

COURSE TITLE	WHAT IS BUSINESS?
COURSE AIM	There is another way how to make a living. Starting a business is another option. This course is mainly for clients who would like to know what it takes to own their business. It will lead them to reach decision whether to effectively start doing business or not.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Reasons for entrepreneurship 2. Defining small enterprise 3. Advantages and disadvantage of small enterprise 4. Products, services and the market 5. The entrepreneur 6. Leadership qualities 7. SWOT analysis of a prospective entrepreneur. 8. Means of financing 9. Exploring business alternatives 10. (Group Counselling)
DURATION	20 hours
SCHEDULE	Twice a week, 5.30pm to 8.30pm.
VENUE	At the ETC Training Complex in Hal Far.
INTENDED FOR	This programme appeals mostly to clients, particularly unemployed, who would like to know what it takes to own their business or are already in the start-up phase.
FEE	Nil



Operational Programme II – Cohesion Policy 2007-2013
Empowering People for More Jobs and a Better Quality of Life
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CERTIFICATION

The Institute will award Certificates to candidates who pass a final examination set by the Institute.



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