

Course Information Sheet

Creating a Business Start Up Level 2 Certificate



Course Description:

Turn your business idea into reality! Develop your knowledge and skills to launch and grow your own business.

Become your own boss! This qualification empowers you to develop a comprehensive business plan and navigate the challenges of launching your venture. Explore market research, financial planning, legal considerations, and marketing strategies.

Key areas covered include:

- Exploring business ideas, opportunity identification, market research techniques, and customer analysis.
- Developing a business plan, writing a mission statement, financial planning, and forecasting.
- Understanding legal structures (sole trader, limited company), business registration, and regulatory compliance.
- Learning marketing fundamentals, creating a marketing plan, and exploring digital marketing strategies.
- Building a brand identity, networking strategies, and developing a business pitch.

Who should join this course?

This course is ideal for:

- Aspiring entrepreneurs with a business idea they want to develop
- Individuals seeking a career change and wanting to start their own venture
- Existing business owners looking to refine their business plan or gain new skills

Entry Requirements

Previous level 1 maths and English achievement or demonstrating the ability to work at these levels is recommended

Progression Opportunities:

This course can serve as a stepping stone to further qualifications in business management or entrepreneurship.

How do I enrol?

To apply for this course online at www.oncoursesouthwest.co.uk and simply click on the 'How to Enrol' button and complete the Enrolment Form and one of our customer service team will be in touch or call to speak to one of our friendly Learning Advisors on 01752 660713. You will be invited to undertake an initial assessment to ascertain your levels of English and maths prior to entry on this course of study.

How will the course be delivered?

This is an **E-Learning course** and is exclusively delivered via an online learning, self-study programme. You will be enrolled for an online learning platform and will work independently through the units and materials provided.

Will I need to practise outside the classroom?

This is an E-learning course, and your study pattern is self-managed. A commitment of 2 - 3 hours per week is suggested to enable successful completion of the course within the timescale of 20 weeks.

How will I know I'm making progress?

You will receive regular feedback from an assessor following completion and submission of individual units.

What will I need?

A laptop or desktop computer with internet access is required for completion of coursework and home learning

Please note:

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA).

It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.onsouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.

