

# RBL

## REBOSA BUSINESS LEADER

Transformative  Innovative  Strategic  Entrepreneurial

### RBL Bursary – 2024-2025 Prospectus

#### Develop the Skills to Become a Successful Property Business Owner

Are you ready for your next big step, to take your business further, to grow as a leader and make your contribution towards a transformed property sector? It's time to turn your potential into reality with the RBL.

#### About the RBL

The RBL is a business course for business leaders. It aims to equip prospective business owners with the necessary skills to achieve success in their real estate careers.

The programme was specifically designed by top real estate practitioners to help you prepare for industry leadership and covers all the fundamentals required to operate and manage a successful real estate firm.

#### Implementation Partner

Charter Academy has been appointed as the training implementation partner for the RBL. Since 2006, they have provided businesses, organisations and institutions - across the financial services, real estate and government sectors with smart, seamless education and training solutions that facilitate empowerment and drive transformation, from the ground up.

<http://www.charteracademy.co.za/>

#### Curriculum

This blended online modular curriculum allows you to combine personal development with daily life. Course assignments guide you in applying your learnings in real-time for immediate impact.

#### Virtual Classroom

This highly interactive, virtual learning experience is delivered fully online and provides an immersive classroom experience without having to travel.

- Group work and individual assignments
- Structured debates and discussions, live webinars and problem-solving exercises
- Regular virtual check-ins and live sessions with the Programme Director, Faculty Staff, Subject Matter Experts, Coaches and Support Staff.

#### Expert-Led Faculty

RBL lecturers and coaches will challenge, collaborate and deeply support your learning journey to realise your full potential.

# Rebosa Business Leader Curriculum



<b>Theoretical Start Date: 10 September 2025</b>	<b>Theoretical End Date: 26 February 2025</b>
<b>Mentorship Start Date: 1 March 2025</b>	<b>Mentorship End Date: 31 May 2025</b>
<b>Final Assessment: 30 June 2025</b>	

Module	Session No	Subject	Date	Times
		<b>Orientation</b>	10 September 2024	15h00-17h00
		<b>Foundations of Real Estate Business Planning</b>	12 September 2024	15h00-17h00
<b>LEADING IN A REAL ESTATE BUSINESS</b>				
<b>MODULE 1</b>  <b>Leading in a Real Estate Business</b>	<b>1</b>	TOPIC 1 - Real Estate Business Leader	16 September 2024	15h00-17h00
		TOPIC 2 - Business Successes and Failures		
	<b>2</b>	TOPIC 3 - Develop and Refine your Real Estate Business Venture	19 September 2024	15h00-16h45
		TOPIC 4 - Assignment: Setting up a Real Estate Business		
		Guest Speaker		
	Assignment Submission	25 September 2024		
<b>MARKET RESEARCH FOR THE NEW REAL ESTATE BUSINESS</b>				
<b>MODULE 2</b>  <b>Market Research for the New Real Estate Business</b>	<b>3</b>	TOPIC 1 - The Business Plan	3 October 2024	15h00-17h00
		TOPIC 2 - Target Market Selection		
		TOPIC 3 - Market Research for a Successful Real Estate Business		
		TOPIC 4 - Assignment: Market Research		
		Guest Speaker		16h45-17h00
	Assignment Submission	8 October 2024		
<b>BUSINESS, LEGAL AND REGULATORY COMPLIANCE</b>				
<b>MODULE 3</b>  <b>Business, Legal and Regulatory Compliance</b>	<b>4</b>	TOPIC 1 - Business Compliance	14 October 2024	15h00-17h00
		TOPIC 2 - Regulatory Compliance		
	<b>5</b>	TOPIC 3 - Legal Compliance	17 October 2024	15h00-16h45
		TOPIC 4 - Assignment: Business Regulatory and Legal		
		Guest Speaker		
	Assignment Submission	23 October 2024		
<b>BRANDING AND MARKETING</b>				
<b>MODULE 4</b>  <b>Branding and Marketing</b>	<b>6</b>	TOPIC 1 - Branding	28 October 2024	15h00-17h00
		TOPIC 2 - How to create a strong real estate brand		
	<b>7</b>	TOPIC 3 - Marketing	31 October 2024	15h00-16h45
		TOPIC 4 - Assignment: Branding and Marketing		
		Guest Speaker		
	Assignment Submission	6 November 2024		
<b>SALES LEADERSHIP</b>				
<b>MODULE 5</b>  <b>Sales Leadership</b>	<b>8</b>	TOPIC 1 - What is Sales Leadership?	11 November 2024	15h00-17h00
		TOPIC 2 - Creating a High-Performance Sales Culture		
		TOPIC 3 - Setting Sales Goals & Creating Performance Contracts		
	<b>9</b>	TOPIC 4 - Sales Management	14 November 2024	15h00-16h45
		TOPIC 5 - Assignment: Sales Leadership		
	Guest Speaker		16h45-17h00	
	Assignment Submission	20 November 2024		

