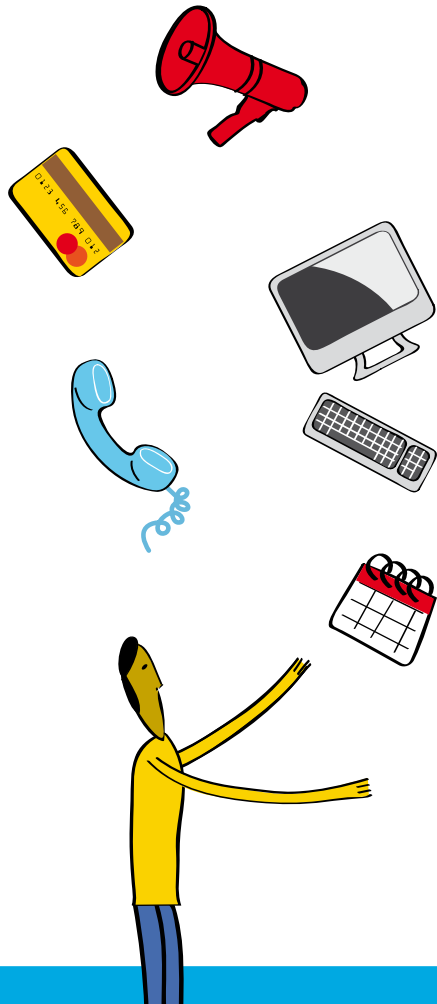


# Business Startup Diploma

Maximise your chance of success with essential business skills



## Maximise your chance of success

Starting a business is a stressful and hectic time. With a lengthy to-do list of all the different tasks you need to do, it can be overwhelming. Often new business owners don't take the time to look at what training they might need to help them carry out the varying tasks that running a company necessitates.

By dedicating some time to personal development at the beginning of the process, you will be maximising your chances of success.

## Feel confident that you can get a job in any business

Our Business Startup diploma is a great way to gain practical, hands-on experience in some of the key areas involved in running a business. Subjects covered include everything from understanding business accounts, book-keeping and marketing, right through to project management and more. You'll come away with a renewed focus to ensure your new business venture succeeds.

This diploma will take around 4 weeks to complete. It's flexible, enabling you to combine your studies with other commitments. You can study in any of our centres or online, using our Distance Learning system. We believe investing time in yourself at the beginning of the business startup process will pay dividends in the end.

Let us help you get ahead of the competition and hit the ground running with your business!

## What will you get in return?

The Business Startup Diploma offers an excellent opportunity of professional skills development for any prospective new business owner. So, if you're an entrepreneur and thinking of setting up your own business, this diploma will ensure you have the professional skills and know-how to make the process as seamless as possible.

A Pitman Training Diploma is one of the most prestigious courses you can take from one of the most highly regarded training organisations across the world. Businesses throughout the UK recognise the Pitman Training name as a sign that you have been trained to the very highest level.



"I found the skills I learnt in this Diploma invaluable. I achieved my Diploma quickly and I'm happy to say I have not been out of work since."

**Jason, IT Administrator**



Get the Pitman Advantage™

## Core Courses\*

### Introduction to Business Structure and Law

If you have or are thinking about setting up your own business, this course will provide you with an essential grounding in business structure and law. The structure of a business and the legal requirements for directors, shareholders and company secretaries are crucial; not least for Executive Assistants and finance professionals who often have to help prepare AGMs, business reports, prepare and file accounts and manage bank accounts, etc.

### Understanding Business Accounts

For a business, nothing is more important than its finances. This course will provide you with a good understanding of business accounts – essential knowledge if you run a small business; are considering setting one up or need to learn more about company accounts for your current or future role.

### Book-keeping Level 2 - Module 1

This course is designed to teach you double-entry book-keeping, it is also the ideal starting point if you want to learn computerised accounts. This course covers part of the OCR book-keeping examination requirements.

### Costing & Pricing

Invaluable for anyone responsible for accounts or setting pricing within a business, this short course is something we're sure you'll get true value from, in terms of real pound signs.

### Project Management Fundamentals

Good project management skills are always highly valued within a business as they ensure deadlines are met, costs are controlled and the deliverables are right first time. So with this course your skills will be highly in demand. Split into four highly engaging parts, the course takes you through the full life cycle of a project in terms of defining what it is, planning every aspect to ensure you deliver on quality, timescales and budget, before finally implementing and completing the project. The last part involves evaluating how the project went – ensuring you can learn from every project and refine your processes.

### Marketing Essentials

Many roles include a marketing element. Over simple lessons, this course introduces you to the principles of marketing and all the major elements.

### WordPress for Business

WordPress is recognised worldwide as one of the most popular online blogging tools used by millions every day. WordPress has evolved a great deal and is now widely used as a full content management system where you can design, build and create a professional website. Our online WordPress for Business training course is specifically designed for those of you wishing to learn how to create a business focused website. Throughout the course you'll learn more about WordPress and why it's a great tool to help you create a business website. You'll learn about designing a site and how to physically create a website.

### Facebook for Business

The course shows you the difference, and overlap, between using Facebook for your personal profile and a Facebook page for business. With a guide to Facebook apps, creating competitions and using Facebook advertising as well as how to measure the success of your Facebook Page, you'll start to see the vast opportunities that lie within Facebook.

### SEO for Business

This course covers the importance of SEO and how different search engines work, focusing on the Google search engine. Initially looking at identifying keywords for the business and learning where the keywords should be used in a website, blogs and social media, the course also covers the importance of link building.

### LinkedIn for Business

On completion of this course, you will be able to set up an optimised LinkedIn individual profile and use LinkedIn to connect to, and engage with, your contacts. You will learn about using LinkedIn groups to improve your credibility and visibility. The course covers setting up a company profile, using LinkedIn advertisements and measuring the success of using LinkedIn.

### Twitter for Business

Here we offer a complete guide to setting up a twitter profile, understanding the twitter language and best practice usage of twitter. We look at finding people to follow and attracting followers. The course moves on to look at HootSuite – a tool to make Twitter use easier and more targeted.

## Elective Courses\* (choose one)

### Sage 50 Accounts

#### Book-keeping Level 2 - Module 2

#### Book-keeping Level 2 - Module 3

## Get the Pitman Advantage™

This prestigious Pitman Training Diploma is highly regarded by employers throughout the UK and signifies that you have been trained to the highest level. With your Business Startup Diploma you'll be able to demonstrate that you have the essential work-ready skills needed and have been trained by the very best.

- Flexible training you can fit around work and family commitments
- Support whenever you need it from our friendly course advisors
- The widely respected Pitman Training name on your CV
- The skills in demand by employers
- Confidence that you're one step closer to your dream job, promotion or new career

To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

They can also provide complete details on the full range of Diplomas and Courses in this area.



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## Guideline Learning Time

121 hours flexi study or 5 weeks full-time

Full-time is based on approx 20-30 hours a week

\*Alternative choices are available. Please talk with your Course Advisor.