



MIDRAND MANAGEMENT COLLEGE
EST. 1996

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FET Certificate: New Venture Creation

Services Seta. NQF Levels: 4 SAQA I.D. 66249

The purpose of this qualification is to develop the appropriate skills and knowledge required by a person for the establishment and development of a small to medium business venture. Learners attempting this qualification will be equipped with a variety of technical, business managerial, and personal skills and strategies, to help them succeed in the creation and sustenance of a business.

This programme is for aspiring and start-up entrepreneurs who wish to acquire the skills to establish, run and manage a profitable and sustainable business. Individuals working within the corporate environment whose responsibilities include growing the profitability of a business unit may also benefit from this programme.

On completion of this qualification you will have the knowledge and expertise at a slightly advanced level to start your own business. You will also be in a position to apply for various tenders in your sector of business.

Programme Outcomes

At the end of this qualification learners will be able to:

- Work with others to undertake or support the project management activities.
- Assist the project manager and/or project team by contributing and participating in planning, execution and control activities.
- Provide support to the administration of a project.
- Describe and apply specialized technical methods, tools and techniques to a project to deliver project objectives.

Career Opportunities:

- Business Manager - SMME (Small, Medium and Micro Enterprises) Sector
- Market Manager
- Business Development Bank Official

FET Certificate: Marketing

Services Seta. NQF Levels:4. SAQA I.D. 67464

Marketing is the main method of communicating a brands, product or services value to the consumer with the aim of selling the particular brands, product or services.

The Qualification allows the learner to work towards a nationally recognized professional Qualification. It aims to develop individuals who wish to be qualified in one of the five sub-disciplines of Marketing: Direct Marketing, Marketing Communication, Customer Management, Marketing Management, Marketing Research. The Qualification has building blocks from which a deeper and fuller appreciation of marketing can be developed and will help learners to achieving personal, learning and career goals.

People involved or wishing to work in Marketing will access this Qualification. It will also serve as an entry Qualification into the higher levels of Marketing Qualifications.

Career Opportunities:

- Marketing Managers
- Marketing Assistants
- Product/Brand Managers
- Public Relations Managers
- Category Managers
- Marketing Database Administrators

National Certificate: Business Management

Services Seta Levels: N4-N6 Saqa ID: 66871, 66929, 66995

Business Management refers to all the activities involved in running a business. It includes planning, controlling, leading and monitoring. Management is all about organising people and motivating them to achieve the organisation's goals.

As a manager you will provide leadership, set goals and implement strategy, oversee budgets and targets, monitor recruitment, training and organisation of staff and see to compliance with company regulations and policies. use the available time and resources effectively.

Career Opportunities:

- General Management
- Economics
- Small Business Management
- Assistant Management
- Entrepreneurship
- Business Development
- Quality Assurance
- Management Consultant

National Certificate: Public Management

QCTO Level: N4-N6 Saqa ID: 66875, 66955, 67000

Public managers occupy positions of leadership at central, provincial and local levels of government, as well as in related parastatal institutions. The public manager is involved in many facets of public finance, state security, domestic security, foreign affairs, education, manpower, commerce and industry, economics and matters of local interest.

The aim of the qualification is to prepare students for a career in the public sector. The object is to prepare students for entry into commerce and industry, and to offer invaluable guidance on managerial competencies for those preparing to enter higher levels of the public sector.

Career opportunities:

- Public Services Administrator
- Project Administrator
- Administrative Service Manager

- Activist/ Lobbyist
- Communications Officer
- Contract Administrator
- Environmental Health Officer

National Certificate: Human Resource Management

Services Seta. Levels: N4-N6 Saqa ID: 66873, 66953, 66997

Human Resources Management (HRM) deals with the management of an organisation's workforce, from the most junior member of staff to the chief executive.

This course will equip you with the basic skills needed to work towards a career in human resource management and help you gain basic job-relevant skills in HR.

