

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

1. Discuss the mandatory requirements in setting up a UK company.
2. Write a business plan.
3. Undertake at least one form of market research.
4. Produce a marketing and communications plan.

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>

What kind of feedback can I expect from the tutor?

- 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?

- 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 or pre course work is required

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

- This course could lead to a range of job opportunities. Follow link to National Careers Service for more details <https://nationalcareersservice.direct.gov.uk/>

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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