



Growth-Link

2 Day Workshop:

The basics of business – 2 days



An understanding of the business process is important for business success. The business success depends not only on the business owner, but also on the employees and the process that takes place to get the product or service to customers. It is therefore important that both the business owner and the employees understand the basics of running a business.

YOU WILL LEARN TO

- Describe the reasons for starting or running a business.
- Explain the role assets play in carrying out business.
- List the sources of money required to establish and run the business.
- List the areas of expenditure in a business (where the money goes to).
- Describe how profit is generated and how it might be increased.
- Describe the benefits to each stakeholder group of making a profit in the business.

- Identify and explain the role of the bookkeeping and accounting function of the business.
- Identify and explain the role of the human resource function of the business.

FAST FACTS

2 Days

Target Audience:

Existing small business owners

Junior employees, Graduates, Interns

(A-B lower)

KEY WORDS

Business Expenditure
Bookkeeping Assets
Accounting
Human Resources

Unit standard title	U/S ID	NQF Level	Credits
Describe and discuss basic issues relating to the nature of business, the stakeholders in a business and business profitability	13176	1	3

How this module links with the GLIS Development Framework

Competency Cluster (s)	Lead Business
Competencies Addressed	Plan Client orientation

THE BASICS OF BUSINESS

Course Outline

