



# International Certificate in Impact Entrepreneurship (ICIE)

*“We do not teach entrepreneurship, we train impact entrepreneurs”*

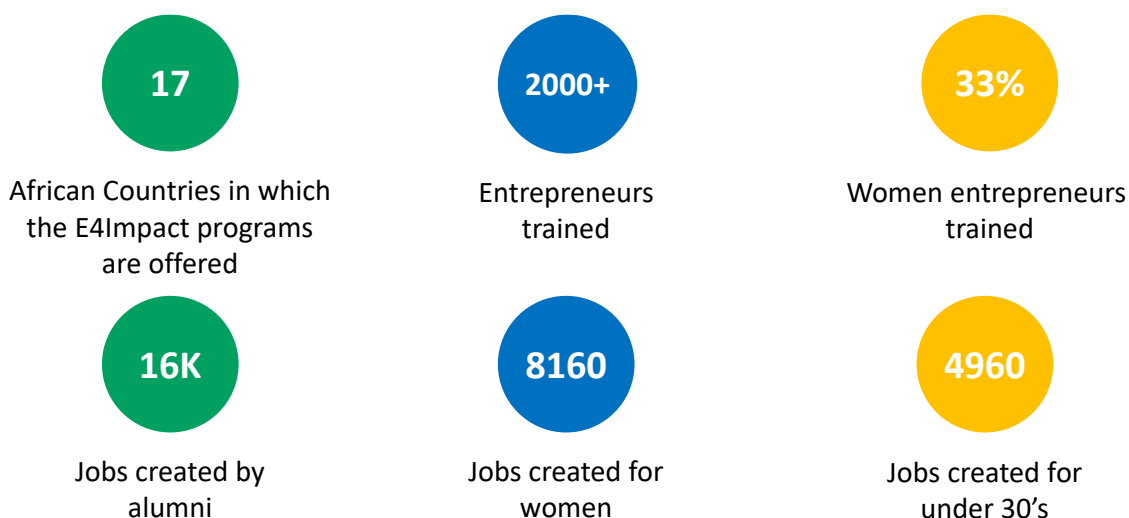


**Want to lead a rapidly growing business venture of your own?** We offer the best opportunity in South Africa to equip yourself with realising your business dream.

Our **International Certificate in Impact Entrepreneurship** is a practical, applied mini-MBA in Entrepreneurship that provides current and aspiring entrepreneurs with the skills and knowledge to ensure successful business development and growth, as well as funding opportunities.

The ICIE programme is delivered by the Tshwane School for Business and Society (TSB) in partnership with the ALTIS Business School of the Catholic University in Milan and the E4Impact Foundation.

## Key Facts About E4Impact Programmes



## Programme Structure and Content

The ICIE programme is among the best entrepreneurship programmes in South Africa, covering all the important aspects necessary to equip an entrepreneur for success. The programme is delivered in 4 sections, starting in July. It consists of 300 hours of learning activities over a 4-month period, covering Business Model Design, Entrepreneurial Marketing and Financial Model Design, as shown below.

Phase	Course
<b>Section 1</b>	<b>Business Model Design</b>
<b>Section 2</b>	<b>Go to Market (Entrepreneurial Marketing)</b>
<b>Section 3</b>	<b>Financial Model Design (Entrepreneurial Finance)</b>
<b>Section 4</b>	<b>Investors – Funds Raising Lab (Business Model Competition)</b>
<b>Action Project</b>	<b>Final Business Plan Submission</b>

The programme is delivered using a blended formula consisting of contact lessons, individual online learning sessions through a dedicated e-platform and coaching sessions. Contact classes are delivered twice a week, usually whole days on Fridays and on Saturday mornings. The table below shows the breakdown of these learning activities.

<b>300 hours</b>	<b>260 teaching hours</b>	<b>180 hours in contact learning</b>
		<b>80 hours in distance learning</b>
	<b>20 hours participants' action project (Business Plan)</b>	
	<b>20 hours participants' individual study</b>	

## ICIE Programme Business Development Process

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Each course within the ICIE programme is developed to address a **specific need** that arises when starting or scaling a business.

The programme is delivered as workshops where **innovative tools** are shared, and where the students work on **group projects** and get to meet successful entrepreneurs.

The programme also consists of **distance and online learning** sessions that guide the students to **apply the tools** they are learning within their business and of assignments geared at **field testing** their business approaches.

The final output from the programme is a **proven business model** and an **investment ready business plan**.

## Experts on the Programme

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### Programme Leader: Prof Tumo Kele



Tumo Kele is a professor in research methods and entrepreneurship at Tshwane School for Business and Society. He is also the faculty lead for the ICIE programme. He was a teaching academic and the Program Manager for the Doctor of Business Leadership degree and for Research at UNISA's Graduate School of Business Leadership (SBL). Prior to joining the SBL, he was the Director for the Centre for Business Analysis and Research and a faculty member at the University of Pretoria's Gordon Institute of Business Science (GIBS).

After many years teaching Mathematics, Statistics and Quality, Prof Tumo refocused his career towards business education soon after graduating with his doctorate. His core focus is now on the field of business education, specifically businesses at the bottom of the pyramid. He has supervised many MBA and PhD students in his specialist fields.

During his teaching career within business schools, he has been to Kenya, Mauritius, Namibia, USA (MIT and Harvard), Turkey and Belgium where he was either a visiting professor, attending conferences or taking students for academic trips.

### **Business Coach: Mr Ntando Kubheka**

Ntando Kubheka completed his MBA at NMU in 2014. He has 20 years working experience accumulated in Audit and Finance, Management Advisory specialising in Strategy, Process & People, Product Development, Software Engineering, Project Management, Banking, and Insurance. He is a seasoned technology and innovation executive, entrepreneur, lecturer, innovator, speaker, and futurist with an excellent record of business creation, corporate endeavours, an advanced educational background and proven leadership, collegiate instruction, and management consulting capabilities.



