



# Higher Certificate: Entrepreneurship, Business Management with Future Technology and/or Digital Marketing Specialisation

## Overview

This higher qualification is designed for the student who wants to **start and run their own business**, covering a wide range of topics such as **business management, marketing, project management and entrepreneurship**. Throughout the course, students are encouraged to build plans on how they see challenges, at local or regional level, and what needs to transpire in order for these challenges to be addressed and solved. This has been regarded as one of the most exciting, modern and future ready **Entrepreneurship** and **Business** courses in South Africa today.

Upon successful completion, students may then elect a specialisation into Future Technologies or **Digital Marketing...or both**.

### FUTTECH1 Specialisation in Future Technologies

#### Future Technologies

Here, students will understand the impact of new technology in our world, in marketing and the power of exponential growth by learning about future technologies

- The Internet of Things
- Robotics and Artificial Intelligence
- BlockChain Theory
- Biotechnology
- Virtual, Augmented Reality, Networks and Sensors



- Smart Energy
- Space Technology

### DIGMARK2 Specialisation in Digital Marketing

#### Digital Marketing

Digital Marketing is an art combining consumer insight and an in-depth knowledge into the internet of things. This module will teach you how to market effectively in the digital space by applying the best of online marketing technologies such as SEO, PPC and leading social media platforms.

- Digital Marketing in Context, Strategy, and Research
- CRM and SEO
- Google AdWords (PPC Marketing)
- Channels (Search, Online, Video, Email, Social Media, Mobile Marketing)
- Social Media Strategy, UX, Web Development and Design, Writing for Digital
- Testing (Analytics) and Optimisation

## Features & Benefits

1. Students will build their own business plan throughout the year.
2. This program incorporates the **Project Management Institute's (PMI ®) Project Management Body of Knowledge (PMBOK ®)**, integrated into its project management curriculum, a invaluable asset to your career as it increases employment prospects and helps you do your job more effectively. The **PMI (Project Management Institute)** aligns its process with certification industry best practices, such as those found in the **Standards for Educational and Psychological Testing**. The PMP® certification is also accredited against the internationally recognized **ISO 17024** standard.



3. Practical skills were added to improve job and industry readiness such as **Microsoft Project, Word, Excel, PowerPoint** and more.



4. Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



5. Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit [www.recruitgraduates.co.za](http://www.recruitgraduates.co.za) for more.



## Duration

### Full-Time

- 12 months, 120 credits (10 Sessions/Week, 2:00 hours each, +- 2 ½ day/week, class times are between 08:30 & 16:00)
- All credits are achieved via your study duration at the academy, studio time and project based assignments.

### Online & Part-Time

- **Part-Time** = 12 months, 120 credits (2 Hours/week, every 2nd Saturday 08:00 - 14:00)
- **Online** = 12 Months, 120 credits (Online live classes, 2 Hours/week, 18:00 - 20:00)
- Credits are obtained through a combination of live virtual classes, pre-recorded video lectures and project-based tasks.

*\*Sessions will be grouped to lower cost of traveling, however, in some cases classes may not follow this convention and schedules are subject to change*

## Mode of Delivery

- Full Time
- Part Time
- Online

## Admission Requirements

- Students are expected to have passed Matric or the equivalent (this requirement can be waived in circumstances where the student can prove prior knowledge or

## What you get

This qualification is designed to provide the student with multiple certificates and qualifications, both locally and internationally recognised by the industry for maximum employability.

On completion the student will earn:

- Higher Certificate in Entrepreneurship NQF5, SAQA No. 101750
- Software Certificates:  
Microsoft Word Advanced  
Microsoft Project Part1 & Part2  
Microsoft Word Fundamentals & Advanced Concepts  
Microsoft Excel Fundamentals & Advanced Concepts  
Microsoft PowerPoint Fundamentals
- Specialized Certificates:  
PMI CAPM Certificate (Upon successful completion of the certification)

# Curriculum

## Creative Thinking

- Defining Creative and Critical Thinking
- Characteristics of Creative Thinkers
- The Creative Thinking Process
- Creative Thinking Techniques
- Effective Critical Thinking
- Effective Problem Solving

## Business Communication

- Defining Communication
- Channels, Elements and Purpose of Communication
- The advantage and importance of Feedback
- Communication in the Workplace
- Principles of Business Writing
- The Business Letter
- Email Communication
- Presentation skills
- Microsoft Word Fundamentals
- Microsoft Excel Fundamentals
- Microsoft PowerPoint Fundamentals
- Microsoft Outlook Fundamentals

## Project Management Administration

- The nature of a project
- The nature of project management
- Structures in the project environment
- Application of organisation structures in a project environment
- Project management processes and activities
- Understand working as a member of a team
- Collaborate with other team members to improve performance
- Participate in building relations between team members and other stakeholders
- Respect differences to enhance interaction between team members
- Use a variety of strategies to deal with potential or actual conflict in a project team

## Business Mathematics

- Math's Fundamentals
- Business decisions and Data
- Financial Mathematics

## Business Management Principles

- Introduction to Business Management
- Planning as a management function
- Organizing as a management function
- Leading as a management function
- Controlling as a management function
- Motivation
- Groups and Teams
- Corporate Social Responsibility
- Entrepreneurship
- Change Management

## Human Resources Management Principles

- Definitions and terms
- The role and principles of HRM
- HRM in South Africa
- Industrial Relations
- Recruitment and Selection
- Performance Management

## Finance for Small Business

- The Nature and Purpose of Accounting
- Basic Accounting Principles
- The Accounting Cycle
- Types of Business
- Cash
- Finance Fundamentals
- Sources of Capital
- Financial Terminology
- Cash Management
- Budgeting & Finance
- Financial Ratios

## Marketing Practice

- Marketing Fundamentals
- The difference between Marketing, Advertising and Public Relations
- Market Research
- The Marketing Environment
- PESTLE & SWOT analysis
- Target Markets
- Market Segmentation
- Consumer Behaviors
- The four "P's" of Marketing
- Digital Marketing Basics
- Social Media Marketing Basics

## Entrepreneurship

- Characteristics and skills
- Intrapreneurship
- Resources & Legal Requirements
- Buying a Business
- The Business Plan
- Getting started
- Managing risks
- Failures and Turnaround

## Business Information Systems

- Concepts and fundamentals
- Knowledge Management
- Application Software
- Systems Development
- Technology in the Business Environment

## Career Options

- Small Business Owner/Operator
- Business Manager
- Business Development Manager
- Project Manager
- Operational Manager

## Study Kit

Your study kit is included in your fees and will contain:



myAIE Student Portal

- **Free WIFI** (Unlimited, On Campus only).
- Stationary including
- AIE Notepad
- AIE Pen
- AIE Ruler
- AIE Pencil Case (15cm)
- Electronic Study Guides
- **Orientation kit including:** Student Card, Welcome Letter, Getting Started Guide.
- Access to my Academy student portal and student support team via phone, email and tickets.
- HUION H420 Tablet Drawing Board.