



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

Identify And Demonstrate Entrepreneurial Ideas And Opportunities Training

Business, Commerce and Management Studies / Generic Management

Unit Standard 119673 · NQF Level 2 · 7 Credits · 4 Days

COURSE OVERVIEW

This course empowers learners to identify and cultivate entrepreneurial ideas and opportunities within their personal and professional contexts. It builds foundational skills to recognize viable business concepts, assess market potential, and demonstrate the initiative required to pursue entrepreneurial ventures. The training aligns with SAQA unit standard 119673 and supports economic participation in South Africa's evolving business landscape.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	119673
Accreditation	SAQA Accredited · NQF Level 2 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify potential entrepreneurial ideas and opportunities using creative and systematic methods.
- Analyze the viability of entrepreneurial ideas by evaluating market needs, resources, and risks.
- Demonstrate the ability to communicate and present entrepreneurial ideas effectively to stakeholders.
- Apply legal and ethical considerations relevant to starting and operating a new venture.
- Evaluate personal entrepreneurial strengths and areas for development to enhance opportunity recognition.
- Implement a basic action plan to pursue a selected entrepreneurial opportunity.

WHO SHOULD ATTEND

- This course is designed for aspiring entrepreneurs, small business owners, and employees in corporate or community settings who wish to develop entrepreneurial thinking and the ability to identify and act on business opportunities.

COURSE OUTLINE

Day 1: Foundations of Entrepreneurship and Idea Generation

- Introduction to entrepreneurship and unit standard outcomes
- Characteristics of successful entrepreneurs
- Sources of business ideas: problems, trends, market gaps
- Creative thinking techniques: brainstorming, mind mapping, SCAMPER
- Idea vs. opportunity: feasibility and viability criteria
- Activity: Generate and evaluate three business ideas

Day 2: Opportunity Recognition and Market Analysis

- Opportunity recognition framework
- Market research methods: surveys, interviews, observation
- Analysing industry trends and competitor activity
- SWOT analysis for opportunity assessment
- Innovation types: incremental, disruptive, and social innovation
- Activity: Conduct a mini market scan and complete a SWOT for a chosen idea

Day 3: Evaluating and Selecting Entrepreneurial Opportunities

- Feasibility study components: market, technical, financial, organisational
- Financial assessment: cost-benefit analysis, break-even point
- Risk identification and mitigation strategies
- Decision-making tools: weighted scoring model, checklist
- Activity: Evaluate two opportunities using a feasibility matrix and select the best

Day 4: Developing and Presenting a Business Opportunity Plan

- Components of a business opportunity plan
- Crafting a value proposition and unique selling points
- Target market segmentation and profile
- Developing a simple action plan with milestones
- Presentation skills and pitching an opportunity
- Activity: Prepare and deliver a 5-minute pitch; receive peer and facilitator feedback
- Reflection and action planning for personal entrepreneurial growth

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 2**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 20,500.00	R 20,500.00
1	In-House	R 26,600.00	R 26,600.00
1	On-Campus (Pretoria)	R 30,800.00	R 30,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	13 Aug 2026	On-Campus	Mauritius
18 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
18 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 119673) 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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