

**LEVEL III**

## Level 3:

### I) Business Start-up

**Qualification Number:** 603/0048/6

**Number of Units:** 1

**Guided Learning Hours:** 240

**Credits:**36

This qualification is designed to give you the tools to successfully and confidently launch a new business. An innovative idea might not be sufficient to ensure the success of a new venture. Any new business should be underpinned by thorough research, planning and business know-how. This course develops your ability to reduce risk and improve the probability of success for a business start-up. Our program is designed to run as a short course that will help budding entrepreneurs create a robust business plan and start their new enterprise. The course develops the ability to research, plan, budget and reduce risk to ensure a business is successful. On successful completion of the qualification you will have a viable business plan. With this plan you can seek investment, successfully launch your business and run it competently once trading begins.

### II) Business Essentials

**Qualification Number:** 603/1603/2

**Number of Units:** 1

**Guided Learning Hours:** 160

**Credits:** 24

For success in today's business environment, the capabilities needed have changed significantly from what was required five years ago. The influence of technology, globalization and environmental issues mean that the modern professional needs to be adaptable, to cope with new ways of working.

This qualification is for people looking to progress and update their skill set as well as newly employed staff starting their career. For new employees, it introduces an understanding of how businesses are run and how to contribute to their success. For experienced employees, the qualification will refresh, update and introduce modern concepts to improve skills.

The program focuses on the key capabilities required for you to add value to your organization. It encompasses practical skills, knowledge and guidance on how to improve working methods. It also builds the foundation for you to progress onto an ABE Level 4 Diploma.

The qualification is at the same level of difficulty as a UK A-level

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### III) Award in Digital Marketing Essentials for Small Businesses

**Qualification Number:** 603/1928/8

**Number of Units:** 1

**Guided Learning Hours:** 50

**Credits:** 6

This qualification is aimed at individuals who are thinking about setting up a small business or who are already running such a venture. During the course you will create a digital marketing plan which will build practical skills and knowledge of using digital technology to improve business performance. The qualification is assessed by assignment.

On completing this programme, you will be able to:

1. Explain the terminology, benefits, risks and other considerations of using digital and online tools and techniques
  2. Outline the practical aspects of creating the infrastructure for digital and online tools
  3. Identify potential legal and contractual considerations
  4. Demonstrate how digital and online tools can be used to engage with customer, prospects and the market
  5. Suggest how digital and online tools can be used to generate revenues for the business
  6. Create an online profile for a business and potential points of differentiation
  7. Explain the importance of customer behavior in an online context
  8. Develop a creative digital marketing plan for a small business
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