

# Business Startup Diploma

The Business Startup Diploma offers an excellent opportunity to enhance vital, professional skills development for any prospective new business owner.



Tel: 020 7256 6668



**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.**

## 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, Bookkeeping 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 six 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!

## Aims and Objectives

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.

## Pre-Requisites

There are no specific pre-requisites required before starting this course.

## Career Path

With this Diploma you're arming yourself with skills to set-up, manage and promote your own business. You'll gain essential skills any business owner or entrepreneur needs.



**CPD Points 140**

*(Awarded CPD points upon successful completion).*

## Core Courses

### Bookkeeping Level 2 - Module 1

People with strong bookkeeping skills are always in demand. This course is designed to give you an advantage over others with less experience, teaching you double-entry bookkeeping.

### Costing and 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!

### Facebook for Business

Learn how to use facebook to help promote and market your company. Looking at how businesses can maximise their social media presence we look at the whole spectrum of opportunities that this social media platform offers a business.

### 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 the basics of business structure and law.

### LinkedIn for Business

This course is designed to bring you up to speed with using LinkedIn in a business environment. It guides you through how to get the most out of the platform, helping you to capitalise on the millions of contacts within arm's reach.

### Marketing Essentials

Over four lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising and the four P's of marketing products.

### Project Management Fundamentals

Split into four engaging parts, this course takes you through the full life cycle of a project in terms of defining what it is, planning every aspect, implementation, completion and evaluation of a project.

### Twitter for Business

This is a short online course that takes you through the basics of how to get started on this popular social media platform enabling you to use effectively for a number of different purposes.

### 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.

### WordPress for Business

Our online WordPress for Business training course is specifically designed for those wishing to learn how to create a business-focused website. You'll learn about designing a site and how to physically create a website.

### Search Engine Optimisation (SEO) for Business

This is a short online course that starts to take the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.

## Elective courses (choose one)

- Bookkeeping Level 2 - Module 2
- Bookkeeping Level 2 - Module 3
- Sage 50 Accounts
- Effective Business Communication

*(Alternative subjects may be chosen if more suitable to your existing skills and career.)*

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

**City of London:** Salisbury House, London Wall, London, EC2  
**Oxford Circus:** 50 Margaret Street, London, W1

**Tel: 020 7256 6668 Web: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)**



### Guideline Learning Time

**140 hours flexi study or 6 weeks full-time**  
*(Full-time based on approx 20-30 hours a week)*