

# MODULE 1 Entrepreneurship

## PURPOSE OF THE PROGRAMME

The purpose of this programme is to equip the learners with the necessary knowledge, skills and attitudes to develop within themselves, the personal characteristics of an entrepreneur that ensure the successful operation of a new venture and to apply the concept, principles and theories of motivation in a leadership context.

## PROGRAMME OUTCOMES

On completion of this programme learners will be able to:

- Demonstrate an understanding of an entrepreneurial profile.
- Explain and apply the concept, principles and theories of motivation in a leadership context.

## PROGRAMME OUTLINE

- Entrepreneurship
- Characteristics of a successful entrepreneur
- Entrepreneurial characteristics
- Methods to enhance an entrepreneur profile
- Motivation and its importance in enhancing performance levels
- Theories of motivation in a learnership context
- Techniques to enhance self-motivation and leadership performance
- Strategies to motivate others

## LEARNING ASSUMED TO BE IN PLACE

Delegates who wish to enrol on this programme should be competent in Communication and Mathematical Literacy at NQF level 3.

## RECOGNITION OF PRIOR LEARNING (RPL)

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

## METHODOLOGY

Training Programme Duration: 2 Days

Assessment: Portfolio of evidence will be submitted within three weeks after completing the training. Assessment activities include questioning to test knowledge and ability to apply.

Certification: This includes obtaining endorsement from the SETQAA.

Unit Standard(s):

- 263356 - Demonstrate an understanding of an entrepreneurial profile.
- 120389 - Explain and apply the concept, principles and theories of motivation in a leadership context.

NQF Level: 4

Credits: 11

## TARGET GROUP

- Entrepreneurs of a new venture.
- People who will fulfil a leadership role.

## BENEFITS

- Success in starting and sustaining an enterprise.
- Enhance self-motivation and leadership performance.
- Credits towards a qualification.
- Improved opportunities to claim skills grants

