

## Course details

### Course title

Start Your Own Small Business (Multiply Norfolk)

### Course code

Q00013004

### Course date

Start: 17/06/24

End: 25/06/24

### Number of classes

4 sessions

### Timetable

Mon 17th Jun, 10:00 to 13:00

Tue 18th Jun, 10:00 to 13:00

Mon 24th Jun, 10:00 to 13:00

Tue 25th Jun, 10:00 to 13:00

### Tutor

Chris George

### Fee:

Free

### How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

## **Venue**

Online

## **Level of study**

Beginners

## **Course overview**

THIS IS A FREE 'MULTIPLY' COURSE FOR NORFOLK RESIDENTS ONLY Starting your small business is an introductory course for anyone who is considering setting up a small or micro-business or is considering self-employment as a career option. If you are looking at this course because you are considering working for yourself in some capacity, you will find lots of interesting information. If you have a small business in mind or want to become self-employed, this course will answer your initial questions and help you to focus on the most important aspects of this ambitious and exciting endeavour. Some activities ask you to think about a business you are planning to start, but if you do not have a business in mind, you can consider any potential business for the exercises.

## **Course description**

THIS IS A FREE 'MULTIPLY' COURSE FOR NORFOLK RESIDENTS ONLY

In this short course (12 hours) we will focus primarily on the structure of a very small business. Maybe you have a hobby that could make you some extra money... The internet and social media have made the term 'side-hustle- part of our daily vocabulary.

In this course you will develop your knowledge of the general principles and points of small business start-up and operations. You too, can have a successful and potentially lucrative 'side-hustle'.

The course will consist of the following sections:

- o Considering business structures and their suitability for a small business in the UK
  
- o Starting a small business
  
- o Types of business

- o Choosing your own business structure
- o Recognising the ways in which a small business can gain and keep customers
- o Buying behaviours
- o Approaches to marketing
- o Communicating with customers
- o Advertising and promotions
- o Public Relations
- o E-commerce
- o Social media in marketing
- o Working with customers
- o Creating flyers and marketing materials
- o Using online apps to create eye-catching print and graphics
- o Copyright and accessing images
- o Financial and legal obligations of running a small business
- o Business owner's responsibilities
- o Value Added Tax (VAT)
- o Business accounting and software

- o The Importance of using spreadsheets
- o Common aspects of successful small businesses
- o Measuring success

## **What financial support is available?**

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need.

## **What other support is available?**

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/skills-work/self-employment/17-june-start-your-own-small-business-multiply-norfolk>