



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

Stakeholder Identification for Business Success

Business, Commerce and Management Studies / Marketing

Unit Standard 252191 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the skills to systematically identify and classify internal and external stakeholders relevant to their organisation. By understanding stakeholder interests, influence, and expectations, learners can enhance engagement strategies and contribute to business success. The course aligns with SAQA Unit Standard 252191, ensuring nationally recognised competency.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252191
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and differentiate between internal and external stakeholders in a business context.
- Analyse the interests, influence, and expectations of various stakeholder groups.
- Evaluate the impact of stakeholder dynamics on organisational objectives.
- Apply stakeholder mapping techniques to prioritise engagement efforts.
- Demonstrate the ability to document stakeholder information for business planning.
- Design a basic stakeholder identification plan aligned with organisational goals.

WHO SHOULD ATTEND

- This course is ideal for managers, team leaders, project coordinators, and any professionals responsible for stakeholder engagement or relationship management within their organisation.

COURSE OUTLINE

Day 1: Foundations of Stakeholder Identification

- Introduction to stakeholders and stakeholder theory.
- Categories of stakeholders: internal, external, primary, secondary.
- Methods for identifying stakeholders (brainstorming, document review, interviews).
- Stakeholder mapping tools: power-interest grid, influence-impact matrix.
- Prioritising stakeholders based on legitimacy, urgency, and power.
- Creating a stakeholder register template.
- Ethical considerations in stakeholder identification.
- Case study: identifying stakeholders for a real-world business project.

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 **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 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 252191) 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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