SHORT LEARNING PROGRAMME ON CAREER ENHANCEMENT

Institution: NWU | OPTENTIA — North-West University

Campus: Vanderbijlpark Campus

Type of Offering: Short Learning Programme

Duration: 1 month (6 contact sessions of 4 hours each, plus assignment time)

Language: English

Recognition: Certificate of Successful Completion, issued by North-West University

Cover Description

Empowering you to discover your strengths, explore your career potential, and take confident steps towards meaningful employment or self-employment.

About This Short Learning Programme

South Africa faces one of the highest unemployment rates in the world. Millions of people who are eligible to work remain unemployed — not because they lack potential, but because they have not yet had the opportunity to discover and develop their strengths, identify realistic career or entrepreneurial pathways, or access the tools and resources needed to enter the job market with confidence.

The Short Learning Programme on Career Enhancement is designed to change that. This programme is built on a simple but powerful belief: that every person has unique strengths, values, and capabilities that, when properly understood and channelled, can open doors to meaningful work and self-sufficiency.

At its core, this programme is about personal empowerment. The content and skills covered are not just theoretical — they serve as a practical vehicle for helping participants feel competent and confident. Through group discussions, activities, and role-playing exercises, participants generate their own knowledge, solutions, and strategies for tackling the challenges of finding work in a personalised and repeatable framework.

Whether you are looking for employment, considering starting your own business, or simply ready to take the next step in your professional journey, this programme will equip you with the self-awareness, skills, and strategies to move forward.

Purpose of the Programme

This Short Learning Programme aims to empower participants to take ownership of their career journey. It does so by:

- Assisting participants to identify who they are — what they stand for, what motivates them, and what makes them unique.

- Helping participants explore their passions, values, and possible career paths or entrepreneurial opportunities.
- Enabling participants to understand and identify job and entrepreneurial opportunities, and find ways to realise them.
- Equipping participants to investigate and use the external resources available to them in their communities.
- Assisting participants in discovering and building on the resources they have within themselves.
- Enhancing the self-esteem and personal confidence of every participant.

Beyond self-awareness, the programme equips participants with the practical social skills necessary for networking, training them to approach potential employers and conduct interviews successfully. Participants are also provided with foundational entrepreneurial skills, critical problem-solving skills, and information about employment resources available within their communities.

Because participants themselves generate the personal knowledge, solutions, and strategies to tackle setbacks within a reliable and repeatable framework, the process offers a high degree of personal relevance. Active learning is achieved through group discussions, activities, and role-playing exercises, while the emotionally supportive elements of the programme are modelled by trainers and reinforced by peer interaction.

Who Should Attend

This Short Learning Programme is aimed at unemployed individuals who are interested in improving their employment prospects. It is suitable for anyone who wants to better understand their own strengths and potential, explore career or entrepreneurial opportunities, and develop the practical skills needed to enter or re-enter the job market with confidence.

Admission Requirements

Minimum Qualification: National Senior Certificate (NQF Level 4) or equivalent.

Language: A sufficient command of English, in which the course is facilitated.

Programme Structure

The programme is delivered across 6 contact sessions of 4 hours each, held over one month. Each session combines interactive facilitation, group discussions, activities, and role-playing exercises, with assignments to be completed between sessions.

Session 1: Know Yourself — Strengths, Identity, and Motivation

Participants are introduced to the programme and begin the journey of self-discovery. Through guided activities and group discussions, participants explore who they are, what they stand for, and what makes them unique. They identify their key personal characteristics, skills, and motivations — laying the foundation for everything that follows.

Session 2: Passions, Values, and Career Exploration

Participants explore their personal passions and values, and begin mapping these to possible career paths or entrepreneurial opportunities. They learn to distinguish between employment and self-employment, conduct a personal needs analysis, and start building a picture of the career future they want.

Session 3: Identifying Opportunities and Closing the Gap

Participants identify concrete employment and entrepreneurial opportunities relevant to their skills and interests. They learn what skills and experience are needed to pursue these opportunities, conduct a gap analysis to determine where they need to develop further, and reflect critically on their own learning journey and professional potential.

Session 4: Building Your Network and External Resources

Participants develop their understanding of professional networking and its power in securing employment or building a business. They identify key role-players in their existing and potential networks, build a practical network plan aligned with their action plan, and explore external resources available to them — including education, training, and financial support.

Session 5: Presenting Yourself Professionally

Participants develop the practical tools needed to enter the job market confidently. Topics include CV writing, crafting a compelling cover letter, and interview preparation and practice. Participants develop a clear picture of their goals and how to pursue them, and build the flexibility and resilience to adapt when challenges arise.

Session 6: Problem-Solving, Reflection, and the Road Ahead

In the final session, participants apply problem-solving and critical thinking skills to the real obstacles they have encountered since starting the programme. They share their experiences, make recommendations for overcoming challenges, and review and refine their network and action plans. The session concludes with a forward-looking reflection on next steps and the resources available to support continued growth.

Assessment

Formative Assessment: Ongoing assessment of verbal and written assignments completed between contact sessions, to reinforce learning and track progress.

Summative Assessment: One comprehensive assignment, completed at the end of the programme, which integrates and demonstrates the knowledge and skills developed throughout.

Certification: A Certificate of Successful Completion is awarded by North-West University upon satisfactory completion of all requirements.

Contact Details

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