

WEA Course information sheet 2019-20



**Adult Learning
Within Reach**

Course title: Clarion Digital Skills - Start your own business		Course ID: C2227122
Start date: 03/12/2019	End date: 03/12/2019	Day(s)/time(s): Tue 10:00
Number of sessions: 1	Hours per session: 6	Tutor Sharon Denson
Additional hours:	Online Learning Hours: 0	
Specific funder/partner requirements:		
Awarding body (if any):		Level: Entry 3
Title of qualification to be gained:		
Fee: £.00 or Free if you are in receipt of an income related benefit (only SFA funded)		
Accreditation Fee (if applicable):		
Venue: Broadland Housing Association, 19-20 Regent Street, Great Yarmouth, Norfolk, NR30 1RL		
<p>Theme(s): The WEA has four themes it uses for planning its provision. Employability – helping students to get a job or to make progress in their employment Health and Wellbeing – making a positive contribution to their own or others health and wellbeing Community Engagement – encouraging students to be positively involved in their communities Culture – learning about diverse cultures, identities and environments</p> <p>The Theme(s) used in planning your course is/ are:</p> <ol style="list-style-type: none"> Employability 		

Course Aim

To identify different elements to be looked at and considered when starting your own business.

Course Description

Thinking about starting your own business, this short one day course helps identify various areas to consider. Marketing, finance, business plans.

Do I need any particular skills or experience?

What will I achieve?

By the end of the course I will be able to:

1. Develop a business plan
2. Recognise the 5P's of marketing
3. Consider how to use social media to advance business
4. Investigate how to finance a business
5. Define profit and loss

What teaching methods will be used and will there be work outside of the class?

- The WEA's digital learning platform, Canvas will be used to provide resources or to support lessons, enable assessment, provide learner feedback and for other activities for individuals away

from the course. If you want to understand more about our digital learning platform please visit:
<http://bit.ly/WEAonline>

- Most of your learning will take place in your class, but one or two sessions will be online using WEA's digital learning platform, Canvas, working by yourself or engaging with other students. If you want to understand more about our digital learning platform please visit: <http://bit.ly/WEAonline>
- The WEA tutor will use a range of different teaching and learning methods and encourage you and the group to be actively involved in your learning

What kind of feedback can I expect from the tutor?

- You will be able to keep a record of your progress and achievement using photos, audio, text or documents uploaded into the WEA's digital learning platform, WEA Canvas.
- Your tutor will provide written, text and audio feedback recorded in WEA Canvas, WEA's digital learning platform.
- You will be able to keep a digital portfolio of your work on WEA's digital learning platform, Canvas.
- A range of informal activities will be used by the tutor to see what you are learning which may include quizzes, question and answer, small projects and discussion
- You will have opportunities to discuss your progress with your tutor
- You will be encouraged to share your work with the group and discuss your learning
- You will be encouraged to consider other students work and give your opinions and suggestions
- A file of work will be kept which will help to record your progress

What else do I need to know? Is there anything I need to bring?

- What you need: You will need an internet connection, speakers, a microphone and a webcam so that you can use our video learning platform, Zoom. If you'd like to understand more Zoom please visit: <http://bit.ly/ZoomSpec>
- You will also need access to the internet outside of your sessions. You could do this using a smart phone, tablet, laptop or a desktop computer (at home or through a library etc.).
- Note book and pens

Pre-course work, reading and information sources

- Pre-course reading is required: resources will be made available to you using the WEA's digital learning platform, Canvas: <http://bit.ly/WEAonline>
- You will have access to course resources and links to wider learning through the WEA's digital learning platform, Canvas: <http://bit.ly/WEAonline>

Possible next steps after this course (including career opportunities if appropriate)

- Progress to another WEA course
- Progress to a course with another provider

Learning with the WEA

WEA courses increasingly make use of the rich variety of educational tools and material available on the internet and from digital devices. The WEA's digital learning platform, Canvas will play an increasing role in all WEA courses to provide resources or support, or to conduct lessons, enable assessment, provide learner feedback and for other activities for individuals away from the course. It is helpful, although not essential if you have access to a computer or smartphone to support your course.

You can read about your entitlements and responsibilities as a WEA student in our leaflet, Student Handbook here <http://www.wea.org.uk/learn-wea/student-support> This includes information on fees, learning support and financial support. As part of your course you accept our Learning Agreement and Privacy Notice. Full details of the Learning Agreement and privacy notice can be found on our website at <http://www.wea.org.uk/policies>. This applies to all courses you take in this academic year.

You can enrol online for some courses <http://www.wea.org.uk/learn-wea/course-search> or contact: WEA Support Services, Suite 10B Joseph's Well, Hanover Way, Leeds, West Yorkshire, LS3 1AB
Tel: 0300 303 3464 Email: courseenquiries@wea.org.uk



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Funding Agency



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