

**BUSINESS PLANNING**  
Level 2  
**DISTANCE LEARNING PROGRAMME**

○ **CLIENT PROFILE**

This programme from Study House is for people seeking to understand and apply the principles and practice of a business planning, for example if you are thinking of starting your own business. No prior knowledge is required but it is assumed that you will be starting with your own business idea.

○ **COURSE OBJECTIVES**

At the end of the course you will be able to:

- Describe and evaluate your business idea
- Carry out market research into your idea
- Market your product or service
- Compile the financial information needed to run a business
- Produce a business plan
- Identify sources of funding
- Instigate relevant business controls

○ **KEY DATA**

**Entry requirements**

There are no requirements. No prior knowledge is assumed.

**Method of study**

Distance learning enables you to complete your studies at work or at home over a timescale which suits your other commitments. No formal attendance at college is required but tutor support is included.

**Duration**

The course may take an average student approximately 60 hours to complete, including the assessment. You can register

at any time and you will have a **full year** in which to complete the course.

**Course materials**

You receive: course manual, with exercises and activities, assignments and study guide to help you plan your studies, and assessment materials.

**Assessment method**

Each element is followed by a written assignment, which you submit for marking by your Tutor. No external examination is required. You receive a study guide to help you plan your studies

**Tutor support**

As well as marking your assignments, your Tutor is available for help by telephone and/or email.

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○ **ACCREDITATION**

This course is provided in conjunction with Kendal Publishing Ltd, a licensed **NCFE** centre, and is equivalent to Level 2 on the National Qualifications Framework. NCFE is recognised as an awarding body by the Office of the Qualifications & Examinations Regulator (Ofqual) in England, DCELLS in Wales and CCEA in N Ireland.

○ **PRICE** **£250** including registration, materials, tuition and validation

Or £60 deposit and 4 monthly payments of £50 (£260) (instalments UK only)

**Overseas:** EU postage included or £20 courier. World: Add £20 Airmail signed-for delivery.

**THE DISTANCE LEARNING PARTNERSHIP**

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○ **OUTLINE CONTENT**

**Module 1: Planning to Succeed**

- Personal profiling & self-assessment
- Evaluating your business idea
- Writing a business plan
- Business structures
- Basic accounting requirements

**Module 2: Market Research**

- Types of research
- Survey methods
- Questionnaires
- Secondary research
- Market research analysis

**Module 3: Effective Marketing**

- The Marketing Cycle
- Marketing plans
- Equal opportunities

- Cost per sale formula
- Target customers
- Business generation
- Marketing mix
- Product life cycles

**Module 4: Finance**

- Personal survival plan
- Start up budget
- Meaning of profit
- Direct & fixed costs
- Break even analysis
- Costing & pricing
- Sales forecasting
- Profit & loss forecasting
- Capital requirements

○ **COURSE PROVIDER**

You will become a registered student of **Study House**, which is part of Kendal Publishing Ltd.



○ **HOW TO APPLY**

Complete our enrolment form, and send with payment (or deposit and completed Banker's Standing Order) to:

The Distance Learning Partnership  
FREEPOST SEA9262  
West Horsley  
LEATHERHEAD  
KT24 6BR

**OVERSEAS** Send to:

Distance Learning Partnership  
PO Box 52  
EAST HORSLEY Great Britain  
KT24 6YO

**Or:** Tel: **01483 285626** to enrol by phone or to pay your deposit by credit card

**Or:** Enrol online via our website [www.distancelearningpartnership.co.uk](http://www.distancelearningpartnership.co.uk)

For advice by e-mail: [info@distancelearningpartnership.co.uk](mailto:info@distancelearningpartnership.co.uk)

**NOTE:** We can invoice your employer on receipt of an official purchase order signed by the appropriate person.



The Distance Learning Partnership is a member of the **Association of British Correspondence Colleges** to whose Code of Ethics we subscribe.

