



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

Information Technology Benefits For Small Business Management Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 115827 · NQF Level 5 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips small business managers and owners with the knowledge and skills to leverage information technology effectively. Participants will learn to identify, evaluate, and implement IT solutions that enhance business operations, improve efficiency, and drive growth. The course focuses on practical applications of IT in a small business context, ensuring managers can make informed decisions about technology investments.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	115827
Accreditation	SAQA Accredited · NQF Level 5 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify the benefits of information technology for small business management.
- Evaluate different IT systems and applications suitable for small business needs.
- Apply IT tools to improve business processes such as communication, record-keeping, and marketing.
- Implement basic IT security measures to protect business data.
- Demonstrate the use of IT for decision-making and strategic planning.

WHO SHOULD ATTEND

- Small business owners, managers, and aspiring entrepreneurs who want to understand how information technology can benefit their business operations.
- This course is ideal for those with limited IT background seeking to harness technology for competitive advantage.

COURSE OUTLINE

Day 1: Foundational IT Concepts and Business Alignment

- Introduction to IT: Definitions, scope, and relevance to small business management.
- The role of IT in core business processes: Operational efficiency, customer engagement, and data management.
- Overview of essential IT infrastructure: Computers, mobile devices, local networks, and internet connectivity.
- Introduction to software categories: Productivity suites, accounting packages, and industry-specific applications.
- Conducting a basic IT needs analysis for a small business.
- Introduction to cybersecurity fundamentals: Passwords, updates, and basic data protection.

Day 2: Strategic Digital Tools and Cloud Solutions

- Digital communication and collaboration tools: Email, video conferencing, and project management platforms.
- Introduction to Customer Relationship Management (CRM) systems and their business value.
- Fundamentals of cloud computing: SaaS, IaaS, PaaS models and their cost/benefit analysis.
- E-commerce platforms and online payment gateways for small businesses.
- Digital marketing tools: Social media management, email marketing, and basic website builders.
- Developing a digital tool implementation plan: Needs assessment, vendor selection, and rollout.

Day 3: Data Management, Security, and Legal Compliance

- Data as a business asset: Collection, storage, organisation, and basic analysis.
- Introduction to data protection principles and the Protection of Personal Information Act (POPIA). • Cybersecurity threats: Malware, phishing, ransomware, and social engineering.
- Implementing security controls: Firewalls, antivirus software, access controls, and employee training.
- Data backup strategies: Local, cloud-based, and hybrid solutions.
- Business continuity and disaster recovery planning basics for IT systems.
- Overview of other relevant legislation (e.g., Electronic Communications and Transactions Act).

Day 4: IT Integration, Budgeting, and Future Trends

- Strategic IT planning: Aligning technology investments with business objectives.
- IT budgeting and cost management: Capex vs Opex, TCO, and ROI calculations.
- Sourcing IT services: In-house vs. outsourcing, vendor management, and service level agreements (SLAs).
- Emerging trends overview: Artificial Intelligence, automation, Internet of Things (IoT), and their SME relevance.
- Developing a comprehensive IT policy document.
- Practical workshop: Creating a final IT roadmap and presentation for a case study business.
- Course recap and resources for ongoing learning and support.

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 **7 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 21,500.00	R 21,500.00
1	In-House	R 27,900.00	R 27,900.00
1	On-Campus (Pretoria)	R 32,300.00	R 32,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Mauritius
03 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	14 Aug 2026	On-Campus	Mauritius
11 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa

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 115827) 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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