You will be the central force from which everything operates, and the first point of contact for new employees coming into a company.

Drafting policies, briefing job descriptions, assisting with recruitment, training and development, maintaining professional, academic and technical knowledge within a company, could easily be 'all in a day's work' for a human resources manager.

Career Opportunities:

- Human Resources Practitioner
- Human Resources Training Co-ordinator
- Human Resources Administrator
- Workforce Consultants

The course covers topics such as:

- Personnel management
- Communication
- Supporting the implementation of procedures and systems related to human resource management and practices
- Recruiting and developing company personnel
- The establishment and improvement of labour and employee relations
- Staffing compensation.

Admission requirements: Matric.

Short Courses in Human Resource Management – for all managers and employees:

These courses are suitable for all personnel. Students will learn how to demonstrate and understand the purpose and application of the Basic Conditions of Employment Act in the following areas:

- Conflict management (2 days)
- Negotiation skills (2 days)

- Negotiation skills and conflict management combined course (3 days)
- Preparing for and presenting in a disciplinary hearing (2 days)
- Chairing a disciplinary hearing (2 days)
- Managing in a unionised environment (2 days)
- Dispute Resolution (substantive law) (2 days)
- Labour Relations Act amendments (2 days)
 - Understanding the main aspects of the Labour Relations Act (LRA) as amended, that relate to the management of a business unit.

Note: There are no pre-requisites to studying these courses, but a basic understanding of IR and Labour Law will be an advantage.

Strategic Management and Business Planning

SABPP Accredited & recognised by SAQA). Post Graduate Programme, Level 7.

This unique programme aims to develop and apply leading edge strategies for growth and business development, management and thinking skills.

The course is designed for all levels of executives, managers, entrepreneurs, graduates and professionals across sectors and can be customised to specific organisations.

Overall Objectives and Outcomes include:

- World-Class Strategies for Sustainable Growth, Profitability and Competitive Advantage
- State of the Art Strategic Management and Thinking Skills and Processes at all Levels
- Winning Business Plans and Financial Models which are Viable, Scalable and Bankable
- Practical Action Plans for Implementation and Monitoring towards Successful Results

PART 1: Global, National & Regional Growth Strategies

- Let's Get Growing: ABC's of Activating Growth with Bold Leadership and Confidence
- Growth Vision: Diamond and Circle of Inclusive Growth: Making the Circle Bigger for All
- Global Growth Acceleration Drivers, Scenarios, Trends, Opportunities, Risks & Strategies
- Regional Growth NEWS: Africa, Americas, Asia-Pacific, Australasia, Europe and M-East
- National Growth Boost: TEAM SA, NDP, NGP, Provincial and Local Growth Strategies

PART 2: Industry Sector Growth & Development Strategies

- Industry Growth Strategies: Growth, Development and Disruption Models across Sectors
- In-depth Case Studies on Sectors: Agriculture, Construction, Energy, Finance, Property,
- ICT/Mobile, Infrastructure, Manufacturing, Mining, Services, Tourism, Trade, Transport
- Social Sectors, Housing, Townships to Cities, Health, Education and Skills Development
- Winning Advantage, Attractiveness, Linkages, Partnerships, Synergies and Strategies

PART 3: Business Growth & Financing Strategies in Action

- Business Case Studies: Crystallising your Business Model and Minimum Viable Products
- Business Start-up, Entrepreneurship, Innovation, and Enterprise Development in Action
- Boosting Business Growth and Development: Applying Models, Viability and Scalability
- Show Me the Money: Financing Strategies, Investment Models, Proposals and Sourcing
- Time for Action: Alignment, Implementation, Leadership, Management and Performance

➤ HOSPITALITY AND EVENT MANAGEMENT

National Certificate: Event Management

CathsSeta. NQF Level: 4

Event management is the co-ordination, running and planning of all the people, teams and features that come together to create an event. Event managers and organisers are responsible for the production of events from conception through to completion.

