

BUSINESS PLANNING COURSE – LEVEL 2 AWARD



The **Business Planning Level 2 Course** is designed for people who wish to gain an understanding of principles and practice of Business Planning.

The course is ideal for those wanting to start their own business, who wishes to gain an understanding of the processes involved.

No prior knowledge is required.

Objectives:

At the end of the course you will be able to:

- Describe & evaluate your business idea
- Carry out market research into your idea
- Market your product or service
- Compile the financial information required to run a business
- Produce a business plan
- Identify sources of funding
- Instigate relevant business controls

On successful completion of the course you will receive a recognised level 2 award (Comparable to working at GCSE or NVQ Level 2).

The Course Includes the Following Units:-

➤ Unit One – Planning to Succeed

The following topics are covered: Personal profiling & self-assessment, Evaluating your business idea, Writing a business plan, Business structures and Basic accounting requirements.

➤ Unit Two – Market Research

The following topics are covered: Types of Research, Survey methods, Questionnaires, Secondary research and Market research analysis.

➤ Unit Three – Effective Marketing

The following topics are covered: The marketing cycle, Marketing plans, The cost per sale formula, Target customers, Business generation, The Marketing mix and Product life cycles.

Price:
£250.00

Instalment Options:
You can spread the payments for this course over 4 monthly payments. 1 initial payment of £100.00, followed by 3 monthly payments of £50.00.

Course Format:
Paper Based Course Materials

Assessment:
Coursework

Approximate Study Time:
80 Hours of Self Study

➤ Unit Four – Finance

The following topics are covered: Financial planning & control, A personal survival budget, Start up budget, The meaning of profit, Direct and fixed costs, Break even analysis, Costing & pricing, Sales forecasting and adjustments, Cash flow forecasting, Profit & loss forecasting and Capital requirements.

Pre-Requirements:

There are no particular entry requirements.

Course Duration & Support:

Students may register at any time and have a full year to complete their studies. You also have access to a personal tutor by mail or email for a 12 month period. As the course is self study you can complete in as little or as long a time as you prefer.

Assessment:

You will be assessed on coursework which is detailed in the course materials. Most coursework consists of short paragraph answers to set questions. Your work can be sent back to your course tutor by email or by post.

Qualification:

The award is gained from successfully completed coursework so there is no exam to complete.

On successful completion of this course, students will receive a **Level 2 Business Planning Award**.

This award has been independently accredited at a level of learning equivalent to level 2 on the National Qualifications Framework (NQF) and is comparable to working at GCSE or NVQ Level 2.



The award is issued through NCFE. NCFE is recognised as an awarding body by the qualification regulators ('regulators') for England, Wales and Northern Ireland. The regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Department for Children, Education, Lifelong Learning and Skills (DCELLS) in Wales and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland.