



BUSINESS ACADEMY

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PERFORMANCE ENHANCEMENT CENTRE

Training - Coaching - Consulting - Mentoring

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BUSINESS ACADEMY

AT A GLANCE

Cocreating solutions in an ever-changing world; transforming thinking towards socially responsible behaviour and building sustainable businesses that add value

Understanding Your Need?

In this fast paced high tech world we're living in, clients want value, professionalism and quick turnaround times from service providers. Business Academy has positioned themselves in such a way that cocreating solutions with clients are quick and easy.

Most of our clients indicated that they need:

- The highest possible tax rebate incentive
- Increased performance from their existing staff complement
- The highest possible points on their BEE score card
- The lowest possible training & development spend
- Seeing that their skills development spend is utilised and yielding real results
- No hassle with skills plans and training

Benefits of Choosing Business Academy!

- The complete preparation of your annual skills plans and training reports
- Learnerships that allow you to claim tax rebates for able bodied and disabled employees
- Strategically customised skills development solutions designed to meet the exact needs of your organisation
- A blended learning methodology that ensures measurable outcomes
- An Award-winning online learning platform containing Unit Standard aligned learning programmes and customised options
- A fully Seta Accredited BEE Level 2 Training Service Provider with a credible track record since 2003
- A team of practicing professionals to address matters ranging from legal disputes to executive coaching to social media marketing
- Securing maximum points against BEE Codes of Good Conduct and the utilisation of Government initiatives such as tax rebates, youth subsidies and grants
- Expertise that optimises your skills development - social - and enterprise development spend to the full
- The potential to maximise claims by utilising subsidies and rebates of actual spend towards skills development

Business Academy is a **B-BBEE Level 2** Company and an Accredited Training Service Provider with Services SETA and LG SETA (Local Government)

Training Made Easy

The recent global pandemic emphasised to all how quickly things can change resulting in top management rethinking how to do things differently. Business Academy is known for its *innovative approach* to learning. We understand that you regard learning to be more than just completing a workshop or learning programme, but the integration of skills to be easily applied across sectors in industry.

All the *programmes* on offer, whether face-to-face or on the Business Academy Online Campus, are highly interactive and incorporates neuro-science in its approach. Business Academy is accredited with both the Service SETA and the Local Government SETA (LG SETA) and offers the following Qualifications:

Qualifications:

US Number	Qualification Name	NQF Level	# Credits
49648	NC New Venture Creation	Level 2	138
74630	FETC Generic Management	Level 4	150
50081	FETC Leadership Development	Level 4	160
50800	FETC Project Management	Level 4	136
59201	NC Generic Management	Level 5	162
58344	FETC Administration Management	Level 4	150
61450	FETC Film & Television Production Operations	Level 4	157

NC = National Certificate

FETC = Further Education & Training Certificate

Utilising the option of *Internships* within the organisation has great tax benefits for the Employer. Section 12H of the Income Tax Act allows for an R 80,000 tax rebate per able bodied learner and R 120,000 per disabled learner. A Business Academy consultant will guide you through the process of successfully integrating learnership into your organisation.

Association of Professionals

Professional Service offered through our associates and affiliate bodies include, but are not limited to the following:

The Business Academy team consists of practicing professionals in their respective areas of industry. Each associate has at least 10 years of firsthand experience in enterprise development and leadership.

- Executive Coaching of top CEO's, Industry- and Political Leaders
 - Legal and B-BBEE compliance
- Performance Management and the development of Performance Management Systems
 - Financial Planning, Management and Accounting Systems
- Labour Relations and any matters relating to negotiations, conflict and disputes
 - Brand building and Social Media Marketing
- Website, mobile application and tech system development
 - New enterprise development complete with associated functions
- Health & Safety Consulting based on both local legislation and International best practice

Corporate Identity



What makes us Unique?

- Online Learning Platform utilising principles of long-term retention
- Neuro-science & principle based and focus on changing behaviour
- Incorporating a blended learning Incubator
- Practicing Professionals

Our Values

We commit to respecting the ethos of our clients and to serve the business community with quality products and service. We further commit to the values and principles of:

- Integrity
- Respect
- Excellence
- Relevance
- Innovation
- Synergy through Networking
- Protecting our Heritage

Associates

Business Academy has forged relationships with numerous subject matter experts from various industries in order to offer our clients the highest value in training interventions possible. Reference to these associations may be found on our website.



Our Vision

We strive to add real-time value:

- to the quality of life of individuals through establishing an online Campus and empowerment interventions
- to organisational leaders and their teams by empowering them to manage change, develop innovative strategies and co-create business solutions that will drive the 21st Century
- to a youth community that needs to become innovative and proactive towards a self-sustaining purposeful future

Our Mission

- To cocreate innovative business solutions with our clients that will significantly impact their industry
- To collaborate with dynamic, driven individuals, organisations and service providers in order to develop employable individuals, sustainable small enterprises and a culture to build a country
- To establish a body of professionals and structures to facilitate the development of entrepreneurs and leaders
- To provide an online learning campus for individuals to facilitate continuous learning towards personal growth, skills development and career enhancement
- To influence the education industry through interventions, publications, technology, innovative products and support

Our Services

Youth Development Programme

In addition to preparing young people to be employable, the Academy emphasises an entrepreneurship mindset and the value of securing your future through new venture creation. Our youth development programmes have been trusted by schools and organisations nationally since 1993.