Learn how to become an excellent event manager and how to plan and execute the perfect event.

Course outcomes:

- Plan and execute an event, taking responsibility for the creative, technical and logistical elements.
- Overall event design
- Budgeting and financial planning
- Catering
- Building a marketing and communication strategy
- How to implement a promotional strategy for an event
- Audio-visual production
- Budgeting
- Negotiation
- Risk management
- Client service.

Course duration: 40 weeks x 2 hours per week.

Admission requirements: Matric.

National Certificate: Tourism

Accredited Certificate Levels: N4 – N6 Saqa ID: 66910, 66978, 67013

This tourism qualification will equip you with the fundamental knowledge and skills to work in the tourism industry. You will be required to be organised and have good communication skills. You will be able to provide the traveller with excellent customer service and to effectively assist clients with information and reservations to make their trip fun and memorable.

Tourism is the fastest growing industry in South Africa, providing an ever-increasing contribution to South Africa's economy.

Career Opportunities

- Junior travel consultants
- Tour operators
- Car rental agents
- Front office or reservations desks at a hotel.

➤ INFORMATION TECHNOLOGY

National Certificate: Information Technology: End User Computing

MICT Seta. NQF Level: 3 SAQA I.D. 49077

The purpose of this qualification is to confer the qualifying student with a basic knowledge and understanding of using ICT in the organisation, with particular emphasis on word processing, Excel, PowerPoint, Outlook and Access.

The National Certificate in IT: End User Computing - NQF Level 3, is designed to meet the needs of learners who require end user computing skills in all sectors of the economy, as End User Computing is an essential skill in any business today. It aims to develop informed and skilled learners that can apply the acquired skills in any industry and should contribute towards improved productivity and efficiency in the workplace.

Learn how to make full use of Microsoft software products and gain experience and confidence to teach others how to operate a PC system.

This programme teaches all the fundamentals and IT principles of computers, and empowers learners to excel confidently in the digital world of End-user Computing.

Career Opportunities:

- Personal Assistants/ Receptionists
- Office Administrators
- Project Administrators

Admission requirements: The learner must be competent in skills gained from further education level NQF 2.

Course duration: 12 months.

Further Education and Training Certificate: Information Technology: Technical Support

MICT Seta. NQF Level: 4 SAQA ID 78964

Computer enthusiasts who wish to enhance their technical skills should pursue a career in IT Technical Support.

Technical support services help the user solve specific problems that are associated with a particular product as opposed to providing training or customisation services. These are technology related products which include computers, televisions, digital video recorders, and even cell phones. As an IT Support Technician, you will assist users with setup, maintenance, troubleshooting and problems they may have with their computers. You may provide two types of services, i.e. in person or remotely via a website, live support software or email. Specialisation of support might have you helping customers with a specific brand to type of product or you may help users with any computer related problem. Problems may include hardware setup, loss of data, and non-working software among others.

- This course provides learners with an entry level for further study in Information Technology and related fields, as well as for initial employment in the computer industry.
- The qualification builds on knowledge areas covered in National Certificates and short learning programmes at NQF level 2 – 4.
- The Qualification consists of a Fundamental, a Core and an Elective Component.
- Learn how to communicate effectively with other IT staff members & users of information systems.
- Demonstrate an understanding of the different types of computer systems and the use of computer technology in business.
- Demonstrate an understanding of problem solving techniques, and how to apply them in a technical environment.
- To be awarded the Qualification learners are required to obtain a minimum of 163 credits.

A Qualifying learner at this level will be a well-rounded entry-level Systems Support professional with a good fundamental knowledge of the Information Technology field, coupled with interpersonal and business skills, allowing for specialisation in one of the following Systems Support fields:

- Hardware and Infrastructure Support for Personal Computers
- Hardware and Infrastructure Support for Office Products
- Data Communications and Networking (and any new field not specified yet, allowing for new specialisations in this area)

Career Opportunities

- End User Support Technician
- IT Technician
- Network Technician
- Server Administrator
- LAN Administrator

Admission requirements: The learner must be competent in skills gained from further education at NQF level 3. Exposure to computing is an advantage.

