



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

Publishing Project Resource Development

Communication Studies and Language / Communication Studies

Unit Standard 246547 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to identify, develop, and manage resources required for publishing projects, including human, financial, and material resources. Participants will learn to plan resource allocation, monitor usage, and adjust plans to ensure project success within the publishing context.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	246547
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and categorise resource requirements for a publishing project based on scope and deliverables.
- Develop a resource plan that includes human, financial, and material resources with timelines and budgets.
- Apply techniques to acquire and allocate resources efficiently within organisational constraints.
- Monitor resource utilisation and adjust plans to address variances and optimise performance.
- Evaluate resource development processes and recommend improvements for future projects.

WHO SHOULD ATTEND

- Publishing professionals, project coordinators, editors, and production managers involved in planning and executing publishing projects, from book publishing to digital content creation.

COURSE OUTLINE

Day 1: Introduction to Publishing Project Resource Development

- Overview of publishing project lifecycle
- Definition and types of resources (human, financial, material, time)
- Roles and responsibilities of project team members
- Introduction to SAQA unit standard 246547
- Ethical considerations in resource management

Day 2: Project Initiation and Resource Identification

- Project charter and scope definition
- Resource breakdown structure (RBS)
- Estimating techniques: analogous, parametric, bottom-up
- Identifying human resources: skills and competencies
- Tools for resource identification (checklists, templates)

Day 3: Human Resource Planning and Team Development

- Staffing management plan
- Roles and responsibilities matrix (RACI)
- Team development stages (Tuckman's model)
- Motivation theories (Maslow, Herzberg)
- Conflict resolution strategies

Day 4: Financial Resource Planning and Budgeting

- Cost estimation methods (expert judgment, three-point estimating)
- Cost baseline and budget development
- Cost categories: direct, indirect, fixed, variable
- Contingency reserves and management reserves
- Earned value management (EVM) basics

Day 5: Material and Equipment Resource Management

- Types of materials: paper, ink, binding, digital assets
- Equipment: printing presses, software, hardware
- Procurement planning and sourcing
- Inventory management techniques (JIT, EOQ)
- Supplier evaluation and contract management

Day 6: Time Resource Management and Scheduling

- Work breakdown structure (WBS) for scheduling
- Activity sequencing and dependencies
- Critical path method (CPM) and float
- Gantt charts and milestone charts
- Schedule compression techniques (crashing, fast-tracking)

Day 7: Resource Allocation and Leveling

- Resource allocation techniques
- Resource leveling vs. resource smoothing
- Identifying and resolving overallocation
- Using MS Project or similar tools for resource management

- Trade-offs between time, cost, and scope

Day 8: Risk Management in Resource Development

- Risk identification techniques (brainstorming, SWOT)
- Qualitative risk analysis (probability and impact matrix)
- Quantitative risk analysis (Monte Carlo simulation)
- Risk response strategies (avoid, mitigate, transfer, accept)
- Risk register and contingency planning

Day 9: Quality Management and Resource Standards

- Quality management in publishing (ISO standards)
- Quality planning for materials and outputs
- Quality assurance vs. quality control
- Tools: checklists, audits, statistical sampling
- Continuous improvement (Kaizen, PDCA)

Day 10: Communication and Stakeholder Management

- Stakeholder analysis and engagement matrix
- Communication plan development
- Reporting formats: status reports, dashboards
- Meeting management and facilitation skills
- Feedback and performance reviews

Day 11: Monitoring, Controlling, and Reporting Resource Performance

- Performance measurement baseline
- Variance analysis and trend analysis
- Earned value management (EVM) for resources
- Change control process
- Lessons learned documentation

Day 12: Project Closure and Resource Handover

- Project closure checklist
- Resource release and handover procedures
- Post-project review and lessons learned
- Final reporting and archival
- Continuous improvement and best practices

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Mauritius
14 Aug 2026	31 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	01 Sep 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	02 Sep 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 246547) 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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