

## Business Planning

### Applying for this course

This course is ideal for those persons who are considering opening a business or who already own a business and want to further enhance their entrepreneurial skills.. Eligible individuals would be **persons who completed compulsory schooling** up to 65 years of age. In case of any difficulties regarding the entry requirements kindly contact us on [qa.jobsplus@gov.mt](mailto:qa.jobsplus@gov.mt).

### Course Duration

This course is of 12 hours duration and consists of one Module.

### General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

This course can also be delivered online. In such cases, the learner is required to have a working camera and a working microphone

### General assessment policy and procedures for this course:

The Learner will be assessed through an Ongoing Assessment that will take place throughout the duration of the course. The ongoing assessment will take into consideration the learner's classroom participation throughout the entire course, and will take place by way of oral exercises, practical exercises, one-to-one questions, quizzes, role plays, and group activities

### Module 1 Learning Outcomes – Business Planning

<ul style="list-style-type: none"><li>✓ Create a business idea, outlining the most important features to be able to decide on the viability of the venture</li><li>✓ List potential forces which may impact the business (environment and / or industry)</li><li>✓ Produce the ideal customer profile</li><li>✓ Collaborate with potential customers to identify the product or service needed</li><li>✓ Manage the SWOT &amp; Pestel analysis</li><li>✓ Create SMART goals</li></ul>	<ul style="list-style-type: none"><li>✓ Create a business operational plan</li><li>✓ Create a human resources management plan</li><li>✓ Align the business plan with the marketing and sales strategic plans</li><li>✓ Sell own business idea to potential funding sources through the use of an effective business plan presentation</li><li>✓ Deal with feedback and identify appropriate changes and solutions</li></ul>
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**Module 1 Assessment:** There is no assessment for this module.

If learner is interested in following a course on Marketing or Use of Social Media for Business, kindly refer them to Jobsplus' courses - <https://jobsplus.gov.mt/courses/all-course-list/>.