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| **Timetable (subject to change)**  **Institute of Leadership and Management Level 2 Certificate in Enterprise** | | | |
| **Induction - Setting aims and objectives –** Self Awareness | Tuesday 28th September | **1.30pm - 4.00 pm** |  |
| **Assessing Own Suitability for Enterprise** | Thursday 30th September | **1.30pm – 4.00pm** |  |
| **Assessing the Viability for a Business Idea (Part 1) + self-study** | Tuesday 5th October | **1.30pm – 4.00pm** |  |
| **Assessing the Viability for a Business idea + Developing an Idea for a Product or Service** | Thursday 7th October | **1.30pm – 4.00pm** |  |
| **Assessing the Viability for a Business + Understand How to Market and Sell a Product or Service** | Tuesday 12th October | **1.30pm -4.00pm** |  |
| **Assessment Tutorial + Understanding the Legal and Regulatory Requirements for Starting and Running an Enterprise** | Thursday  14th October | **1.30pm – 4.00pm** |  |
| **Marketing & Developing an Idea for a Product/Service**   * Boston Consultancy Matrix * Targeting the right customers | Tuesday  19th October | **1.30pm – 4.00pm** |  |
| **Understanding the Financial Needs for an Enterprise**   * Start up and running costs * Sources of funding * Interviewing business owners   **Assessing Own Suitability for Enterprise – Assignment Due 22nd October** | Thursday  21st October | **1.30pm – 4.00pm** |  |
| **Promoting the Enterprise + Developing a Customer Service Focus**   * Targeting the right customers * Customer Service | Tuesday 26th October | **1.30pm – 4.00pm** |  |
| **Understanding the Financial Needs of a Business**   * Tools & resources for business * Sources of funding   **Assessing the Viability of a Business Idea Assessment Due – Friday 29th October** | Thursday 28th October | **1.30pm - 4.00pm** |  |
| **Understanding Marketing and Selling of the Enterprise &**  **Understanding & Legislative and Regulatory Requirements for an Enterprise**   * Tools & resources for business * Operations * Terms & Conditions | Tuesday 2nd November | **1.30pm – 4.00pm** |  |
| **Understanding & Legislative and Regulatory Requirements for an Enterprise**   * Contracts   **Developing an Idea for a Product or Service – Assignment Friday 5th November** | Thursday 4th November | **1.30pm - 4.00pm** |  |
| **Understanding Marketing and Selling of the Enterprise**   * Customer Avatar/Persona * Guest Speaker Janice B Gordon – Scale your Sales | Tuesday 9th November | **1.30pm – 4.00pm** |  |
| **Understanding the Financial Needs of a Business &** Understanding **& Legislative and Regulatory Requirements for an Enterprise**   * Pricing strategies * Guest Speaker – Katie Waite – The Trade Mark Owners Association Intellectual Property   **Assignment Due – Friday 12th November** | Thursday 11th November | **1.30pm – 4.00pm** |  |
| Open Session | Tuesday 16th November | **1.30pm – 4.00pm** |  |
| **Additional Units**   * Social Media * Business Development   **Understanding the Legal and Regulatory Requirements for Starting and Running an Enterprise & Understanding the Financial Needs of a Business - Assignment Due Friday 19th November** | Thursday 18th November | **1.30pm – 4.00pm** |  |
| 1. Networking & Business Development 2. One-to-One Tutorial & Visit to Library/Business Show Excel on 24th November 3. Tutorials and Assignment 4. Group Tutorial & Final Teaching Session | Tuesday 23rd November  Thursday 25th November  Tuesday 30th November  Thursday 2nd December | **1.30pm – 4.00pm**  **1.30pm – 4.00pm**  **1.30pm – 4.00pm** |  |
| 1. **Assessments due additional units** | Thursday 9th December |  |  |