CORNWALL COLLEGE

PERFORMANCE THROUGH PEOPLE

BUSINESS

SMART ENTERPRISE - BUSINESS ENTERPRISE

Is it time to make your business grow?

This 7 session programme is for individuals who are currently self-employed or managing a business. This course offers a basic introduction to a range of business and management skills including:

Diversification and Growth
This session explains why and how to diversify your business to achieve increased profitability, how to handle business growth and how to be more enterprising.

Effective Marketing
An introduction to Marketing Communications looking at advertising, promotions, pricing and the 'Marketing Mix'.

Managing your finances
Planning your business finance for the year ahead? We will show you how to produce a cash flow forecast and profit and loss account, manage your accounts and re-visit your business plans.

Website Development
This session will explain what you need to consider/tell your web designer when creating your website and how to then use the site to promote your business effectively.

Recruitment
How to recruit staff, from writing a job description and person specification, interviewing skills, through to preparing an induction for new employees.

The Law and Health and Safety
This session explains what you need to be aware of regarding employment law, business law and Health and Safety regulations.

Leadership and Motivation
This session explains how to lead a team, different leadership styles, how to work with and build a team and how to motivate others or keep yourself motivated.

Plus additional skills such as stress and time management, confidence-building and assertiveness, team-building, and personal development will be embedded into the programme. There will also be advice and guidance sessions available and provision of a professional business coach/mentor at the end of the programme.

These sessions are delivered by business professionals and experienced tutors who will understand your business needs.

This programme is part funded and costs only £50* per delegate. The normal cost of this programme would be £1500 per person, therefore places are very limited.

Workshop Start Dates
2nd November 2011 – Truro
3rd November 2011 - Saltash
21st February 2012 – Penzance
23rd February 2012 - Fraddon
16th May 2012 – Launceston
17th May 2012 - Falmouth

All workshops run from 9.30am to 3.30pm
One session a week for 7 weeks

Progression
There are several flexible progression routes available on our 'performance boosting short courses for business' including: Effective Business Start-up, Effective Marketing, Understanding Employment and Contract Law for Business, Finance for Non-financial Managers, Management Development, Enhance your E-marketing, Introduction to Web Design and many more.

For more information contact us on:-
0800 731 7594
enquiries@ccb.cornwall.ac.uk
www.ccb.cornwall.ac.uk

*to be eligible for this programme individuals need to be working in Cornwall for a minimum of 8 hours a week or registered as self-employed

"Before the course we were armed with a chaotic and endless 'to do' list which was unrealistic and unsatisfying. Now we have a better understanding of our place within the market, meeting our own targets by means of an organised strategy, achievable aims and clear goals."

Anna Burt, Simon Burt Photography

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