



Web Design  
E-commerce  
Content Creation  
Digital Marketing  
Story telling  
Digital Photography  
AI Automation

# A PRACTICAL ALTERNATIVE TO MATRIC

Certificate in Digital Entrepreneurship (NQF Level 4)

- ✓ Accredited
- ✓ Practical
- ✓ Project-based
- ✓ Designed for real-world outcomes.

For learners who are capable - But not academic.



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# The Problem Parents Face (and the alternative)

## **NOT EVERY LEARNER THRIVES IN THE TRADITIONAL SCHOOL SYSTEM.**

Many learners struggle not because they lack intelligence, but because rigid subjects, exam pressure, and one-size-fits-all schooling leave little room for practical talent.

### **THE RESULT?**

Parents are forced into a painful choice:

- Push a learner through a system that is breaking their confidence, or
- Pull them out without a clear, credible path forward.

### **THE CDE EXISTS TO OFFER THAT CREDIBLE PATH:**

A structured, accredited, skills-based programme that helps learners build real business competence -and a future they can control.



# What is the CDE?

The Certificate in Digital Entrepreneurship (CDE) is an accredited NQF Level 4 qualification in South Africa. It is designed as a practical alternative pathway for learners who are not academically inclined — including homeschool learners, Grade 9 completers, and youth/adults who did not finish school.

## IS IT MATRIC?

No. The CDE is a standalone qualification (different from the National Senior Certificate).

It brings its own benefits: skills, competence, and formal progression options within the South African system.

## WHO IS IT FOR?

- Grade 9 / GEC pathway learners
- Learners struggling in Grades 10–11
- Homeschool learners needing a credible exit route
- Youth/adults who want a second chance
- Aspiring entrepreneurs

## IS IT ACCREDITED?

Yes. The CDE is accredited by the South African Qualifications Authority (SAQA) and by the Quality Council for Trades and Occupations (QCTO).



# Why This Works for “Non-Academic” Learners

## TRADITIONAL SCHOOLING OFTEN REWARDS:

- Memorization
- Exam performance
- Abstract academics

## THE CDE REWARDS:

- Doing
- Building
- Applying
- Producing real work

Learners don't study “subjects.” They build skills. Each module ends with a practical project - not a high-stakes final exam.



# What Learners Will Learn

## **LEARNERS DEVELOP PRACTICAL COMPETENCE IN:**

- Business foundations (how a real business runs)
- Customer service and communication
- Marketing and selling
- Basic finance and budgeting
- Procurement and stock basics
- Basic HR and teamwork

## **PLUS VALUE-ADDED DIGITAL SKILLS, INCLUDING:**

- Digital marketing
- Web design fundamentals
- Copywriting basics
- Graphic design (Canva)
- AI literacy for business (using AI responsibly)
- Digital photography
- Online sales strategy
- Content Creation



# Curriculum Coverage Details

The Certificate in Digital Entrepreneurship is structured around practical business competence, not traditional academic subjects. The curriculum focuses on the real skills required to start, manage, and grow a small business, with each module building on the previous one.

Learners complete one module per month, allowing them to focus deeply on a single area and achieve measurable progress.

## CORE CURRICULUM AREAS

### Skill 1

#### Business Foundations

- Understanding how small businesses operate
- Roles and responsibilities in a business
- Ethics, professionalism, and accountability

### Skill 2

#### Customer Service & Selling

- Understanding customer needs
- Communication and relationship-building
- Handling enquiries, complaints, and feedback
- Practical selling techniques

### **Skill 3**

## **Marketing Fundamentals**

- Introduction to marketing concepts
- Creating simple marketing plans
- Understanding branding and positioning
- Using digital platforms to reach customers

### **Skill 4**

## **Digital & Online Marketing**

- Social media marketing basics
- Creating adverts using tools like Canva
- Online content planning
- Introduction to online sales strategies

### **Skill 5**

## **Procurement & Stock Basics**

- Understanding suppliers and purchasing
- Basic stock control principles
- Preventing losses and wastage
- Record-keeping for stock movement

### **Skill 6**

## **Financial Basics for Business**

- Understanding income and expenses
- Creating simple budgets
- Pricing basics
- Basic financial record-keeping and cash flow awareness

## Skill 7

## Human Resources & Teamwork

- Understanding roles within a small team
- Basic labour awareness
- Communication and leadership fundamentals
- Managing performance and conduct at a basic level

## Skill 8

## Digital Skills for Modern Business

- Introduction to AI tools for research and productivity
- Responsible use of AI in business
- Basic web presence concepts
- Digital photography basics for online marketing

## HOW LEARNING IS ASSESSED

Each curriculum area is assessed through practical projects, such as:

- Drafting a simple business plan
- Creating a marketing plan
- Designing social media adverts
- Preparing a basic budget
- Presenting business ideas and decisions

There are no traditional exams. Instead, learners demonstrate understanding by producing real work, followed by a live online interview to confirm comprehension and authenticity.

