



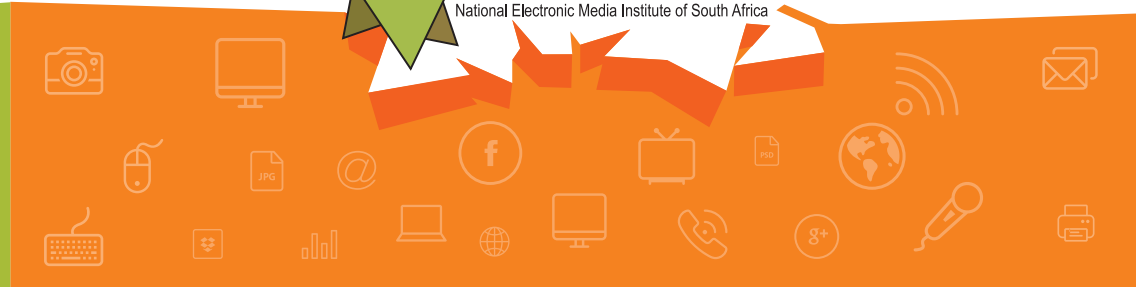
Contact details

21 Girton Road Parktown, Johannesburg 2193
P.O. Box 545 Auckland Park, Johannesburg 2006

Tel: + 27 (0)11 484 0583
Fax: + 27 (0)11 484 0615
info@nemisa.co.za
www.nemisa.co.za



North West eSkills Courses



TRAINING DATES

11 – 15 SEPT e-Literacy (161)	19 SEPT Social Media Workshop – Sector users (108)	11 – 15 SEPT 18 – 22 SEPT Entrepreneurship – ICT Practitioners (60)
Ngaka Modiri Molema District (61) NWU – Business School	Ngaka Modiri Molema District (27) NWU – Communication	Ngaka Modiri Molema District – Teletso TVET (15) NWU – Business School
Bojanala District (33) NWU – Business School	Bojanala District (27) NWU – Communication	Bojanala District – Orbit TVET (15) NWU – Business School
Dr Kenneth Kaunda District (33) NWU – Business School	Dr Kenneth Kaunda District (27) NWU – Communication	Dr Kenneth Kaunda District – Vuselela TVET(15) NWU – Business School
Dr Ruth Mompati District (33) NWU – Business School	Dr Ruth Mompati District (27) NWU – Communication	Dr Ruth Mompati District – Vuselela TVET(15) NWU – Business School

LANGUAGE: English

LEARNING MATERIAL:

- Learning material (hard copy)
- Study Guides/Lecturer's notes
- Recognised textbooks where lecturing notes are not available

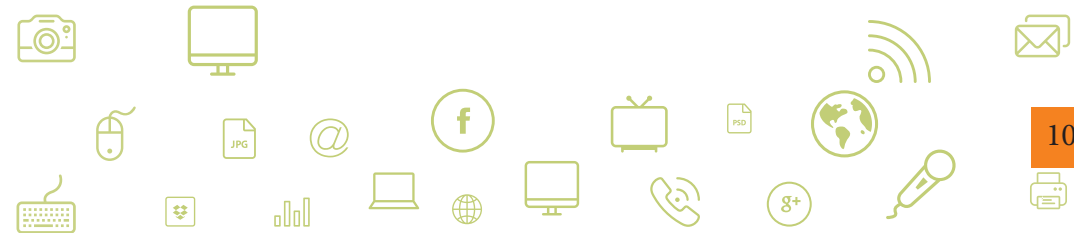
DIRECTOR:

**e-AGRO-TOURISM COLAB
NORTH WEST UNIVERSITY**

018 389 2908

083 329 2337

Mpho.chaka@nwu.ac.za



MODULE 2: 336075 - APPLY PRACTICAL PRINCIPLES OF MARKETING TO A SPECIFIC SMALL BUSINESS

- Demonstrating an understanding of marketing concepts related to a specific small business environment.
- Demonstrating an understanding of the 'product' element of the marketing mix in a specific small business environment.
- Demonstrating an understanding of the 'price' element in the marketing mix as applied in a specific small business environment.
- Demonstrating an understanding of the 'promotion' element in the marketing mix as applied in a specific small business environment.
- Demonstrating an understanding of the 'place' element in the marketing mix as applied in a specific small business environment.

MODULE 3: 262380 - PRODUCE A BUSINESS PLAN FOR A SMALL BUSINESS

- Identify and demonstrate an understanding of the elements of a business plan.
- Compile an organisation structure for own business to determine how a business plan can best be integrated.
- Identify resources and information required to complete own business plan.
- Compile a business plan.

