

## **COURSE: Small Business Development**

**LENGTH OF COURSE:** Two days to a week depending on the depth of individual knowledge required.

**LEARNING OBJECTIVES:** To help entrepreneurs, small business owners and junior managers in larger corporations understand business development.

**COURSE DESCRIPTION:** The course will help the manager understand how the business develops from first principles during which he/she will consider imagination, innovation, product development, marketing and market research and finance to consider the organisation of a business plan and the strategy for the business development. The course begins with a practical session which encourages imagination and team building through the members having the task of using their imagination to design through innovation a new product. It develops by having the participants consider how they may market that product in practical terms and is completed by either taught principles of research and budgeting or the carrying out of a practical market research programme and the construction of projections and cash flow budgets depending on the length of the course taken.

**COURSE OUTCOME:** Sufficient knowledge to understand the basic principles of business control and strategy.

**SUITABLE FOR:** Entrepreneurs, small business owners and managers and junior managers in larger corporations.