## WHY THIS CURRICULUM WORKS FOR NON-ACADEMIC LEARNERS

- No abstract theory without application
- No memorisation for exams
- Skills are learned by doing, not cramming
- Learners build confidence through completion
- Every module results in tangible outputs

*This curriculum is designed to develop competence, confidence, and practical ability - not to replicate the traditional school subject model.*



# How the Programme Works

## MODULAR STRUCTURE (ONE MODULE PER MONTH)

Unlike school (many subjects at once), the CDE is:

- One module at a time
- One assessment per module
- Learners build momentum and confidence through completion

## STUDY MODE



**Fully online,  
self-paced**

*(phone/tablet/laptop)*



**Weekly live  
support sessions**



**Pre-recorded  
lessons + notes**

Typical study time: 2 hours per day.



# Learner Support & Monitoring

## LEARNERS RECEIVE HELP 7 DAYS A WEEK VIA:

- WhatsApp support
- Email support
- Weekly live support sessions

## MONITORING AND ACCOUNTABILITY

Learner progress is monitored using IT varsity's reporting system (Kaitlen) to:

- Track progress through modules
- Identify learners who are falling behind
- Trigger support interventions early



# Outcomes Parents Actually Care About

By the end of the year, learners can choose to:

## 1) Start a small business

With competence in planning, marketing, selling, and basic finance.

## 2) Enter entry-level digital work pathway

Such as:

- Digital marketing assistant
- Online sales / customer support
- Content creation support roles
- Admin + basic business operations
- Digital Photographer
- Graphic Designer
- Web Designer
- E-Commerce Developer

### 3) Continue studying through formal pathways

## FURTHER STUDIES

Graduates of the CDE programme may choose one of many further study options:

### Vertical Articulation:

Students are able to further their studies up to a diploma level at IT varsity. After completing the NQF 4, they may progress to NQF 5, where they may choose one of the following specialisations;

- Occupational Certificate: Small Business Consultant (NQF 5)
- Occupational Certificate: Software/Game/App Development (NQF 5)
- Occupational Certificate: Data Science Practitioner (NQF 5)
- Occupational Certificate: Cybersecurity Analyst (NQF 5)

### On completion of the NQF 5, students may progress to:

- The IT varsity Diploma in IT (NQF 6)

### Diagonal Articulation:

- A Higher Certificate in Small Business Management (NQF 5)
- From there into a degree in business or similar (BBA)\*

### Horizontal Articulation:

- A similar Occupational Certificate: (NQF 4)
- A National Senior Certificate (NQF 4)

## IMPORTANT NOTE:

Progression depends on institutional admission requirements. We provide an accredited pathway and guidance on next steps.



# Pricing

## ONLINE PROGRAMME

- R2500 per month × 12
- Total: R30,000

## WHAT'S INCLUDED

- Full access to online content
- Weekly live support sessions
- Assessment submission & evaluation
- Viva interviews after each assessment
- Learner support channels

## WHAT YOU NEED

- A phone/tablet/laptop
- Reliable internet connection

## FINANCIAL ASSISTANCE

Financial assistance for learners who cannot afford the full fee, we have partial bursaries available.



## FAQs

### 1) Does my child need Matric to join?

No. Entry is designed to be more accessible than mainstream schooling.

### 2) Does my child need Maths or Afrikaans?

No. The programme focuses on practical business competence rather than mainstream academic subjects.

### 3) What if my child is not “good at studying”?

The programme is video-based, modular, practical, and designed for learners who learn best by doing.

### 4) Is this fully online?

Yes. Learners study at their own pace and attend weekly live support sessions.

### 5) How do you prevent cheating if learners use AI?

Each module submission is followed by a live Zoom interview to verify understanding and authenticity.

### 6) Can adults enrol too?

Yes. The programme is open to learners of all ages.



# About IT varsity

IT varsity is a South African skills development provider operating since 2009, focused on digital skills and vocational training at scale. To date, IT varsity has supported nearly 300,000 learners across Africa. As a directly QCTO-accredited provider, IT varsity specialises in online-first learning models that combine practical projects, strong support, and industry-aligned outcomes.

IT varsity is the power behind the FNB App Academy.



**Bilal Kathrada**

Founder & CEO of  
IT Varsity



## Next Steps

### CHOOSE YOUR NEXT STEP:

1. Request the enrolment link
2. Join an online info session
3. Ask for a parent consultation call

### CONTACT

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“A practical pathway can change your child’s confidence — and their future.”