

Boosting Your Business Potential

Summary

This course explores the many influences on business success. You will find out 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 if you want to learn how to enhance a business that's already up and running, this course will provide a solid grounding in theory for you to apply to your business ideas.

Course Provider	National Extension College (NEC) Woolpack House, 70 High Street, Sawston CB22 3HJ 01223 400200 www.nec.ac.uk
Qualification Accreditation	None
Academic level	Level 3
PET entry requirements	Level 2 English
Format of course material	Paper-based

Structure of course	<p>Section 1 Understanding the influences on your business</p> <ul style="list-style-type: none"> Topic 1 Location Topic 2 The economy Topic 3 Government policy Topic 4 Other external factors - social, technological, environmental Topic 5 Measuring success <p>Section 2 Marketing</p> <ul style="list-style-type: none"> Topic 1 Your market and market research Topic 2 Marketing mix: Product Topic 3 Marketing mix: Price Topic 4 Marketing mix: Place Topic 5 Marketing mix: Promotion <p>Section 3 Quality and standards</p> <ul style="list-style-type: none"> Topic 1 Quality and your business Topic 2 Quality and your team Topic 3 Quality standards <p>Section 4 Improving team performance</p> <ul style="list-style-type: none"> Topic 1 Current competencies
----------------------------	--

	<p>Topic 2 Training and development</p> <p>Topic 3 Leading your team</p> <p>Topic 4 Motivation and reward</p>
Assignments	8 written assignments
Exam	None
Study hours	60
Course expiry date	12 months
Prison support requirements	Facilitate tutor support via email. This often requires scanning learner assignments and email them to their tutor.
Supplier tutor's support	Yes - accessed with prison staff support
Certificate	Yes - on successful completion of the assignments. you will receive an NEC certificate of achievement.
Progress	There are range of possible progression options including a variety of business and management courses and an Open University Access course in Business and Law. Call our free Advice Line on 0800 048 7520 on Tuesdays (10-12pm and 2-4pm) and Thursdays (10am-12pm and 2-6pm).