

## Boosting your business potential

### Summary

This course explores the many influences on a business, how to maximise your marketing, how to improve team performance and how quality and standards can make or break a business. The perfect next step after our Business Start-up course or for those who want to learn how to enhance a business that's up and running, this course will provide a solid grounding in business theory for you to apply to your business or idea.

<b>Course Provider</b>	National Extension College (NEC); Woolpack House, 70 High Street, Sawston, CB22 3HJ. 01223400200 pet@nec.ac.uk
<b>Qualification Accreditation</b>	Not accredited.
<b>Academic level</b>	Level 3
<b>PET entry requirements</b>	Level 2 English. It is also recommended that you complete the Business Start-up Level 2 course first, but it is not an entry requirement
<b>Format of course material</b>	Paper-based only
<b>Structure of course</b>	<p>Section 1 Understanding the influences on your business</p> <ul style="list-style-type: none"> <li>Topic 1 Location</li> <li>Topic 2 The economy</li> <li>Topic 3 Government policy</li> <li>Topic 4 Other external factors - social, technological, environmental</li> <li>Topic 5 Measuring success</li> </ul> <p>Section 2 Marketing</p> <ul style="list-style-type: none"> <li>Topic 1 Your market and market research</li> <li>Topic 2 Marketing mix: Product</li> <li>Topic 3 Marketing mix: Price</li> <li>Topic 4 Marketing mix: Place</li> <li>Topic 5 Marketing mix: Promotion</li> </ul> <p>Section 3 Quality and standards</p> <ul style="list-style-type: none"> <li>Topic 1 Quality and your business</li> <li>Topic 2 Quality and your team</li> <li>Topic 3 Quality standards</li> </ul> <p>Section 4 Improving team performance</p> <ul style="list-style-type: none"> <li>Topic 1 Current competencies</li> <li>Topic 2 Training and development</li> </ul>

	Topic 3 Leading your team Topic 4 Motivation and reward
<b>Assignments</b>	4 self-assessed progress checks and 4 assignments Assignments should be sent one by one Feedback is provided within 5 working days from date of submission for marking.
<b>Exam</b>	None
<b>Estimated completion time</b>	60 hours
<b>Maximum course duration</b>	The course is provided over 12 months
<b>Prison support requirements</b>	Support assessment submission (ideally scan to the tutor or post). It is recommended to make copies in case assignments get lost; Supplier for more info on assignment submission. See contact details are above in the 'Course provider' section.
<b>Supplier tutor's support</b>	Each learner is allocated a personal tutor. Tutors mark assignments, provide feedback, and can answer learner queries by email/letter through provider's support staff All communications with tutors goes through prison staff and provider Student Support. No direct contact is provided. See 'Contact provider' section for more details
<b>Certificate</b>	A certificate is provided upon completion
<b>Progress</b>	Learners could consider progressing to a range of accredited courses in management and finance, e.g. Level 3 Principles of Management (NCC Home Learning)  To discuss any progression routes, call our free Advice Line on 0800 048 7520 on Tuesdays (10-12pm and 2-4pm) and Thursdays (10am-12pm and 2-6pm).