



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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|----|--|
| 02 | What is the CDE? |
| 03 | Today's Learners, Tomorrow's Careers |
| 05 | Rewrite Your Story |
| 07 | Future Career And Study Pathways |
| 08 | The Problem Parents And Learners Face |
| 09 | What Learners Will Learn |
| 10 | Curriculum Coverage Details |
| 12 | Programme Details |
| 13 | How the Programme Works |
| 14 | Learner Support & Monitoring |
| 15 | Enrolment Criteria FAQ |
| 17 | Learning Methodology |
| 19 | About IT varsity |
| 20 | Next Steps |



What is the CDE?

The Certificate in Digital Entrepreneurship (CDE) is an

- Online
- Accredited
- NQF Level 4 qualification
- That is equivalent to Matric

It is designed as a modern, practical, learner-friendly alternative to matric.

IS IT MATRIC?

The CDE is an excellent alternative to matric. It is practical and Online - you don't need to go back to school to study.

It is important to remember that the CDE is a standalone qualification (different from the National Senior Certificate).

It brings its own benefits: skills, job-readiness and university entrance options.

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).



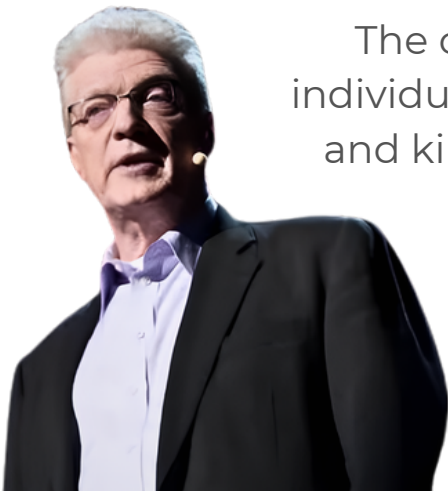
Today's Learners, Tomorrow's Careers

My child has ADHD
My child is a slow learner
My child is not coping
My child has a low attention span
My child is being bullied at school

Stop! It's not them, it's the system.

The traditional school system was built for a different era. If a learner is struggling to fit into that rigid mold, it is not their fault.

- We understand the frustrations families face
- And we designed a path built for the real world



The current system is stifling the individual talents of too many students and killing their motivation to learn.

~ Ken Robinson

HOW THE CDE PROGRAMME WAS DESIGNED WITH YOUR CHILD IN MIND:

- ✓ **Relevant, Real-World Subjects:** We cut out the filler and outdated theories that waste a learner's energy. Everything we teach is a direct, high-value skill needed in today's digital economy (see the specific career tracks detailed below).
- ✓ **Project-Based, Not Exam-Obsessed:** We ditch high-stress written exams. Instead, learners prove their competence by building real, practical digital projects.
- ✓ **A Safe Creative Sanctuary:** By learning online from home, students escape the distractions, anxieties, and pressures of the traditional schoolyard.
- ✓ **Learn at Your Own Natural Pace:** No one gets left behind, and no one gets bored. Learners can pause, rewind, and review content until it clicks.
- ✓ **Built-in Human Support:** Your child is never isolated. Weekly live sessions, dedicated support channels, and personal viva interviews ensure they are constantly guided and validated.

PREPARING FOR THE CAREERS OF TOMORROW

The future job market doesn't reward compliance; it rewards capability. The CDE programme bypasses outdated theory to train learners for Business + Tech:

- **E-Commerce & Digital Sales:** Building and managing online storefronts.
- **Digital Marketing & Content Creation:** Managing brands, social media pipelines, and commercial media production.
- **Web & Graphic Design:** Creating the functional user experiences that every modern business requires to survive.
- **Digital Entrepreneurship:** Giving them the foundational skills in marketing, planning, and finance to launch their own business or freelance successfully.

Our kids aren't broken; the system is. And we are hurting them by forcing them into an obsolete mold instead of helping them unlock massive tech opportunities.

