEARNING ASSUMED TO BE IN PLACE

RPL against these unit standards are allowed. Application forms are available from our offices.

## METHODOLOGY

Training Programme Duration: 4 Days

Assessment: Portfolio of Evidence will be submitted within three months of completing the training. Assessment activities include evaluating business plans.

Certification: This includes obtaining endorsement from the SETQAA.

Unit Standard(s):

- 114596 - Research the viability of new venture opportunities/ ideas
- 114592 - Produce business plans for a new venture

- 263534 – Implement an action plan for a new venture

NQF Level: 4

Credits: 17

## TARGET GROUP

- First line managers
- Business owners
- Branch managers
- Entrepreneurs

## BENEFITS

- Success in starting and sustaining an enterprise.
- Credits towards a qualification.
- Improved opportunities to claim skills grants.

