

OPTIMUM

Programme Guide

Start your Own Business QQI Level 5



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TRAINING & BUSINESS
SERVICES



Start Your Own Business QQI Level 5 5N1418

Overview:

The aim of this training programme is to provide aspiring entrepreneurs with the essential knowledge, skills, and resources necessary to successfully launch and manage their own businesses. Through a comprehensive curriculum, practical workshops, and expert guidance, participants will learn how to develop a solid business plan, navigate legal and financial aspects, create effective marketing strategies, and cultivate the entrepreneurial mindset required for long-term growth and sustainability. This programme empowers individuals to confidently transform their business ideas into reality and contribute to economic growth and innovation.

Module Objectives:

- Module 1: Entrepreneurship & Business Planning
- Module 2: Essentials of Marketing for Business
- Module 3: Legal Requirements
- Module 4: Best Practice Finance
- Module 5: Taxation
- Module 6: The Art of Sales
- Module 7: Managing Change

Entry Requirements:

- Level 4 or equivalent in a relevant subject area
- Proficient in the English language
- Basic IT Skills
- Competent in self-directed learning

Assessment Details:

Project 100%

Who Should Apply:

This course is ideally suited for individuals who have a strong desire to become entrepreneurs and establish their own ventures. It is particularly valuable for aspiring business owners who are in the early stages of conceptualising their ideas, as well as those who have a business concept but require guidance on how to turn it into a viable business plan.



Why choose Optimum Limited ?



Optimum Limited provides a wide range of business development, consultancy and training to companies across all industry sectors, whilst offering client-specific and scheduled training programmes. The fundamental purpose of our training and development programmes is to link company objectives to individuals in order to achieve outstanding business performance. Optimum also provide business support initiatives, such as organisational development, change management services, professional mentoring and coaching skills.

Since its establishment in 1990, Optimum has demonstrated a clear correlation between people development and the bottom line. This ethos has helped Optimum in establishing a portfolio of highly reputable clients in the private sector, state and local agencies, universities and professional bodies. As a preferred choice provider and partner to many of Ireland's leading businesses, we have learned that the key to our success is putting their success first. Our focus is on building lasting partnerships that offer positive outcomes and a rewarding learning experience. Our commitment to quality is enhanced by the enthusiasm of our team and our recognition of high quality standards. Through ongoing research and development, all of our services incorporate the latest concepts and approaches to enhance business services.



Optimum Limited Accreditation

We also recognise the importance of considering accreditation as a quality assurance alternative. Optimum Limited can offer reputable accreditation depending on your specific learning requirements. We have an impressive history of collaborating with a range of professional organisations in the provision of quality learning responses.

We have also developed an extensive network of contacts from all business areas, which are continually utilised for project enhancement and effectiveness. This network is comprised of Corporate Clients, State Agencies, Government Bodies, Enterprise Agencies, Area Partnerships and National Business Networks.

QQI Awards that we offer:



Leadership
Level 6



Managing People
Level 6



Coaching Models of Practice
Level 6



Training & Development
Level 6 (Special Purpose)



Business Management
Level 6



Sales & Marketing Management
Level 6



Start Your Own Business
Level 5



Digital Marketing
Level 5



Communications
Level 4 and 5



Customer Service
Level 5



Optimum's Quality Assurance

Optimum adopts a Business Excellence Model in relation to quality assurance. We aim to deliver superior quality training which is supported with professional materials and best practice models. We believe in delivering over and above and value our clients as partners in our business. We closely monitor all feedback from participants and take corrective action if required. We tailor each programme and training workshop to meet the specific needs of the group and have an ability to create environments that support different learning styles.

Optimum are a QQI accredited centre. We have also developed an extensive network of contacts from all business areas, which are continually utilised for project enhancement and effectiveness.

We have a dedicated QQI Co-ordinator and support team who are responsible for maintaining and continuously improving QA processes and procedures to ensure that the correct procedures are implemented and reviewed.

Our QA Manual and Learner Handbook can be found on our website or at request.

And if you have any other questions relating to our Quality Assurance policies or procedures, please don't hesitate to contact us at hq@optimum.ie or ring us (01) 672 8628.



For enquiries,
contact us.



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