

COURSE DESCRIPTION 2017-2018

Course: Setting up a Craft Business	Awarding body: N/A
Tutor: Janice Nickolls	Course length: 5 weeks
Date: 24 April 2018	Day / Time: Tuesday 1300-1500

Course summary/aims: (Might also be used for brochure or poster blurb)	If you are thinking about turning your hobby into a business, this is the course for you. We will cover the basics of setting up a business, to help you realise your dreams.
Course objectives: (There MUST be 5 for non-accredited Community Learning courses; this is not so essential for qualification-based courses)	By the end of the course, you will have: <ol style="list-style-type: none"> 1. An understanding of the legal requirements 2. Associated with setting up your business 3. A business identity 4. A draft business plan 5. Identified your customer base 6. A basic marketing strategy
Course content:	During the course we will work through the basics of setting up a business, from writing your business plan to using social media for marketing, and the process of setting up a website.
Teaching and learning methods:	Tutor demonstrations, guided exercises, one to one and group discussions, peer group input.
Course level/entry requirements:	A basic idea of the business you would like to set up (and if you have already started this journey, your progress to date).
How progress is checked during course:	Informal and supportive individual feedback from tutor. Self assessment, peer group discussion.
Extra study or practice required at home?	Simple tasks developing work started in class.

Formal course accreditation? If yes, how is the course assessed?	N/A
Materials you will need to bring to the course:	Laptop or equivalent. Paper and pen.
What can I do next?	

Information, Advice and Guidance sessions are available on request (it is best to make an appointment).

If you feel you may need some support eg. with English, Maths or ICT, please ask.

To get in touch, please call your local CLIP Learning Centre (see below) or email info@cliplearning.com

CLIP Learning Centres

Market Rasen Learning Centre
8 Queen Street
Market Rasen
LN8 3EH
01673 843489

The Bridge
142 Bridge Street
Gainsborough
DN21 1LP
01427 677377

Mablethorpe Learning Centre
Seacroft Road
Mablethorpe
LN12 2DT
01507 473325