Ntando is the definition of a serial entrepreneur. He is the founder & CEO of three enterprises, namely Locomute – a car-sharing start-up, which was Africa’s first, Sugar.Insure – a home and contents insurer with a specific focus on township, rural and informal settlements, and The April80 Co. – a logistics enterprise with interests in long-haul, short-haul, and local deliveries including e-commerce

Ntando has won numerous awards including being a Gold Medallist in the Eco-Logic Transport Awards, Cape Town in 2015, Destiny Man Magazine Power of 40 Award in 2016, Frost & Sullivan: Visionary Innovation Leadership Award, San Francisco in 2017, being a Bronze Medallist in the Eco-Logic Awards, Cape Town in 2020 and the Green Business Economy Award.

### **Marketing Expert: Prof Vinessa Naidoo**



Vinessa Naidoo is a professor in Marketing and Leadership at the Tshwane School for Business and Society (TSB). She has a Doctorate (D.Phil) in Leadership and Branding from the University of Johannesburg and a Vocational Teacher Training Degree from the Haaga-Heila Vocational University, Finland. Vinessa is also a Global Institute of Organizational (GIOG) Coach and has completed all training within the Institute of Directors (IOD).

Prof Vinessa is an exceptional academic and a female entrepreneur. She has been with the People’s University (TUT) for the past 18 years, of which 15 years have been lecturing on TSB’s MBA programme. While at TSB, she has successfully supervised over 40 Masters and Doctoral graduates to completion. She has also done extensive Coaching for executives of Tsogo Sun and BMW. She also sits on the TUT Pension Fund Board as a Trustee, is part of the DST Adjudication Panel (Ministerial Appointment) and is an Executive of the TUT’s Women in Leadership Forum (WLF).

As an entrepreneur, Prof Vinessa has been a managing member of Sankofa Management for the past 20 years and a Director of Joy to Serve (a non-profit, community-based company) which aligns with her passion for women development. Vinessa is passionate about nurturing and growing entrepreneurs and has successfully mentored many businesses in South Africa as a previous Khula Business Consultant.

### **Financial Expert: Ms Precious Mvulane**

Precious Mvulane CA (SA), RA is an award-winning businesswoman, author, and content developer. Her expertise lies in finance, compliance and governance. Precious has 20 years' experience in multiple finance roles and has been involved in several governance structures in both the public and private sector for the past 14 years. These entities include national government departments, public entities, state owned entities and professional bodies.



She is the owner of GAD Consulting Services Inc., initially an Accounting and Tax consultancy, which has since evolved into a Training, Publishing and Development organization that aims to educate, empower, and enable leaders to achieve organization objectives.

She is the author of *The Essential Finance Handbook for Business Owners – 7 steps to manage your financial performance*, which has sold over 5 000 copies and was featured in the media (TV, radio, newspapers, and magazines). She has also developed and released a registered trademark program in 2015, *Finance Success Program – everything the business owner will ever need to know about business finance and compliance*. [www.financesuccess.co.za](http://www.financesuccess.co.za)

### **Business Model Expert: Prof Nate Bennett**



[Nate Bennett, Ph.D. is a professor](#) with the Entrepreneurship and Innovation Institute in the J. Mack Robinson College of Business at Georgia State University. Robinson is one of the world's largest and most diverse business schools.

Before joining Georgia State, Bennett was responsible for the technology entrepreneurship program in the Georgia Institute of Technology's executive MBA program. In that role, he worked with hundreds of entrepreneurs and supported their efforts to launch new ventures. Since joining Georgia State, he teaches entrepreneurship, innovation, and change management to executives and MBA students. He has spent over 30 years coaching entrepreneurs and advising investors and small businesses on how to find growth. Personally, he launched three successful non-profit social entrepreneurship ventures to support children's access to youth sports.

Bennett travels frequently to South Africa and has worked with entrepreneurs in Cape Town, as well as Langa and Khayelitsha Townships. He has published in resources for managers including Harvard Business Review, Wall Street Journal, BusinessWeek.com and Forbes.com. He is currently a regular contributor on leadership topics to Forbes.com where you can [follow his column](#). He is co-author of two books published by Stanford University, *"Riding Shotgun: The Role of the COO"* and *"Your Career Game: How Game Theory Can Help You Achieve Your Professional Goals"*.

## Join the Programme

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The ICIE programme offers an opportunity for entrepreneurs to ignite business growth and make an impact to society through increasing employment. This programme is offered on a part time basis. The minimum requirement to join the programme is a grade 12 (matric) qualification.

To apply to the ICIE programme, the following documents should be submitted:

- 1) a completed application form and a business idea template
- 2) your CV
- 3) a copy of your grade 12 (matric) certificate

The business idea template will be your chance to tell us about the business you want to scale up or start up.

Following the selection process, successful applicants will be invited to join the ICIE programme. Additionally, some may be awarded a partial scholarship to help fund some of the programme.

Visit [www.tsb.ac.za/entrepreneurship](http://www.tsb.ac.za/entrepreneurship) to access the application and to learn more about the ICIE programme. The programme is offered on a rolling basis and starts when a cohort has been assembled.

The cost of the programme is R 30 000. This can be paid in four monthly instalments, the first instalment to secure your place on the programme and the other three on a monthly basis during the programme.

Should you have any questions, contact us at [ICIE@tut.ac.za](mailto:ICIE@tut.ac.za), also follow us at <https://www.facebook.com/ICIEPretoria>