

Start Your Own Business - Level 2 Course

Key Information

Course Format:
Paper Based Course Materials

Price:
£195.00

Assessment:
Written Assignments

Payment Options:
Spread the cost over 4 monthly payments

Approximate Study Time:
90 Hours of Self Study

Initial Payment of
£75.00

Approximate Delivery Time:
1-2 Working Days (Courier Service)

Followed by 3 payments of:
£40.00



The **Start Your Own Business – Level 2 Course** is designed for people who wish to gain an understanding of the principles and practices of starting a small business.

On successful completion of this course students will receive an accredited Level 2 Certificate of Achievement.

Objectives:

At the end of the course you will be able to:

- Examine the skill required to become an entrepreneur
- Understand how to develop a business idea and decide on the type of business structure
- Plan a business taking account of external and regulatory factors
- Conduct a market analysis
- Compose a business plan and marketing plan
- The Course Includes the Following Units:-

- **Unit One – Is Entrepreneurship for you?**

The following topics are covered: So you want to be an Entrepreneur; What does it take to be an Entrepreneur?; Entrepreneurial Business Skills; and Entrepreneurship – Advantages and Disadvantages.

- **Unit Two – What is Entrepreneurship?**

The following topics are covered: Definitions What is a Small Business?; What is Business Management?; Different types of Business Structures; About your Business Idea; and Developing a Business Idea.

- **Unit Three – Planning for your Business**

The following topics are covered: - Legal Requirements for your Type of Business; Protecting your Idea; Opportunities in Your Environment; Identifying the Competition; and What is a SWOT Analysis?.

- **Unit Four – Analysing your Market Place**

The following topics are covered: Supply and Demand; and The Market.

- **Unit Five – Funding your Business**

The following topics are covered: The Business Plan Elements of the Business Plan.

- **Unit Six – The Marketing Plan**

The following topics are covered: The Nature of the Marketing Plan; Characteristics of a Marketing Plan; About the Marketing Plan; and Preparing a Marketing Plan.

Prerequisites:

There are no particular entry requirements.

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Course Duration & Support:

Students may register at any time and have a full year to complete their studies. You also have access to a personal tutor by mail or email for a 12 month period. As the course is self study you can complete in as little or as long a time as you prefer.

Assessment:

You will be assessed on coursework which is detailed in the course materials. Each unit is followed by a written assignment, which is submitted and then marked by your tutor. Most assignments consist of short paragraph answers to set questions. Your work can be sent back to your course tutor by email or by post.

Certification:

At the end of this course successful learners will receive a Certificate of Achievement from ABC Awards and Certa Awards and a Learner Unit Summary (which lists the components the learner has completed as part of the course). The course has been endorsed under the ABC Awards and Certa Awards Quality Licence Scheme. This means that Kendal Publishing has undergone an external quality check to ensure that the organisation and the courses it offers, meet defined quality criteria. The completion of this course alone does not lead to a regulated qualification* but may be used as evidence of knowledge and skills gained.

The Learner Unit Summary may be used as evidence towards Recognition of Prior Learning if you wish to progress your studies in this subject. To this end the learning outcomes of the course have been benchmarked at Level 2 against level descriptors published by Ofqual, to indicate the depth of study and level of demand/complexity involved in successful completion by the learner. Information on level descriptors can be found on the Ofqual's level descriptors page. We provide a link to this on each course page of our website. The course itself has been designed by Kendal Publishing to meet specific learners' and/or employers' requirements which cannot be satisfied through current regulated qualifications. ABC Awards & Certa Awards endorsement involves robust and rigorous quality audits by external auditors to ensure quality is continually met. A review of courses is carried out as part of the endorsement process.

ABC Awards and Certa Awards have long-established reputations for providing high quality vocational qualifications across a wide range of industries. ABC Awards and Certa Awards combine over 180 years of expertise combined with a responsive, flexible and innovative approach to the needs of our customers.

Renowned for excellent customer service, and quality standards, ABC Awards and Certa Awards also offer regulated qualifications for all ages and abilities post-14; all are developed with the support of relevant stakeholders to ensure that they meet the needs and standards of employers across the UK.

*Regulated qualification refers to those qualifications that are regulated by Ofqual / CCEA / Qualification Wales