



**TRANSMIND**  
INSTITUTE OF TRAINING & DEVELOPMENT



# Course Prospectus

## Professional Diploma in Entrepreneurial & Small Business Operations

**SCHOOL OF BUSINESS**

**ABE ENDORSED**

# Professional Diploma in Entrepreneurial & Small Business Operations

# DESBO



## Eligibility:

No Formal Entry

## Level:

L3 Diploma

## Duration:

4 Months + 2 Months Project



**Your Name**

has been awarded the

**ABE Endorsed**

Programme in

**Professional Diploma in Entrepreneurial and  
Small Business Operations**

Issued 05 September 2020

DESBO



*Rob Mey*  
Rob Mey - CEO

*Kath Ramsey*  
Kath Ramsey - Chairman

 **abe**



## Professional Diploma in Entrepreneurial & Small Business Operations – Module Description

Around the world we are seeing a new mind-set where people are starting to shift away from seeking employment and are instead creating employment opportunities for themselves. But working for yourself still needs careful and considered planning if it is to be successful.

This is where ***Professional Diploma in Entrepreneurial & Small Business Operations*** comes in. Our practical course is designed to support the development of your business idea into a robust business plan. It encompasses practical skills, knowledge and business best practice in order to give you the knowledge and confidence you need. Not only will you learn about the foundations of starting up a business, you will also learn the mechanics of running a business day-to-day.

The Professional Diploma in Entrepreneurial & Small Business Operations gives you the core skills needed to set-up and run any business venture, whether it's a café, a digital business or a hair salon. The qualification will develop your ability to research, plan, budget, and reduce risk to ensure success and growth for your business.



# Professional Diploma in Entrepreneurial & Small Business Operations – Course Structure

## What will I learn?

- How to build a business proposition
- How to research and analyse competitors
- How to write a business plan
- How to present a pitch
- How to plan for your business
- How to take local legal factors into consideration
- How to manage the day-to-day running of a business
- How to recognise when things are going wrong

## How will I be assessed?

You will do an assignment based around each element which will form a final business plan. At the end of the course the business plan will be submitted to TRANSMIND for final assessment.

## Unit elements

Element 1 – Introduction to Entrepreneurship & Innovation

Element 2 – Market Analysis & Building a Business Idea

Element 3 - Marketing Management for Small Business

Element 4 – Small Business operations

Element 5 – Financial Arrangement & Management

Element 6 - Building a Winning Business Plan (Proposal)



## FEE STRUCTURE

Installments	Fees	Special discount
Registration Fee	15,000.00	15,000.00
Monthly Installments	15,000.00 x 4 Inst	10,000.00 * 3 Inst
<b>Total</b>	<b>Rs. 75, 000.00</b>	<b>Rs. 45 ,000.00</b>



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