Creating and Starting a Digital Business

Summary
This course is ideal whether you are looking to launch a small local enterprise or you have aspirations to run a global digital company. It covers marketing, business planning, finance and networking – taking you from the business conception through to making your first sale. It will bring you up to date with current technological possibilities too. The course provider, Rocketeer, will also give you access to their resources after release, and offer bespoke support for your business through the gate. By utilising their customised online platform after release, there is a vast array of additional learning opportunities, to develop knowledge and help with preparation to embark on many business ventures.

Course Provider	Rocketeer Group Parkfield Business Centre, Park Street, Stafford, Staffordshire ST17 4AL 01785 223 253 www.rocketeergroup.com
Qualification Accreditation	The Institute of Enterprise and Entrepreneurs (IOEE) provides external course certification for our ground-breaking courses.
Academic level	Level 3
PET entry requirements	Level 2 English
Format of course material	Paper printed based. File transfer option is also available
Structure of course	**Eighteen modules across five steps** Step 1 Research – How To Find Your Money-Making Opportunity • Module 1a) The Age of the Digital Entrepreneur • Module 1b) Digital Success Stories • Module 2) How to Generate Business Ideas • Module 3) Seven of the Most Common Ways to Earn Online • Module 4a) Six Fundamental Business Questions You Should Be Asking • Module 4b) Three Off-the-Peg Business Ideas Interrogated Step 2 Choose – How to Narrow Down the Right Business Idea for You • Module 5) Which Online Business Is Right For Me? • Module 6) Thinking Like an Entrepreneur Step 3 Design – Plan for Success • Module 8) How to Write a Business Plan • Module 9) Market Research • Module 10) Setting Pricing • Module 11) Partnering Up Step 4 Build – How to Construct Your Business • Module 12) Branding

	• Module 13) Building a Website • Module 14) The Mechanics of Payment • Module 15) Finding Funding Step 5 Launch – How to Start Making Money • Module 16a) Traffic Matrix: How to Net Visitors and Convert Sales • Module 16b) Traffic Matrix Build Phase 1 • Module 16c) Traffic Matrix Build Phase 2 • Module 16d) Traffic Matrix Build Phase 3 • Module 16e) Managing your Traffic Matrix • Module 17) The Essentials of Long Term Success • Module 18) The Six Regular Tasks that will Keep Your Business Afloat
Assignments	There are 3 written assignments. Assignments can be sent individually or together depending on their requirements. We aim to provide feedback as soon as possible; however, we advise to allow 21 days for each assignment.
Exam	None
Estimated completion time	120 hours
Maximum course duration	The course needs to be completed within 12 months. Students can also access online platform for 12 months after release to continue studies.
Prison support requirements	Support assessment submission (ideally scan to the tutor or post). It is recommended to make copies in case assignments get lost. Contact supplier for more info on assignment submission. See contact details are above in the 'Course provider' section.
Supplier tutor's support	Tutors are available to evaluate assignments and provide feedback. If needed, they are accessible for extra assistance. Additional resources are available from the supplier to support and assist learners in gaining a deeper understanding of specific concepts. These resources may include documents, guides, or reference materials that provide further information beyond the regular course content. They enhance the learner's understanding and facilitate their learning journey. See 'Contact provider' section for more details

Certificate	Upon successful completion a certificate from IOEE will be awarded.
Progress	There are range of possible progression options. Call our free Advice Line on 0800 048 7520 on Tuesdays (10-12pm and 2-4pm) and Thursdays (10am-12pm and 2-6pm).