

<b>Course title:</b> How to Start Your Own Business		<b>Course ID:</b> C2344485
<b>Start date:</b> 24/02/2021	<b>End date:</b> 07/04/2021	<b>Day(s)/time(s):</b> Wed 14:15
<b>Number of sessions:</b> 7	<b>Hours per session:</b> 2	<b>Tutor</b> Caroline Hughes
<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> Entry 1
<b>Fee:</b> £44.80 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		
<b>Theme(s):</b> The WEA has four themes it uses for planning its provision. <b>Employability</b> – helping students to get a job or to make progress in their employment <b>Health and Wellbeing</b> – making a positive contribution to their own or others health and wellbeing <b>Community Engagement</b> – encouraging students to be positively involved in their communities <b>Culture</b> – learning about diverse cultures, identities and environments  The Theme(s) used in planning your course is/ are:  1. <b>Culture Education</b> 2.		

**Course Aim**

To support learners in setting up a new business, analysing their business ideas, covering business basics, marketing, writing for business and financial accounting.

**Course Description**

This course is aimed at anyone who is in the initial stages of setting up a business or who is thinking about starting up a small new business or becoming self employed in the near future.

If you have an idea to start a new business, but are not sure where to start, this course is for you. You will analyse your own business ideas, learn about the market place, understand the need for thorough research, write persuasive text to communicate a business, as well as how to conduct clear financial planning and keep accounts. Learners will be able to construct a sound business plan and plot the launch of their business whilst covering topics including customers, responsibilities and exploring the common features shared by successful small businesses as well as the common pitfalls to avoid.

**Do I need any particular skills or experience?**

**What will I achieve?**

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

1. Identify my own business skills

2. Briefly explain key elements of the business environment
3. Write a persuasive business text
4. Conduct financial planning
5. Keep accurate records

### **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>
- You may be asked to undertake additional work in your own time to support 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?**

- 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
- There will be a number of tasks appropriate to your course such as written work, creating art or craft, video, photography or small projects. Some of these may be marked to help you 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.).
- You will need a personal email address to join the WEA's digital learning platform, Canvas so that you can receive resources, record your progress and achievement and to work with others and share ideas. If you want to understand more about our digital learning platform please visit: <http://bit.ly/WEAonline>

### **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
- Access the WEA What Next? booklet here <http://www.wea.org.uk/learn-wea/what-can-i-do-next>
- This course could lead to self-employment, depending on the individual's clear and determined approach. If learners do start their business, there is also a follow-on course on offer on how to develop an existing

business, which is course code; - C2344516

## 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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