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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** | Thursday14th October  | **1.30pm – 4.00pm**  |  |
| **Marketing & Developing an Idea for a Product/Service*** Boston Consultancy Matrix
* Targeting the right customers
 | Tuesday19th 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** | Thursday21st 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 NovemberThursday 25th NovemberTuesday 30th NovemberThursday 2nd December | **1.30pm – 4.00pm** **1.30pm – 4.00pm** **1.30pm – 4.00pm**  |  |
| 1. **Assessments due additional units**
 | Thursday 9th December |  |  |