



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Resource Mobilisation For New Business Ventures Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114590 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips entrepreneurs and business managers with the skills to identify, secure, and manage financial and non-financial resources for new ventures. Participants will learn to develop resource mobilisation strategies, build stakeholder relationships, and apply ethical fundraising practices to ensure venture sustainability.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114590
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the resource requirements of a new business venture and identify potential sources of funding and in-kind support.
- Develop a resource mobilisation plan that aligns with the venture's strategic objectives and ethical standards.
- Apply techniques for engaging with potential funders, investors, and partners to secure commitments.
- Evaluate the effectiveness of resource mobilisation activities and adjust strategies to optimise outcomes.
- Demonstrate the ability to manage mobilised resources responsibly, ensuring accountability and transparency.

WHO SHOULD ATTEND

- Aspiring entrepreneurs, small business owners, and managers of new ventures seeking to effectively mobilise resources for business growth and sustainability.

COURSE OUTLINE

Day 1: Foundations of Resource Mobilisation for New Ventures

- Introduction to resource mobilisation and its role in business success.
- Types of resources: financial, human, physical, intellectual, and social capital.
- Sources of funding: bootstrapping, grants, loans, equity financing, and crowdfunding.
- Building networks and partnerships for resource access.
- Developing a resource mobilisation strategy and action plan.
- Case studies of successful resource mobilisation in South African new ventures.
- Practical exercise: drafting a resource mobilisation plan for a hypothetical venture.
- Review and assessment of learning outcomes.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114590) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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