



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

Innovative Thinking For Small Business Development Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 114600 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips small business owners and aspiring entrepreneurs with practical innovative thinking techniques to drive growth, solve complex problems, and create sustainable competitive advantage. Participants will learn to apply design thinking, lateral thinking, and creative problem-solving methodologies tailored to the South African small business context.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	114600
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

- Apply innovative thinking techniques to identify and evaluate new business opportunities.
- Analyze market trends and customer needs to generate value-adding product or service ideas.
- Design creative solutions to common small business challenges using lateral thinking methods.
- Implement a structured innovation process from idea generation to prototyping and testing.
- Evaluate the feasibility and potential impact of innovative ideas on business sustainability.

WHO SHOULD ATTEND

- Small business owners, managers, and entrepreneurs in South Africa who seek to foster innovation within their organisations and enhance business development through creative thinking strategies.

COURSE OUTLINE

Day 1: Foundations of Innovative Thinking for Small Business Growth

- Introduction to innovative thinking: definitions, importance for small businesses, and the innovation mindset.
- Barriers to innovation: risk aversion, resource constraints, and fixed thinking patterns.
- Creative problem-solving techniques: brainstorming, mind mapping, and SCAMPER.
- Applying design thinking: empathy, ideation, prototyping, and testing for small businesses.
- Case studies of innovative small businesses in South Africa.
- Practical workshop: identifying a business challenge and generating innovative solutions.
- Creating an innovation action plan: setting goals, allocating resources, and measuring success.
- Wrap-up and reflection: integrating innovation into daily business practice.

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
10 Aug 2026	10 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Mauritius
14 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	18 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 114600) 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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