

# WEA Course information sheet 2020-21



Adult Learning  
Within Reach

<b>Course title:</b> Start your own business		<b>Course ID:</b> C3531946
<b>Start date:</b> 02/02/2021	<b>End date:</b> 02/02/2021	<b>Day(s)/time(s):</b> Tue 18:00
<b>Number of sessions:</b> 1	<b>Hours per session:</b> 2	<b>Tutor</b> Paul Keller
<b>Additional hours:</b>	<b>Online Learning Hours:</b> 0	
<b>Specific funder/partner requirements:</b>		
<b>Awarding body (if any):</b> <b>Title of qualification to be gained:</b>		<b>Level:</b> Level 1
<b>Fee:</b> £6.40 or <b>Free</b> if you are in receipt of an income related benefit (only SFA funded) <b>Accreditation Fee</b> (if applicable):		
<b>Venue:</b> Online Learning, Online, ZZ99 9ZZ		
<p><b>Theme(s):</b> The WEA has four themes it uses for planning its provision.</p> <p><b>Employability</b> – helping students to get a job or to make progress in their employment</p> <p><b>Health and Wellbeing</b> – making a positive contribution to their own or others health and wellbeing</p> <p><b>Community Engagement</b> – encouraging students to be positively involved in their communities</p> <p><b>Culture</b> – 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"> <li>1. <b>Employability</b></li> <li>2.</li> </ol>		

## Course Aim

If you have a skill and would like to open up a small business then this course will help you to get started on your business venture.

## Course Description

The course will include practical and discussion based activities to help students to: develop business ideas, write vision and mission statements, consider the 5 Ps of marketing, plan social media and advertising and write up business plans.

## Do I need any particular skills or experience?

- This course is suitable for beginners and improvers
- Students need a Level 1 qualification in English to join this course

## What will I achieve?

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

1. Develop a business idea
2. Describe the difference between Vision and Mission Statements
3. Consider the 5 Ps of Marketing
4. Plan social media and advertising to promote the business
5. Explore a business plan

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

- 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
- You will be expected to carry out a range of activities in your own time

### **What kind of feedback can I expect from the tutor?**

- 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

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

- All materials will be provided
- It would be helpful if you had access to the internet (Mobile phone, tablet or computer at home or through a library etc.)

### **Pre-course work, reading and information sources**

- No pre reading is required but research on the subject on the internet or in the library may be helpful

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

- Progress to another WEA course
- Progress to a course with another provider
- This course could lead to a range of job opportunities. Follow link to National Careers Service for more details <https://nationalcareersservice.direct.gov.uk/>
- Become involved as a volunteer for a WEA partner or another organisation

### **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 most 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](mailto:courseenquiries@wea.org.uk)



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