

"Level 2 – Business Planning"



Student Profile

This programme is designed for people who wish to gain an understanding of principles and practice of Effective Business Communicator. 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

Study Method

The course is designed for independent study at work or at home. Learners receive course manual, assignments and study-guide plus tutor support by mail and email. You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

Assessment

Each element is followed by a written assignment, which is submitted and then marked by your tutor. There is no external examination required.

Course Accreditation

At the end of this course successful learners will receive a level 2 NCFE Award certificate of achievement. That means that it is independently accredited at a level of learning equivalent to level 2 on the National Qualifications Framework (NQF) for England, Wales and Northern Ireland. The course is provided in conjunction with Kendal Publishing Limited - a licensed NCFE centre.

NCFE is recognised as an awarding body by the qualification 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.

Course Duration

Students may register at any time and have a full year to complete their studies. The course will take around 60 hours of study to complete.

Pack/Course Contents

Your study pack is dispatched in full at the time of enrolment and provides all you need to complete your studies:

- Study-guide.
- Comprehensive study notes for each element of the course.
- Self-assessment activities.
- Assignments.
- Tutor support.
- Assignment marking & feedback.
- Certification.

Price and Payment Methods

Please refer to current price list or call for details.

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Course Content

The course is divided up into four modules, as follows:

Module 1: Planning to succeed

- Personal profiling & self-assessment
- Evaluating your business idea
- Writing a business plan
- Business structures
- Basic accounting requirements

Module 2: Market Research

- Types of Research
- Survey methods
- Questionnaires
- Secondary research
- Market research analysis

Module 3: Effective Marketing

- The marketing cycle
- Marketing plans
- The cost per sale formula
- Target customers
- Business generation
- The Marketing mix
- Product life cycles

Module 4: Finance

- 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
- Capital requirements



Course Provider



Accreditation Body

Training Provider details:

Focus Coaching and Training



☎ 0116 215 5559

✉ enquiry@focuscoaching.org.uk

🌐 www.focuscoaching.org.uk