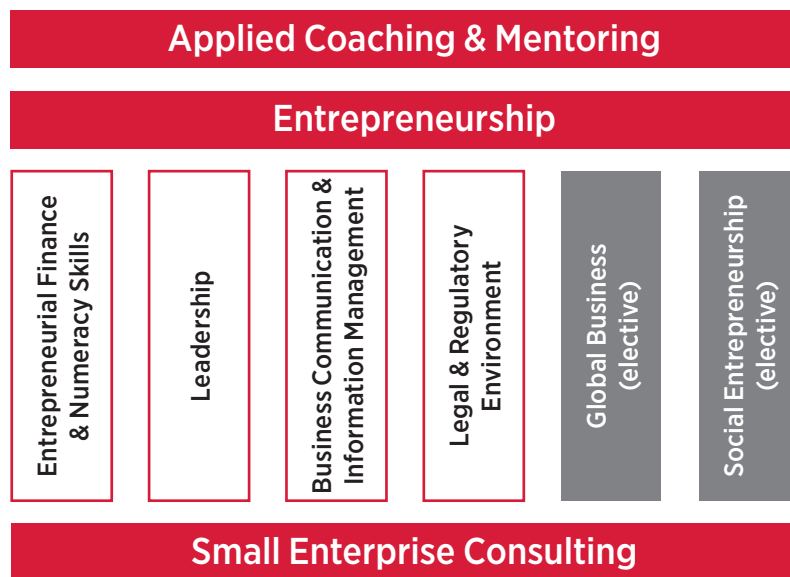


Post Graduate Diploma in Small Enterprise Consulting

Course Structure



Course Summary

EXP-4 Small Enterprise Consulting 4 (Experiential Learning)

- to enable the student to implement their learnings within a supported environment
- develop their own case studies using the theory and embedded knowledge to analyse their entrepreneur's challenges
- practical application of all modules in an integrated way

ACM-4 Applied Coaching & Mentoring 4

- to apply and practice the disciplines of mentoring and coaching
- understand and apply a range of coaching and mentoring models as well as business consulting techniques

- understand various therapeutic approaches and the application of behavioural science to coaching and mentoring
- reflect on and evaluate learning and application

BCM-4 Business Communication & Information Management 4

- write e-mails, memos and letters effectively to convey business messages
- communicate verbally in a clear and persuasive manner
- adapt communication to suit multicultural perspectives and dynamism
- synthesize and manage latest information technology that supports e-business, e-marketing and e-communication
- apply business information systems to support entrepreneurial growth

Post Graduate Diploma in Small Enterprise Consulting

Course Summary cont.

EFN-4 Entrepreneurial Finance 4

- to enable the student to design an effective cost structure for the identified business model
- analyse cash flow statements
- manage cash flows to attract finance for growth
- understand how to secure finance for start-ups
- make sound investment and financing decisions
- understand and analyse problems related to entrepreneurial managerial finance

ENT-4 Entrepreneurship

- to create and manage entrepreneurial initiatives
- promote and manage innovation in start-ups, fast growing companies and small- to medium size businesses
- analyse the continuum space of success and failure of entrepreneurial ventures
- identify general strategic principles that might increase the probability of entrepreneurial success
- employ unconventional and innovative marketing methods

GEB-4 Global Entrepreneurial Business 4

- to enable the student to understand the impact of globalisation on entrepreneurial ventures
- how to negotiate cross-border trade and investment deals

LEB-4 Legal Regulatory Environment Of Business 4

- to enable the student to understand the legal and policy environment in SA that impact the SMME sector
- evaluate the opportunities inherent in these legal policies for entrepreneurial growth
- assess the administrative and operational burdens imposed

LSD-4 Leadership & Self-Development 4

- apply critical thinking skills to explore what makes for successful leaders and conscientious, self-assured followers
- build personal foundations that are required to build resilience in the leadership role
- apply the practices of positive leadership and develop an understanding of the impacts of leadership traits in mentoring and coaching entrepreneurs

SEN-4 Social Entrepreneurship 4

- to enable the student to understand the historical development of social enterprise and innovation and its changing role in society and the economy
- critical understanding of the interdisciplinary nature of social entrepreneurship
- critically examining the conditions required for innovation and entrepreneurship to make a strong impact on societal problems

For more information, or How to Apply

Call 021 532 2750

Email ignite@tsiba.ac.za

Go to www.tsiba.ac.za/programs-centres/pg-dip-sec

TSiBA is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration certificate No. 2007/HE08/001. Company Reg No: 2004/005126/08. PBO No: 930014613 NPO. No: 43-720- NPO. B-BBEE Level 1.

