

## Introduction to Business

Location	Stretford Campus
Course Type	Adult
Department	Business & Law
Start Date	Thursday 18th April 2024
Duration	Part-time, 10 Weeks
Time	09:30 - 11:30
Fee	£ 50.00 You may be eligible for support with your tuition fees - please visit the college website - funding and finance page for further information
Course Code	TPQ-BU1Z-1600

## Course Overview

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This Introductory course offers students the opportunity to develop business planning and start up business skills. The short course may help students to move on to further study in either business or management, it may offer a route into self-employment or be of interest to those already in employment who wish to learn more about general business planning.

You will have weekly sessions on site as well as online resources to support your learning for the course.

## Course Requirements

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You must be aged 19+. You will be asked to complete an initial assessment to help to assess that you can do well and enjoy the course.

There are no minimum entry requirements to commence this programme.

You must have access to a computer/laptop at home supported by Wi Fi. This is to enable access to all online materials throughout the programme via Microsoft Teams.

## What You Will Learn

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Content:

Generating business ideas, entrepreneurial mindset

Planning your finances

Market research

Market analysis models

Marketing planning basics

Legal structures and set up

## Assessment

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Continuous internal assessment.

## Progression

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The skills developed in this qualification may underpin those developed further in the following qualifications:

Level 1 Award in Exploring Enterprise

Level 2 Certificate in Business

Level 2 Award in Social Media Marketing

## Career Options

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The skills developed in this qualification can lead to employment in companies across a wide range of sectors, or self-employment if looking to start your own business.

## Mandatory Units

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There are no mandatory units

## Contact Details

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For further information please contact T: 0161 886 7070 or E: [info@trafford.ac.uk](mailto:info@trafford.ac.uk)

## Disclaimer

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Although every care has been taken to ensure that the information contained within this document is accurate, there may be changes to this programme and provision. We will endeavour to keep prospective and current students updated where appropriate and when the information becomes available.