RECRUITMENT				
<b>MODULE 6</b> Recruitment	10	TOPIC 1 - Recruitment Plan & Strategies	25 November 2024	15h00-17h00
	11	TOPIC 2 - Interview & Assessment Tools	28 November 2024	15h00-16h45
		TOPIC 3 - Body Language as a Recruitment Tool		
		TOPIC 4 - Assignment: Recruitment		
		Guest Speaker		16h45-17h00
	Assignment Submission	4 December 2024		
OPERATIONAL MANAGEMENT				
<b>MODULE 7</b> Operational Management	12	TOPIC 1 - Operational Management Process	9 December 2024	15h00-17h00
		TOPIC 2 - Implement a Quality Management Administrative System		
	13	TOPIC 3 - FICA Compliance	12 December 2024	15h00-16h45
	14	TOPIC 4 - POPIA (Protection of Personal Information) Act)		
		TOPIC 5 - Assignment: Operational Management		
		Guest Speaker		16h45-17h00
	Assignment Submission	15 January 2025		
FINANCIAL MANAGEMENT				
<b>MODULE 8</b> Financial Management	15	TOPIC 1 - Importance of Financial Management	20 January 2025	15h00-17h00
		TOPIC 2 - Financial Business Cycles		
	16	TOPIC 3 - Financial Reporting	23 January 2025	15h00-17h00
	17	TOPIC 4 - Financial Policies and Procedures	27 January 2025	15h00-16h45
		TOPIC 5 - Assignment: Financial Management		
		Guest Speaker		16h45-17h00
	Assignment Submission	3 February 2025		
IT MANAGEMENT				
<b>MODULE 9</b> IT Management	18	TOPIC 1 - Management Information Systems (MIS)	3 February 2025	15h00-17h00
		TOPIC 2 - Cloud-Based Storage Systems		
		TOPIC 3 - Customer Relationship Management (CRM)		
	19	TOPIC 4 - Data Analysis and Market Intelligence	6 February 2025	15h00-16h45
		TOPIC 5 - Assignment: IT Management		
		Guest Speaker		16h45-17h00
	Assignment Submission	12 February 2025		
RISK MANAGEMENT				
<b>MODULE 10</b> Risk Management	21	TOPIC 1 - Real Estate Business Risk	17 February 2025	15h00-17h00
		TOPIC 2 - Cyber Security Risk		
	22	TOPIC 3 - Social Media Usage Risk Management	20 February 2025	15h00-16h45
		TOPIC 4 - Assignment: Risk Management		
		Guest Speaker		16h45-17h00
	Assignment Submission	26 February 2025		
<b>Mentorship Start Date</b>	Learners start the mentorship component to receive guidance on completing their final business plan assignment		1 March 2025	
<b>Mentorship End Date</b>	Mentorship ends with the submission of the final business plan assignment		31 May 2025	
<b>Final Assessment</b>	Panel of Experts evaluate assignments prior to learner presentations Panel of Experts deliver final business plan and presentation assessment		30 June 2025	

\*subject to change at the discretion of Charter Academy & Rebosa

## Who Must Apply?

Anyone with an entrepreneurial spirit looking to launch a start-up, grow their existing business or achieve success in their real estate career.