MODULE 4: 13994 – IDENTIFY AND DISCUSS DIFFERENT TYPES OF BUSINESS AND THEIR LEGAL IMPLICATIONS

- Identify / discuss and compare types of business
- Discuss procedures and essentials in starting a business
- Identify, discuss and explain, the legal implications of types of business

DURATION: 10 days on block-release basis

STYLE OF LEARNING

Formal lecturing on block-release basis

ASSESSMENT METHODS

Summative:

- Formal Test/examination at the completion of each module
- Practical class tests / or assignments

Formative:

- Group assignment and/or
- Case studies
- Practical field visits

ENTRY REQUIREMENTS:

No entry requirements needed. However, students attending must have a desire and be serious to start their own business

COMPUTER LITERACY

LEARNING OUTCOMES:

On completion of the course, students should be able to:

- Principles of Word processing, Excel, PowerPoint, Internet and emailing
- Open and close MS Word, MS Excel , MS PowerPoint
- Log in and out of internet
- Send and receive email messages
- Send multiple emails
- Check spelling and grammar
- Create, edit, format and save spread sheets
- Use basic functions
- Produce, format and publish slides
- Browse the internet

PURPOSE

The course enables learners to acquire computer skills through effective and efficient use of packaged software to fulfil tasks such as basic word processing, working with spread sheets and to design and present a PowerPoint presentation.

LEVEL OF TRAINING:

MODULE 1: USE A GRAPHICAL USER INTERFACE (GUI) BASED WORD PROCESSOR TO CREATE AND EDIT DOCUMENTS (MS-WORD)

- Demonstrate an understanding of the principles of word processing.
- Create, open and save documents.
- Produce a document from a given text.
- Format a document.
- Edit a Document.
- Check spelling and grammar in a document
- Adjust display characteristics.

MODULE 2: USE A GRAPHICAL USER (GUI) BASED SPREADSHEET APPLICATION TO SOLVE A GIVEN PROBLEM (MS-EXCEL)

- Prepare and produce a spreadsheet to provide a solution to a given problem.
- Adjust settings to customise the view and preferences of the spread sheet application to suite the solution created for a given problem.
- Work with multiple worksheets to provide alternative solutions to a problem.
- Apply simple built-in functions of the sheet applicable to the given Problem.
- Use special effects to improve the presentation of the spread sheet.
- Evaluate a spread sheet to comply with the given problem.

STYLE OF LEARNING

Formal lecturing

ASSESSMENT METHODS

Summative:

- Formal Test/examination at the completion of each module
- Practical class tests / or assignments

Formative:

- Group and individual assignments, and
- Practical IT Laboratory presentation

ENTRY REQUIREMENTS:

Basic Computer Literacy is a pre-requisite. Student who can proof that they have sufficient practical experience in a working environment of Basic Computer Skills can request RPL to replace the mentioned pre-requisite of Computer Literacy.

LANGUAGE:

English

LEARNING MATERIAL:

- Learning material (hard copy)
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SHORT LEARNING PROGRAMME ON ENTREPRENEURSHIP

LEARNING OUTCOMES:

After successful completion of the course, students should be able to:

- Key concepts of finance for small business
- Identify sources of finance
- Bookkeeping
- Accounting
- Tax on small business
- Key concepts of marketing
- Prepare a business plan
- Different types of business
- Legal implications

PURPOSE

- To build capacity amongst entrepreneurs to effectively manage their organisations concerning financial management and marketing management.
- Participants will be able to develop a business plan.

LEVEL OF TRAINING:

ES is Unit Standard (US) based:

US ID	336055	LEVEL	5	CREDITS	20
US ID	336075	LEVEL	5	CREDITS	12
US ID	262380	LEVEL	5	CREDITS	12
US ID	13994	LEVEL	1	CREDITS	4

Total credits = 44 on different levels

MODULE 1: 336055 - APPLY KNOWLEDGE OF FINANCE, ACCOUNTANCY, BOOKKEEPING AND TAX TO A SPECIFIC SMALL BUSINESS

- Demonstrating an understanding of key finance concepts applicable to financing a specific small business.
- Demonstrating an understanding of bookkeeping concepts for keeping the books of a specific small business.
- Demonstrating an understanding of key accounting records used in the financial management of a specific small business.
- Demonstrating an understanding of the tax system applicable to a specific small business.

PROGRAMME

Opening Remarks & Welcoming

Copyright Law

What is a breach of copyright?
Legal consequences of Social Media misconduct;
Rules of the social Media Platforms.

Aspects of the ECT Act

Registration & the domain name ADR system to the 2006 Regulations under the ECT Act;
Defamation Act 2013;
Electronic Communications Act 2002.

Mid-Morning Tea

Social Media Strategy -

LUNCH BREAK & NETWORKING

Laws Governing Social Media Use

Dismissal of Social Media related misconduct.