Course duration: 12 months.

National Certificate: Civil Engineering

Accredited Certificate Levels: NQF 5-6. Saqa ID's: 66881, 66960 and 67005

A Civil engineer is responsible for the planning, design, maintenance and management of construction projects. These projects are concerned with the construction of multi storey buildings, roads, bridges, harbours, airports, sport stadiums and water and sewerage purification plants. Civil engineering involves the constant recreation, improvement and conservation of the environment, as well as the establishment of the facilities required for the effective functioning of the community.

The civil engineer designs major structures and monitors the construction process. You will supervise surveyors, draughtsmen, technicians and other workers. The civil engineer may also carry out research, teach at universities or serve as a consultant for engineering, construction or architectural firms.

When you enter into the field of Civil Engineering expect to learn more about planning, designing, constructing, managing and maintenance of the physical environment. Civil engineering is one of the most diverse professions in the engineering sector. Upon successful completion of National N Diploma in Civil Engineering, you will be qualified to specialize in structural, construction, geotechnical, traffic, water resources, urban planning, materials, and many other emerging areas. Graduates go on to become involved in everything from planning and designing transport systems to enhancing the energy efficiency of buildings or undertaking the treatment and restoration of contaminated sites.

Career opportunities:

- Architectural Technology
- Drainage Inspection
- Quantity Surveying Technician
- Town and Regional Planning
- Sanitation Engineering
- Road Construction Engineering
- Civil Building Construction
- Building Inspector

Admission requirements: Senior Certificate or NSC or relevant NATED N3 Qualification or RPL

Duration: The programme duration is a minimum of three trimesters of face to face tuition.

National N6 Diploma

Awarded at the completion of a minimum of 18 months or 2000 hours practical relevant workplace exposure is mandatory for this final qualification.

National Certificate: Electrical Engineering

Accredited Certificate Levels: NQF 5-6. Saqa ID's: 66881, 66960 and 67005

The Electrical Engineering programme is the study and application of electricity, electronics and electromagnetism. Electrical Engineers study the uses of electricity and equipment for power generation and distribution.

This dynamic field involves the design of electronic circuits and the development of systems such as aircraft autopilots and state-of-the-art computers. Micro-electronics, the manufacture and repair of products like computers, microwaves and control systems, also falls within the ambit of Electrical Engineering.

Career Opportunities:

- Electrical Engineering
- Project Management
- Instrument Technician
- Electrician
- Design Engineering
- Telecommunications
- Appliance Manufacturing and Installation

National Certificate: Legal Secretary

QCTO Level: N4-N6 Saqa ID: 66880, 66959, 67004

This qualification has been developed to enable learners who are particularly interested and talented in an occupational / vocational area to develop competencies as a legal secretary, which will enable them either to study further or to be employed and be productive in the sector at entry level and/or second tier level.

This qualification is aimed primarily at giving the learner technical, theoretical knowledge, practical knowledge and workplace knowledge and skills required in their chosen occupational/vocational area.

National Certificate: Educare

QCTO Level: N4-N6 Saqa ID: 66883, 66971, 67007

Educare equips you, the student, with theoretical knowledge and practical skills to work with children up to 4 years old and start your own crèche. You will learn to identify signs and symptoms of child illnesses, learn the methodology of planning and presenting lessons, how to make equipment for class, how to deal with staffing issues, how to organise budgets, etc.

Career Opportunities:

- Assistant in Grade R class
- Managing own business (crèche, playschool, etc.)
- Au Pair – employed privately to take care of children
- Taking care of babies and toddlers up to 5 years old – as a facilitator
- Assist in managing finances of centre/crèche