## Admission Criteria

- Ability to demonstrate an unequivocal entrepreneurial passion and commitment.
- Candidates must be able to attend the RBL Orientation on 10 September 2024 and commence lectures on 12 September 2024
- English proficiency is a prerequisite of the RBL (Written and Spoken)
- Proficient in MS Office & Zoom
- The bursary is only open to previously disadvantaged individuals

## What does the Bursary Include

Registration and full tuition for the 8-month programme valued at R28 000 ex VAT.

## How to Apply

Only online applications will be accepted.

Apply online @ <https://www.rebosa.co.za/rbl-bursary/>

## Application Process

The application process will be facilitated by the Rebosa RBL coordinating office and all the required documents must be submitted online. The link will be accessible from 1 July 2024. Only completed online applications are eligible to be assessed. Please note that the application and all attachments have to be filled in one session as the system does not allow you to save the data and continue later.

The online application opens on 1 July 2024 and closes on 31 August 2024. The following documents must be submitted online: -

- A completed application form
- A signed Declaration Form of your applicant status, where you declare that you understand and fulfil the eligibility criteria for the RBL bursary
- A Curriculum Vitae (CV) provided with date and signature, to present your qualification, experiences and skills, effectively and clearly;
- A scan of your current Fidelity Fund Certificate (FFC)
- A scan of your qualifications
- Certified copy of ID and proof of residential address
- A Motivation Letter (maximum 500 words). In the letter, the candidate should explain how past experiences have prepared him/her for participation in the RBL, how this programme is likely to improve his or her own career prospects, and why the candidate is interested in the RBL. Note that handwritten letters are NOT accepted;
- Two Reference Letters (in English) from employers or professional associates. The only requirement is that the contact details of the person providing the reference must be clearly stipulated and must contain a business email address [not a private one] and a telephone number. Reference Letters should be addressed to: "The RBL admission Board".

## Selection Process

Applications are firstly evaluated for eligibility by the Secretariat and the Coordinator of the RBL. Eligible applications are then submitted to the Selection Committee, which will shortlist the candidates.

Applicants will be shortlisted according to their academic merit, work experience, entrepreneurial potential, passion and willingness to learn.

Shortlisted candidates will be invited for an interview by Zoom with the Selection Committee. The interview will last 30 minutes: general questions will be asked, mainly regarding motivation for pursuing the RBL programme.

All shortlisted candidates may be submitted to taking a psychometric test.

Candidates that are not selected by the Selection Committee or that are not eligible are notified by email before 7 September 2024.

Applicants selected for a RBL are notified by e-mail before 31 August 2024 and have to confirm their acceptance within 5 days after receipt of selection result by sending the signed Declaration of Acceptance to the RBL coordinating office.

Admission letters are sent by e-mail as soon as the Declaration of Acceptance arrives at the coordinating office. Candidates that are unsuccessful and who have not been offered a bursary can apply for a place in the programme as self-funded candidates for a fee of R28 000 ex VAT.

## Bursary Terms and Conditions

- The course commences on 10 September 2024
- RBL bursaries cannot be transferred to another candidate.
- Should a Candidate drop out of the course for whatever reason the Candidate will be liable for the full cost of the RBL at R28 000.00 ex VAT (Unless on account of sickness or injury and must present a signed medical certificate issued by a Medical Practitioner that is registered with the Health Professions Council of South Africa and will further be subject to approval from the Rebosa Board of Directors)
- Bursary Candidates who do not attend the required online/classroom sessions will be considered 'no shows' and will be penalised by repaying the full registration fee of R28 000 ex VAT
- Should a Candidate share access to the training material with any other individuals, they will be liable for the full registration fee of R28 000 ex VAT
- Full joining instructions, including programme timings and special instructions will be sent no later than one week prior to the RBL commencement date of 10 September 2024.
- Rebosa and Charter Academy will not be held liable for any data, technological, transport or accommodation costs associated with the RBL training.
- Please note, due to circumstances beyond Rebosa/Charter Academy's control, lecturers, guest speakers, content and timings may vary. Rebosa/Charter Academy reserves the right to cancel or re-schedule training activities if necessary.

## Contact

For further information contact [info@rebosa.co.za](mailto:info@rebosa.co.za)

We look forward to receiving your applications and supporting you on your entrepreneurial journey!