Afternoon Refreshments

Workshop Continues

Protection of Personal Information Bill 2009;
Employee's Right to Privacy;
Freedom of Opinion;
Freedom of Expression.

SOCIAL MEDIA

WORKSHOP

Learning Objectives

The learning outcomes associated with each social media session are included below:

Session A: Introduction to Social Media

By the end of the session learners will be able to...

- understand the difference between traditional marketing and social media marketing.
- broadly define the functionality of LinkedIn, Facebook, and Twitter.
- identify the target demographics associated with each platform.
- evaluate the best social media platform(s) for their business.

Session B: Benefits of Social Media

By the end of the session learners will be able to...

- understand five tangible benefits associated with using Facebook personal timelines and Facebook pages.
- understand four concrete advantages of using Twitter as a marketing tool.
- recognize five benefits of utilizing an up-to-date and active LinkedIn profile.

Session C: Developing a Social Strategy

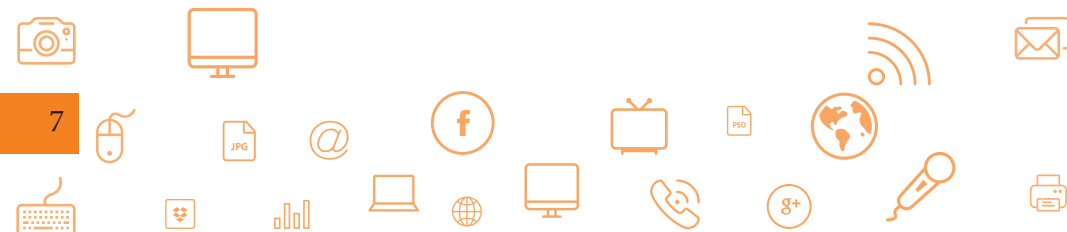
By the end of the session learners will be able to...

- develop social media marketing goals and objectives.
- develop an internal social media policy, including management, timing, and frequency.
- establish a process for dealing with negative comments.
- create a defined process-map in which to create social media updates.
- understand the benefits associated with third-party social media management tools.

Session D: Using LinkedIn for Business Promotion

By the end of the session learners will...

- understand the benefits of developing and maintaining a LinkedIn profile.
- update Basic Profile & Contact Card information.
- update and manage the experience, education, and skills & expertise sections.
- formulate appropriate LinkedIn updates as a means to promote business activities.
- set-up a third-party management tool to manage their LinkedIn professional profile.



Session E: Facebook Page Branding

By the end of the session learners will...

- understand how to effectively brand their Facebook page using cover photos and profile pictures.
- create Facebook updates to include links and page tags.
- demonstrate how to upload single and multiple photos.
- learn how to pin and highlight updates.
- understand the ideal post types and best times to engage.
- learn how to add the TripAdvisor application to their Facebook Page.
- set-up a third-party management tool to manage their Facebook Page.

Session F: Facebook Advertising

By the end of the session learners will...

- define the key words/phrases associated with Facebook advertising.
- prepare goals, objectives, and target audience for an ad.
- create an ad with a call to action and appropriate image.
- demonstrate how to target the ad by choosing the audience.
- determine the optimal ad schedule, time, and budget.

Session G: Twitter Branding & Basic Set-Up

By the end of the session learners will...

- define the key words and phrases associated with Twitter.
- demonstrate how to effectively brand their Twitter profile.
- develop an understanding of the best practices associated with Twitter.
- actively tweet through basic tweets, and tweets with photos and images.

Session G: Twitter Management

By the end of the session learners will be able to...

- demonstrate how to follow accounts and create lists.
- demonstrate how to reply, favourite or RT tweets.
- actively use hashtags to engage in conversations.
- set-up a third-party management tool to manage their Twitter account.

BENEFITS OF ATTENDING

Knowledge of Laws govern Social Media use
Legal consequences of Social Media misconduct
Rules of the social Media Platforms
Dismissal for Social Media related misconduct
Defamation Act 2013
Protection of personal information Bill (2009)
Electronic Communications Act 2002
Employee's right to privacy
Freedom of opinion
Freedom of expression
Copyright law
What is a breach of copyright?
Drafting Social Media Strategy
Effective ways of marketing a business using
Social Media

WHO SHOULD ATTEND

Social Media Officers and Strategists
Information Communication and Technology Directors & Managers
Software and IT Managers
Communications Officers, Directors and Managers
Marketing Officers, Directors and Managers
Public Relations Officers, Directors and Managers
Stakeholder Relations Officers, Directors & Managers
Branding Officers and Managers
Client Relations Officers & Managers
Fundraising & Promotional Officers and Managers
Spokespersons & Media Relations Officers & Managers
Journalists
Advertising Officers and Managers
Radio & Television Presenters
Directors and CEOs