Accredited Skills Training

Accredited with Service Seta since 2005, Business Academy offers a wide range of credit-bearing programmes as well as Recognition of Prior Learning assessments on our blended learning programmes. Learnerships are available on selected qualification.

BBBEE Consulting

Through our professional associates, Business Academy is able to facilitate a sound strategy to optimise your Skills Development, Social Investment and Enterprise Development spend towards an improved BBBEE position.

Recruiting

Our recruiting drive stems from proactive youth seeking bursaries due to insufficient funds or very limited disposable income. Business Academy utilises several channels to recruit suitable candidates for a wide range of disciplines. A systemised recruiting process ensures no discrimination and includes disabled talent with the capacity to contribute to organisational and economic growth.

Business Academy Online Campus

Keeping in step with technology, a series of skills development programmes are offered on the Business Academy Online Learning Platform. Two of the programmes are focused on enterprise development which ties in well with the BEE Codes of Good Conduct. Webinars and face-to-face interventions complete our blended learning approach.

SME Launchpad Incubator

Candidates that complete four programmes towards the Entrepreneurship Qualification will qualify to enroll into the SME Launchpad Virtual Incubator where they will be provided with a business mentor to help you build your enterprise.

Business Academy Online Campus



Business Academy Online Campus is an e-learning platform geared specifically to enhance adult learning for those historically disadvantaged individuals who have previously not had access to professional and relevant tertiary learning opportunities. Learning material is easily accessible on any *digital device – Smartphone, tablet or a personal computer.*

The Learning Experience is unique due to a combination of cognitive learning levels, long term memory integration and practical reinforcement. The Campus utilises a micro-learning methodology with the focus on behavioural changes (think skill-based training) rather than purely task-oriented solutions. The integration of neuro-science, thinking styles and elements of Gamification allow for a highly interactive and innovative approach to learning. The learning content is hosted on a recognised E-Learning platform that is uniquely designed to facilitate the learning process.

Online Campus

All programmes are Unit Standard aligned, unless otherwise stated, and offer self-assessment on a regular basis. Formal assessment towards a full qualification is available through our blended-learning model, which includes the completion and submission of a Portfolio of Evidence. Training is grouped into the following seven categories:

categories:

- Sales & Marketing
- Occupational Health & Safety
- Education Industry
- Human Capital
- Leadership & Management Development
- Entrepreneurship Development
- Skills & Career Development

Did you know that:

- **More than 70% of South African people who are employed work within the SMME sector**
- **Almost 80% of start-up businesses do not survive their first year in business when working alone**
- **Start-up businesses have an 80% better chance of becoming sustainable when participating in an incubation programme**

Benefits of online learning include

- Employees that learn online, from the comfort of their own homes in their own time
- Increased production due to the reduction of employee absenteeism resulting from training
- Employees use a device they are familiar with, their Smartphone, Tablet or PC browser
- Gamification and social incentives on the learning platform increases learning engagement
- Increased knowledge retention as a result of having access to repetitive learning
- The employer gains skilled employees and increased production time
- The employer has access to reporting on the progress of each employee
- The employer has access to tax rebates, subsidies, grants and incentives depending on choice of service
- Instant gratification since micro-learning allows employees to immediately implement what they have learned.

Incubation

Discover Our Expertise

SME Launchpad exists to positively impact on the critical unemployment issue facing our country. We do this by empowering individuals to start relevant sustainable businesses that will produce employment opportunities within local communities. Our unique approach of blending micro-learning with a small enterprise incubator is not only what differentiates us, but also what makes us successful.

This service also allows organisations to claim a tax rebate against their Enterprise Development spend at the end of the financial year.

Where many training companies focus their attention to preparing young people for a world of employment, Business Academy realizes that, with an increasing population and a diminishing employment scope, a new paradigm towards entrepreneurship development is required. It is with this understanding that Business Academy initiated the SME Launchpad Incubator.

Initially intended to be a walk-in facility, the incubator today has increased flexibility through the use of the latest technology to assist young entrepreneurs to build their businesses while having the support of mentors, business coaches and support service specialists online. In addition, the incubator provides a broad range of services to passionate, driven individuals willing to commit to achieve their short term objectives and long term vision.

Services Summary

- New Business Start-up – Registration
- New Business Start-up Mentoring
- Business Awareness Training – online or Face-to-face
- Implementation of Administration System
- Implementation of Human Capital System
- Implementation of Performance Management System
- Implementation of Turn Around Strategy
- Implementation of Covid-19 Compliance
- Implementation of generic HSEQ Compliance
- Compilation of Brand Manual
- Compilation of Occupational Health & Safety File
- Compilation of Workplace Skills Plans
- Brand design – Logo, Tag line, etc.
- Marketing Strategy Development
- Marketing Material Design
- Promotional Material and Gifts
- Basic Website Design
- Complex Website Design
- Mobile App Design
- Online Shop Design

- Onsite Risk Assessment
- Training Needs Analysis
- Structure of Learnerships
- Health & Safety Training
- Business Plan Development
- Event Management
- Health & Safety Management
- Facilitation of Employee Tax Incentive
- Management & Leadership Development
- Education Sector Development
- Social Media Marketing
- School Realignment & Development
- Recruitment
- Executive Coaching
- Small Business Coaching
- Career Coaching
- Relationship Coaching
- Online Learning Campus
- Skills Training