



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

Presenting Informed Arguments on Business Sector Issues

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 230070 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to research, structure, and present well-reasoned arguments on current issues affecting business sectors in South Africa. Participants will learn to critically evaluate evidence, anticipate counterarguments, and communicate persuasively in professional contexts.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	230070
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

- Analyze a current issue in a specific business sector using credible evidence and multiple perspectives.
- Construct a logical and coherent argument that addresses the issue, including counterarguments and rebuttals.
- Evaluate the validity and reliability of sources used to support the argument.
- Demonstrate effective verbal and non-verbal communication skills when presenting the argument.
- Apply ethical principles in presenting arguments, including respect for diverse viewpoints and intellectual honesty.
- Reflect on feedback received to refine future arguments and presentations.

WHO SHOULD ATTEND

- Business professionals, managers, supervisors, and anyone required to present informed opinions or recommendations on contemporary business issues in their workplace or industry.

COURSE OUTLINE

Day 1: Foundations of Argumentation and Sector Analysis

- Introduction to argumentation: claims, evidence, reasoning.
- Identifying business sector issues and stakeholder perspectives.
- Gathering and evaluating evidence from credible sources.
- Logical fallacies and how to avoid them.
- Structuring an argument: introduction, body, conclusion.
- Ethical considerations in presenting arguments.

Day 2: Advanced Argumentation and Presentation Skills

- Rhetorical devices: ethos, pathos, logos.
- Tailoring arguments to audience and purpose.
- Oral presentation techniques: voice, body language, visuals.
- Handling questions and rebuttals.
- Written argument formats: reports, memos, opinion pieces.
- Peer review and feedback on arguments.

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	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 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 230070) 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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