



Implementation of the GBSE Toolkit

The Global Business School of Entrepreneurship Toolkit is a Knowledge Based Solution and Toolkit that has successfully enabled Graduates/ Learners/ Potential Entrepreneurs/Start Ups and SME's, to successfully start their own business's.

The Global Business School of Entrepreneurship has to date achieved resounding success in utilizing the GBSE Toolkit in its Entrepreneurship Development Training for Learners/ Graduates/ Entrepreneurs and Start Ups, to support its New Venture Creation Programs and Learnerships as well as its Entrepreneurship Development Training Programs.

Success Stories for the GBSE Toolkit

Many Success Stories have been achieved to date with the integrated implementation of the GBSE Toolkit, as well as an integrated solution of the Toolkit and our New Venture Creation Training Program. Specific success stores are as follows:

- The GBSE has successfully worked with Black Umbrellas Training Entrepreneurs/ SME's and Start Ups through their "Grow Your Business Program "across the various industries in the Johannesburg, Pretoria and Cape Town Incubators utilising both the GBSE Toolkit and our New Venture Creation Programs.
- The GBSE has successfully trained Brokers/ Consultants from RMA utilising the Toolkit and New Venture Creation Programs.
- The GBSE has also successfully trained Entrepreneurs from Umnimbo Wezolino Swaziland, 360 Holdings (Pty) Limited, Global Business Roundtable and Sakhumnotho Media. References are attached.

Chapter Outlines

An overview of the GBSE Toolkit is listed as follows:

Chapter 1: Getting Ready to Start Your Business

The first chapter provides an understanding of the Business Basics to address how Learners/ Entrepreneurs and Start Ups make decisions around the type of business they are starting, identifying the business opportunity, legal start up issues, how to register their business and registering with SARS.

Chapter 2: Getting the Basics Right in Your Business

The second chapter addresses the core business administration principles that affect the operation of their businesses in respect of Proposals, Reports, Tenders, undertaking Speeches and presentations, and addressing contractual documentation for the New Venture.

Chapter 3: Sales and Marketing

The third chapter provides Learners and SMEs with the basic knowledge in respect of the Sales and Marketing for their business, creating the brand, marketing your product or service, marketing your business, getting customers, and making sales, closing the deal and the importance of good customer services.

Chapter 4: Finance and Financial Management

This chapter addresses the core of any business in respect of money and how to manage it. Without mastering these skills, a business would be in jeopardy. A basic appreciation is given to dealing with financial institutions, getting finance for business, costing products, pricing your products, controlling your expenses, basic financial elements business owners should know, longer term financial issues like dealing with SARS, Financial Statements and expanding your business.

Chapter 5: People and Stakeholder Management

This chapter addresses the employing of staff, general staff issues, retaining and growing staff, legal and administrative staff issues, employment equity and management, motivating and retaining staff, remuneration, performance management, skills development and training and legal and administrative issues and disciplinary codes and managing poor performance, sexual harassment, and employment equity.

Chapter 6: Planning and General Management Issues

This chapter addresses planning which is like drawing a map of where learners would want their business to go in the short, medium, and long term. Management is about putting your plans into action, and monitoring the progress as you go along. Topics covered are top people,

top practices, business planning, planning and managing projects, dealing with specific problems, major changes in and exits from your business,

Chapter 7: Understanding Innovation

This chapter addresses the critical topic of Innovation and Entrepreneurship specifically identifying and monitoring trends, features of an innovative environment, project management for innovation, problem solving for innovation and pitfalls for problem solving.

Chapter 8: Corporate Governance and Ethics in Business

The topics covered in this chapter are the importance of ethical business conduct, corporate governance, ethical conduct in business operations, the role of a conduct in a business environment, applying ethical principles, handling breaches of ethical principles in a business environment and dealing with conflict.

Chapter 9: Emotional Intelligence

This chapter covers what emotional intelligence is, the role of emotional intelligence in teamwork, emotional intelligence and leadership, evaluating and using your own emotional intelligence, techniques for improving your emotional intelligence, managing stress in an emotionally intelligent way.

Chapter 10: The Role of Faith in Business

This chapter deals with the importance of having a faith when operating your own business. For many entrepreneurs' faith provides the spark to drive their business, providing a daily reminder of the path to be followed as well as the support and guidance through the tough times.

Chapter 11: Philanthropy and Fundraising in Business

The topics covered are that as Business Owners each business has a role to play in assisting those in need in the community. There are various ways to get involved, and this Chapter addresses how you can use your corporate social responsibility to make a difference. Areas that are covered are fundraising, organising a fundraising event, ethics in fundraising.

Chapter 12: The Characteristics and Personality of a Good Entrepreneur

The topics covered are the characteristics of a successful entrepreneur, knowledge of own personality, interests, and aptitude, turning an entrepreneurial opportunity into a business, why do businesses fail.

Chapter 13: Building Generational Wealth

This Chapter covers how to build generational wealth, Investment a way to build generational wealth, starting a family business and succession planning.

Chapter 14: Information Technology

This closing chapter deals with the fact that IT drives innovation, and innovation is the path to business success. The first thing startups in any industry try to figure out is how to make smart IT Choices. Without a strong backbone of IT a business will not go far. Each business venture needs to address exactly what is required in the way of Information Technology to achieve your goals.

