

WEA Course information sheet 2020-21



**Adult Learning
Within Reach**

Course title: Web Design and Setting up Your Own Business for beginners Introduction		Course ID: C3845383
Start date: 29/01/2021	End date: 29/01/2021	Day(s)/time(s): Fri 12:30
Number of sessions: 1	Hours per session: 2	Tutor: Paul Larkin
Additional hours:	Online Learning Hours: 0	
Specific funder/partner requirements:		
Awarding body (if any): Title of qualification to be gained:		Level: Level 1
Fee: £6.40 or Free if you are in receipt of an income related benefit (only SFA funded) Accreditation Fee (if applicable):		
Venue: Online Learning, Online Learning, ZZ99 9ZZ		
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 The Theme(s) used in planning your course is/ are: 1. Employability 2.		

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 This course will give you a step by step guide to building your website. We will help you design, use the correct wording and connect to your social media. Do you have a skill or hobby you could turn into a business? Are you thinking about alternative ways of working? This course will also help you to explore your options in self-employment and starting up your own business. To find out more contact hduerden@wea.org.uk or call 07554436934. Or you can also call our friendly student support team on 0300 303 3464 to enrol using the course code as well as enrol online. Our courses are free to anyone on a means tested benefit or earning less than £18,525 per year. All our courses are currently delivered online using zoom and online learning platform, Canvas.
Do I need any particular skills or experience? <ul style="list-style-type: none">- 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. Develop a business plan with costings

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



Education & Skills
Funding Agency



European Union
European Social Fund

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