



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Career Management For Small Craft Business Owners Training

Culture and Arts / Visual Arts

Unit Standard 117520 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips small craft business owners with the skills to strategically manage their careers and businesses in the South African context. Participants will learn to align personal career goals with business objectives, navigate industry challenges, and leverage opportunities for growth and sustainability. The training integrates practical tools for self-assessment, networking, and succession planning tailored to the craft sector.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117520
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply career management principles to set and achieve personal and business goals in the craft sector.
- Analyze the craft industry landscape to identify opportunities and threats for business growth.
- Evaluate personal competencies and develop a professional development plan to enhance business performance.
- Design a succession plan to ensure business continuity and career progression.
- Implement networking strategies to build professional relationships and access market opportunities.
- Demonstrate ethical and professional conduct in career and business management.

WHO SHOULD ATTEND

- Small craft business owners, artisans, and entrepreneurs operating in the creative and craft industries who seek to professionalize their career management and business practices.

COURSE OUTLINE

Day 1: Foundations of Small Craft Business Management

- Introduction to SAQA unit standard 117520: Career Management
- Defining small craft businesses in the South African context
- Personal skills assessment and gap analysis
- Market research techniques for niche craft markets
- Business model canvas fundamentals
- Legal structures for small businesses (sole proprietorship, partnerships)
- Basic regulatory compliance overview
- Developing a business vision statement

Day 2: Strategic Implementation and Growth Planning

- Strategic planning for craft business development
- Financial management: budgeting, pricing, and cash flow
- Marketing strategies for craft products (digital and traditional)
- Brand development and customer relationship management
- Risk assessment and mitigation in small craft enterprises
- Networking and collaboration opportunities
- Monitoring and evaluation of business performance
- Creating a personal career development roadmap

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Durban, 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 117520) 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.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za