

SCHEME OF WORK: This is a 45 GLH Course and covers 5 units. Attendance is by way of attending 5 face to face events as well as completing an online course. Participants get access to a full online course that includes resources, videos and activities. Participants need a PC, laptop or tablet with internet access. The Course Tutor is Christina Conroy, Director of Coralesce ltd. <https://www.facebook.com/isleofwightenterprise/>

	TITLE	CLASSES 9.30-12.30 SHAW TRUST	ONLINE ACTIVITY	UNIT OBJECTIVES
Session 1	Induction/Generating and assessing a business idea	Wednesday 7th December 2016	Level 2 Unit Generating and assessing a business idea http://enterprise.coralesce.com/	<ol style="list-style-type: none"> 1. Introduction – how will I learn 2. Digital literacy and the online course 3. Ideas for start-up 4. Be able to generate a viable business idea. 5. Be able to assess the potential of a business idea. 6. Know how to take a business idea forward.
Session 2	Generating and assessing a business idea/ Assessing your capacity to start and run a business	Wednesday 14 th December 2016	Level 2 Units -Generating and assessing a business idea -Assessing your capacity to start and run a business http://enterprise.coralesce.com/	<ol style="list-style-type: none"> 1. ELEVATOR PITCHES 2. Understand the skills needed to run a business. 3. Developing the right mindset 4. Understand the time commitment involved in running a business. 5. Be able to evaluate his/her ability to start a business.

Session 3	Understand how to sell a product or service GUEST SPEAKER DEE BECKER	Wednesday 21 st December 2016	Level 2 Unit Understand how to sell a product or service http://enterprise.coralesce.com/	<ol style="list-style-type: none"> 1. Know how to assess the market for his/her product or service. 2. Know how to promote the features and benefits of his/her product or service. 3. Be able to plan for future sales.
Session 4	Financial considerations GUEST SPEAKER SIMONE MORLEY SANTANDER BUSINESS BANKING	Wednesday 4 th January 2017	Level 2 Unit Financial Considerations for a new business http://enterprise.coralesce.com/	<ol style="list-style-type: none"> 1. Know how to estimate the income and expenditure of a business. 2. Know how to estimate profit and loss for a business. 3. Know the financial information that needs to be recorded for a business. 4. Understand the basic principles of cash flow. 5. Identify potential sources of finance for a business.
Session 5	Introduction to launching and running an online business	Wednesday 11 th January 2017	Level 2 Unit Using social media for a business Level 3 Unit Fundamentals of Web design http://enterprise.coralesce.com/	<ol style="list-style-type: none"> 1. Understand digital footprint 2. Know how to use a range of social media 3. Understand the fundamentals of a website for your business 4. Understand the implications of running an online business.