

INTRODUCTION TO STARTING YOUR OWN BUSINESS

Subject Area

Student Type

Study Mode

Business &
Professional

Adults

Part Time

What is the course about?

Are you looking to start your own business, or already have a business and now want to develop and progress your business plan? This business start-up course is for you.

The course will give you both an insight and a deeper understanding of how to set up your own business, or if are considering starting one in the future, will provide you with the foundation skills and knowledge required.

Why should I choose the course?

You will gain an understanding of the steps required to create and develop a business start-up; you will develop an awareness of business skills as well as increased self-awareness, aiding personal development.

What will I learn?

The business start-up course is split into manageable units

Initial steps for a business start-up

Helping learners understand the initial steps of a business start-up. Learners will understand how to develop business ideas, understand business ownership and work out what resources are required.

Marketing for a business start-up

Helping learners understand how to market their business start-up idea, where to position it in the market and how to use market research to support the development. Learners will understand how to develop a successful marketing strategy.

Legal and financial considerations for a business start-up

Giving learners an understanding of the legal and financial factors that will affect the business start-up.

Developing a business plan

Giving learners an understanding of business planning and how to apply their theoretical knowledge to develop a final business plan.



**Warrington
& Vale Royal
College**

Warrington Campus
Winwick Rd, Warrington WA2 8QA

 wvr.ac.uk

 01925 494 494

Winsford campus
Weaver St, Winsford CW7 4AH

 learner.services@wvr.ac.uk

What will the course lead on to?

On completion of this course, you may be interested in progressing onto our “Next Steps to Starting Your Own Business” course, or other business / accountancy course options that we have available through our adult course guide.

Why should I choose to study the course at Warrington & Vale Royal College?

We always put learning at the centre of all we do. We have dedicated and passionate teaching staff with a range of business experience. All teaching staff bring a wealth of both industry and educational experience to the department, ensuring that you will have an excellent learning experience with us.

What are the entry requirements?

If you have the passion for starting your own business, then this course is the first step on your journey and as such, all you need is the commitment to attend, a willingness to learn and the passion and determination to succeed.

What are my funding options?

For further information about funding, please contact our Learner Services Team on 01925 494400 or learner.services@wvr.ac.uk.



**Warrington
& Vale Royal
College**

Warrington Campus
Winwick Rd, Warrington WA2 8QA

 wvr.ac.uk

 01925 494 494

Winsford campus
Weaver St, Winsford CW7 4AH

 learner.services@wvr.ac.uk