



APPLY INNOVATIVE THINKING TO THE DEVELOPMENT OF A SMALL BUSINESS

Unit Standard: 114600



Course Information



Qualification Title	Further Education and Training Certificate: New Venture Creation
Course Title	Apply Innovative Thinking to the Development of a Small Business
Course Level	4
Course Credits	4
Course Duration	Three days
Cost of Course	R 2 800,00 per delegate (excluding 15% VAT)

Course Overview

This Unit Standard is aimed at giving the learners a fundamental understanding of the importance of innovation in business success. The learner will gain knowledge of specific techniques for releasing creativity in the development of a viable business venture. It will also address the behavioural (psycho-social) barriers that contribute to failure in starting and sustaining an enterprise.

Further Education and Training Certificate: New Venture Creation

Who Should Attend?	• Senior and Junior Managers. • Entrepreneurs.
Course Objectives	• Develop specific techniques for releasing creativity in developing ideas/opportunities for a new venture. • Determine the role of innovation in the development and growth of a new venture. • Apply principles and practices of innovation in the development and growth of a new venture.
Benefits	Benefits of this course include: • The impact of innovation on a new venture is explained with examples. • Develop specific techniques for releasing creativity in developing ideas/opportunities for a new venture. • Innovative thinking is applied to generate alternative ways the business can run its operations to cut costs and increase income. • Apply principles and practices of innovation to the development and growth of a new venture.

Course Content

Course Modules	Course modules consist of: 1. The concept and application of creativity are demonstrated through business-related activities. 2. The concept of innovation is described and discussed concerning new venture creation. 3. Innovative thinking is applied to generate new products that the business can make and/or new services it can provide for greater profitability and/or viability. 4. The relationship between successful entrepreneurship and innovation is explained with examples.
Certification and Assessments	All delegates who complete the summative assessment will be assessed, moderated, and receive a SOR (Statement of Results). Thereafter a Certificate of Competence from WWISE (or SETA for qualifications) will be issued.

About WWiSE

Who are we?

World Wide Industrial & Systems Engineers (WWiSE) is an ISO consultancy, training, business solutions, and systems implementation firm based in Southern Africa that provides clients with effective business processes management solutions in preparation for ISO compliance. The solutions we provide and implement allow our clients to compete favourably in modern competitive business environments, both locally and internationally. We also strive to be the leading training providers in SHERQ, ISO, Engineering, Finance, Business, and Project Management.

What do we do?

Our services are aimed at the improvement of quality, efficiency, knowledge, and competitiveness of client companies. This service range includes:

- ISO and SHERQ Systems implementation services, whereby we assist clients in meeting the requirements of (but not limited to) ISO 9001, 14001, 22000, 31000, 27001, 20000-1, 50001, and ISO 45001 Standards.
- Integrated Management Systems development whereby we integrate several business systems and management solutions into a single management system to comply with standards.
- Training of all employees (Shop Floor to Executive Management) in the fields of SHERQ, Engineering, Finance, Business, and Project Management to meet job responsibilities and expertise requirements of International Standards.
- ISO and Legal Auditing which includes Gap Analysis Audits, Product, Process, Procedural, and Systems auditing by our registered SAATCA Auditors.
- Customised web-based solutions integrating current systems to be in line with ISO requirements.

We are a Level 1 BBBEE Contributor that specialises in systems development, consultancy, training, and auditing.