



Entrepreneurship Basics

OFFICIAL ACADEMIC PROSPECTUS & CURRICULUM GUIDE

NQF Level: Industry Certification | **Credits:** N/A

Delivery: Online

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PROGRAMME OVERVIEW

PROGRAMME DURATION	6 Weeks
ACADEMIC LEVEL	Industry Certification
TOTAL CREDITS	N/A
SAQA REGISTRATION	Pending
MODE OF DELIVERY	Online
TOTAL INVESTMENT	R 6,000 (Registration Deposit: R 799)

Executive Introduction

Starting a business is easy; building a highly profitable, sustainable enterprise is an absolute masterclass in resilience and high-level strategy. Our Entrepreneurship Basics programme is a high-octane, incredibly intense incubator designed to aggressively pressure-test your ideas. We move completely beyond the 'Dream' to the 'Hard Data,' teaching you the cold, hard mechanics of market validation, robust business modeling, and aggressive capital acquisition in the highly competitive 2026 market.

Students will be deeply introduced to 'Lean Startup' methodologies, learning exactly how to build Minimum Viable Products (MVPs) and rapidly pivot based on brutal customer feedback. The curriculum intensely covers the absolutely essential 'Survival Skills' of a successful founder: High-Conversion Sales, Digital Marketing, and Strict Financial Runway management. This is not a boring academic lecture; it is a rigorous workshop for your future, where you will build a highly polished pitch deck that is completely ready for real-world venture capital investors.

The entire experience is explicitly designed to aggressively challenge your assumptions and build your mental toughness. We bring in highly successful real-world entrepreneurs to share their devastating failures and massive successes, providing you with a raw, unvarnished look at exactly what it takes to scale an idea globally. Whether you want to launch a disruptive tech startup or a highly profitable local service business,

this elite track will give you the strategic armor needed to survive the 'Valley of Death' and thrive.

PURPOSE OF THE LEARNING PROGRAMME

To fundamentally transform passive 'Job Seekers' into highly aggressive 'Job Creators.' The fundamental purpose of this elite track is to massively drive economic growth by empowering ambitious individuals to build businesses that hire others and solve critical local and global problems.

To drastically reduce the devastating failure rate of new startups and small businesses. We aim to equip founders with a highly 'Scientific Approach' to entrepreneurship, ensuring they strictly validate their ideas before spending their life savings on completely unproven concepts.

To foster a relentless mindset of rapid innovation, agility, and calculated risk management. The objective is to produce elite graduates who can rapidly identify market gaps and rapidly prototype solutions, maintaining a massive competitive edge in a rapidly changing global economy.

To provide unparalleled access to the broader entrepreneurial and investment ecosystem. The purpose of this programme includes actively connecting students with elite mentors, venture funding sources, and high-value peer networks that are absolutely essential for long-term business success.

To deeply develop the personal resilience and unshakeable leadership traits required for success. We aim to cultivate the extreme mental toughness strictly required to handle the inevitable rejections, failures, and setbacks of the entrepreneurial journey with absolute grace and relentless persistence.

MODULE BREAKDOWN

Module 01: The Entrepreneurial Mindset

Traits of successful founders.

Module 02: Idea Validation

Testing your business concept.

Module 03: Business Planning

Creating a lean canvas.

Module 04: Marketing Basics

Finding your first customers.

Module 05: Financial Basics

Cash flow and pricing.

Module 06: Pitching & Launch

Presenting your business.

PRACTICAL LAB ENVIRONMENTS

This programme includes intensive hands-on practical labs designed to bridge the gap between theoretical knowledge and real-world industrial application.

Lab 1: Idea Validation Canvas

Test business idea feasibility using lean canvas. Deliverable: Completed lean canvas.

Lab 2: Market Research Mini-Project

Conduct primary/secondary research on target market. Deliverable: Research summary + competitor matrix.

Lab 3: MVP (Minimum Viable Product) Design

Sketch and describe a prototype solution. Deliverable: MVP wireframe + feature list.

Lab 4: Pitch Deck Creation

Develop a 5-slide investor pitch. Deliverable: Pitch deck + 3-minute video pitch.

CAREER FIELDS & OPPORTUNITIES

Graduates of this learning programme are aggressively equipped with the specialized competencies required to pursue the following elite professional roles within the global industry:

STARTUP FOUNDER	Advance your career as a Startup Founder in the industry.
SMALL BUSINESS OWNER	Advance your career as a Small Business Owner in the industry.
BUSINESS DEVELOPMENT CONSULTANT	Advance your career as a Business Development Consultant in the industry.
FREELANCE ENTREPRENEUR	Advance your career as a Freelance Entrepreneur in the industry.
INNOVATION COORDINATOR	Advance your career as a Innovation Coordinator in the industry.
SOCIAL ENTERPRISE MANAGER	Advance your career as a Social Enterprise Manager in the industry.
BUSINESS INCUBATION ADVISOR	Advance your career as a Business Incubation Advisor in the industry.

NEXT STEPS & APPLICATION

Ready to definitively advance your professional trajectory? Formal applications are currently open for the upcoming academic cycle. To securely guarantee your placement in the next intake for **Entrepreneurship Basics**, please complete our online application process or contact our admissions advisory team directly.

CONTACT ADMISSIONS

Official Email: apply@softkingsacademy.co.za

Academy Website: www.skacademy.co.za

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DIGITAL STUDENT PORTALS

Studentzone: portal.skacademy.co.za

Exam Centre: exams.skacademy.co.za

Verify Certificate: skacademy.co.za/verify-certificate

APPLY ONLINE NOW

SOFTKINGS ACADEMY IS FORMALLY COMMITTED TO PROVIDING INDUSTRY-LEADING, ACCREDITED SKILLS DEVELOPMENT.

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INFORMATION CONTAINED WITHIN THIS PROSPECTUS IS CORRECT AT THE TIME OF PRINTING.