

2. Analyse financial practices and communication systems

3. Evaluate use of online marketing

4. Compare selling platforms

5. Apply business analysis

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>
- 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 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
- nb. The course is designed to support learners who want to grow their own business. Therefore learners are expected to be independent in their approach, applying determination and commitment to their own business growth.

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

- Learner should have started their own business.

Pre-course work, reading and information sources

- 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
- Access the WEA What Next? booklet here <http://www.wea.org.uk/learn-wea/what-can-i-do-next>

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



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