

Business Planning Essentials

15 Credits

150 Notional Hours

15 weeks

10 hours per week

This microcredential provides a comprehensive introduction to the fundamentals of business planning and strategy development. Learners learn how to identify key market trends and assess competitive landscapes to make informed, strategic decisions. The microcredential emphasises the importance of clear and effective business writing, communication, and presentation skills. Additionally, learners will explore how to integrate sustainability practices into business strategies, fostering a forward-thinking approach. The module also focuses on cultivating a culture of accountability, responsibility, and innovation within organisations.



Skills you will develop

- Business Context Awareness
- Business Planning
- Communication Skills
- Market Intelligence
- Business Sense



What you will learn

- Introduction to Business Planning Fundamentals
- Understanding Market Trends and Competitive Landscapes
- Sustainability in Business Planning
- Accountability, Responsibility, and Innovation in Business
- Business Communication, Writing, and Presentation Essentials
- Integrating Business Planning Concepts

Who this course is for

This microcredential is for ambitious professionals who want to confidently shape strategic direction, make informed business decisions, and drive sustainable, accountable innovation within their organisations. The microcredential forms part of the **Higher Certificate in Business Dynamics (NQF Level 5)**. Learners who successfully complete this microcredential can earn **advanced standing towards the full qualification** when enrolling, allowing them to accumulate credits progressively while developing job-relevant skills.

Learning Outcomes

- Understand the fundamentals of business planning.
- Learn to identify key market trends and competitive landscapes for strategic decision-making.
- Develop skills in business writing communication and presentation essentials.
- Appreciate the importance of integrating sustainability practices into business strategies.
- Foster a culture of accountability, responsibility, and innovation.

All learning material and prescribed textbooks included.

The Business Planning Essentials microcredential (15 credits, NQF Level 5) is a formally approved component of the SAQA registered, and CHE accredited Higher Certificate in Business Dynamics, while not registered independently on the NQF, the credits awarded derive from and can contribute towards the full qualification if registered

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Contact Us

 +27 21 201 1167

 hello@masterstartinstitute.ac.za

 www.masterstartinstitute.ac.za