



PROSPECTUS



CERTIFICATE IN DIGITAL ENTREPRENEURSHIP



Occupational Certificate | Small Retail
Business Owner | SAQA ID: 121164
|143 Credits | (NQF 4)



WE WILL GET YOU READY FOR THE

WORLD OF TECH





Why Get into Digital Entrepreneurship

1

BE YOUR OWN **BOSS**

Entrepreneurship gives you control over your time, decisions and money. You decide your working hours or the direction you want to go with your business.

2

FLEXIBILITY AND **FREEDOM**

Running a digital business allows you to work from anywhere in the world. Be it from your local coffee shop or a resort in the Bahamas.

3

UNLIMITED **GLOBAL REACH**

With the power of the Internet, the entire world is your playground. You are not limited to just your town or country.

4

LOW STARTUP **COSTS**

You can start a business with no external capital. If you have a phone and an internet connection, you are ready.

5

PASSIVE INCOME **OPPORTUNITIES**

With effective marketing, your client base will grow organically, resulting on limitless, passive monthly income.

MEET YOUR INSTRUCTOR



IT varsity is an accredited online institute that specializes in preparing people for careers in App Development.

IT varsity was founded by App developers who are passionate about their work.

IT is an exciting and dynamic field that cannot be taught through loads of theory. So we bring together the best IT professionals in their fields to teach and mentor learners through becoming IT professionals who is not just employable, but exceptional.

IT varsity was founded by award-winning App developer, Bilal Kathrada, who still mentors students towards becoming accomplished coders and App developers themselves.





What is the Certificate in Digital Entrepreneurship?

Career Paths

Digital Marketer, E-commerce Specialist, Startup Founder

Success Rates

Many of our graduates have launched successful online businesses.

The Certificate in Digital Entrepreneurship is a 1-year online course designed to equip you with all the necessary skills you need to become an all-round Digital Entrepreneur. You'll learn how to leverage the power of technology to start and run your own business.

Full Course

ZAR 24995

Per Month

ZAR 2495



Course Breakdown

MODULE 1	<i>Business Development and Digital Entrepreneurship</i>
MODULE 2	<i>Digital Marketing Fundamentals</i>
MODULE 3	<i>Advanced Digital Marketing - SEO and Email Marketing</i>
MODULE 4	<i>Copywriting and Storytelling Fundamentals</i>
MODULE 5	<i>Graphic Design and Visual Branding</i>
MODULE 6	<i>Digital Photography and Video Production</i>
MODULE 7	<i>Sales and Client Acquisition Strategies</i>
MODULE 8	<i>Business Finance Basics</i>
MODULE 9	<i>Web Design and E-commerce Development</i>
MODULE 10	<i>Cascade Style Sheets (CSS) and Responsive Websites</i>
MODULE 11	<i>Principles of Colour and Design</i>
MODULE 12	<i>Drag-and-drop Apps</i>





Concepts You Will Cover

**Creating a
Comprehensive
Business Plan**

**Creating a
Marketing Plan**

**Creating your own
Website
Invoicing, Budgeting
and Tracking Income**

**Identifying your
Target Markets**



Frequently Asked Questions

WHO SHOULD TAKE THIS COURSE

This course is ideal for students, stay at home moms, freelancers or anyone that wants to start their own business and create an additional income stream

IS THIS COURSE AND ACCREDITED QUALIFICATION?

Yes. Along with the practical skills, you will also receive an NQF 4 in Small Retail Business Owner upon completion of this course.

ARE THERE EXAMS

No, there are no exams, but we use a continuous assessment system. You will need to submit regular assignments which our assessors will mark and provide feedback.

WHAT IF I DON'T HAVE MATRIC

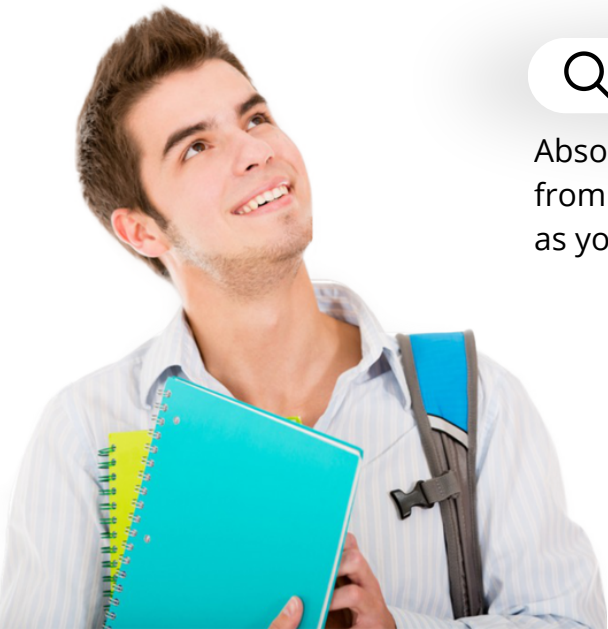
No matric, no problem! You can still study with us by applying for Recognition of Prior Learning (RPL). Give us a shout to find out how.

I don't have any business experience. WILL I COPE?

Absolutely. This course assumes that you have no prior experience and introduces each concept from the very basics. Each lesson is video based, so you can watch and rewatch them as many times as you need while our online teachers are ready to assist with any questions you might have.

WHAT IF I PREFER STUDYING IN COMPANY

Start a study group! We will connect you to other students near you. Collaborative learning has huge benefits.





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THANK YOU