~ Bilal Kathrada





Rewrite Your Story

THE FRUSTRATIONS OF ADULT LEARNERS

- **The Classroom Fear:** The thought of sitting in a lecture hall surrounded by 18-year-olds can feel intimidating and uncomfortable.
- **No Time to Put Life on Hold:** You can't afford to quit your job or neglect your family responsibilities for three years just to get a certificate.
- **Outdated Admission Barriers:** Traditional universities often lock people out based on high school marks achieved decades ago, completely ignoring your real-world maturity and life experience.
- **Fear of High-Stress Exams:** Memorizing textbooks for written exams is stressful and has very little to do with how actual work gets done today.
- **Maths:** Need we say more here?

WHY THE CDE PROGRAMME FITS ADULT LIVES

- **Zero Schoolroom Drama:** You learn completely online, from the comfort of your own home, on a schedule that bends around your job and family.
- **No Outdated Prerequisites:** We care about where you want to go, not where you started. Your drive and willingness to learn matter more than past academic report cards.

- **100% Practical Skills:** You won't waste time on abstract theories. Every module teaches you practical, in-demand digital tools that you can apply to earn money or improve your career immediately.
- **Step-by-Step Human Guidance:** Learning online doesn't mean learning alone. Our structured support channels and weekly live interactions ensure you always have a direct line to help when you need it.

REAL-WORLD OUTCOMES FOR ADULT GRADUATES

This programme is designed to help you pivot quickly into modern, flexible career paths:

- **Earn a Promotion or Change Fields:** Move out of dead-end roles and into high-growth digital execution, marketing, or design positions.
- **Launch a Freelance Side-Hustle:** Use your new skills in web design, copy, or content creation to bring in a second stream of income.
- **Formalize Your Business:** If you already run a small business, get the formal digital, financial, and marketing structures you need to scale it exponentially.

You can't change your past—but with the right tools you can build your future.





Future Career And Study Pathways

After graduation, learners can choose to:

1) Study Further

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

- The IT varsity Diploma in IT (NQF 6)
- Pursue a degree in a university

IMPORTANT NOTE*

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

2) Get a Job

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) Start a business

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



The Problem Parents And Learners Face

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 Learners Will Learn

LEARNERS WILL STUDY THE FOLLOWING SUBJECTS:

- 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
- 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



Programme Details

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

For learners who cannot afford the full fee, partial bursaries are available.





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





Enrolment Criteria FAQ

1) Does my child need Matric to join?

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

2) My son left school for religious classes at Grade 8 – can he enrol for this course?

Yes

3) Does my child need Maths or Afrikaans?

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

4) What happens if my child did "Maths Literacy" in school?

They are most welcome to enrol. Maths lit is not required for the course.

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

- 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.

6) My son has no discipline. I'm afraid he won't focus.

Our support team creates customized learning plans for every student, and they constantly monitor learner progress.

7) Can adults enrol too?

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





Learning Methodology

1) If there is no classroom, how will I learn?

All learning is online via IT varsity's Virtual Campus. There are videos, notes, tasks, assessments, live lectures and assignments. It is a fun and interactive experience.

2) How will I get my learning materials?

When you enrol, you will be sent a username and password.

If you have a phone, a tablet or a computer, you can log in and all your learning materials will be available on the Virtual Campus.

3) Will I have to buy textbooks and stationery?

No. All your learning materials are provided via the Virtual Campus.

4) I don't have a laptop – can I study?

Yes! The course is “mobile first” – so if you have a capable phone, you are good to go.

5) Is it full time or part time studies?

It is part time and flexible – which means you can learn at any time in the day you choose.

6) How much time will I need to study?

You will need 2 hours per day.

7) My son wants to study with you, but what will he do for the rest of the day?

He can:

- do extra-curricular activities such as sports, coding, art and speech & drama
- he can engage in other studies, such as religious studies
- he can get a job or start a business

8) How is learning assessed?

There are no traditional exams. Instead, learners demonstrate understanding by producing real work and submitting it online via IT varsity's Virtual Campus.

9) How do you prevent cheating if learners use AI?

When students submit an assessment, it is followed by a live Zoom interview to verify understanding and authenticity.





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

WhatsApp: (+27) 65 537 2615

Email: info@itvarsity.org

Website: www.itvarsity.org

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your child's confidence — and
their future.

