



eSkills for Entrepreneurs

Presented by the Department of Informatics, University of Pretoria

The **eSkills for Entrepreneurs** short course provides you with the opportunity to understand technology better and to see how technology can assist you in growing your business. It will also help you to see and understand how to optimise your communication skills through technology, with not only employees, but also suppliers and customers. You will also start to understand the benefits of social media and how you can use it to help grow your business as a marketing tool.

This course is a great way for entrepreneurs and small business owners to start to understand the important role technology can play in their business. It will assist you in reducing certain costs and to optimise your time and by rather focusing on the operational side of the business than to run, phone or drive around to communicate to employees, suppliers or customers. This course will focus on introductory computing concepts and progress towards more intermediate levels of computer skills needed to effectively run a business.

Course content

- Basic computing concepts (includes operating systems)
- Microsoft Office Word 2010 (with an emphasis on business writing)
- Microsoft Office Publisher 2010 (for business templates)
- Microsoft Office Outlook 2010 (Gmail)
- Microsoft Office Excel 2010 (emphasis on business finances)
- Microsoft Office PowerPoint 2010
- Web 2.0 and smartphones
- Microsoft Internet Explorer 8 (emphasis on eLearning and searching the web for information/knowledge)

Learning outcomes

After successfully completing this course, you will be able to

- understand technology and its benefits to business better
- ensure all admin processes within your business are conducted electronically
- reach a wider audience or target market through the use of technology
- reduce time spent on administrative tasks
- reduce cost on marketing strategies
- backup all business documents and thus ensuring increased security of data, and
- use software applications such as Word and Excel for your business.

Who should enrol?

This course is ideal for you if you have a start-up business or a small business that has been running for a while that realises the need and benefits of using technology.

Course fees

R1 254.00 per delegate (VAT incl.)

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should at least have a start-up business or a small business that has been running for a while.

Accreditation and certification

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Registration and enquiries

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Shifting knowledge to insight

