

Programme Specification T1401

START YOUR OWN BUSINESS

DATE: 4th February – 8th April

TIME: 7.00PM – 10.00PM

DURATION: 10 Evenings

COST: €100

This is a comprehensive course at the end of which the participant will be able to understand and prepare for issues facing people in business today.

Course Outline:

- Self-Assessment and Planning Process
- Business set up
- Cashflow and Cash Collection
- HR and Employment Legislation
- Costing and Pricing
- Market Research
- Marketing for a Small Business
- Networking and Presentation Skills
- Work Life Balance and Time Management

Programme Specification T1402

SOCIAL MEDIA MARKETING

DATE: 6th February

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This is aimed at those who are new to the world of social media and wish to become adept at using the various social media tools to build an online brand. This will help those attending identify the ways in which they can use social media to recognise business opportunities, building networking opportunities and overall use social media to their advantage in a cost-effective and results-driven manner

Programme Specification T1403

SAGE COMPUTERISED ACCOUNTS

DATE: 7th February – 11th April

TIME: 9.45AM – 1.00PM

DURATION: 10 Mornings

COST: €100

The aim of this course is to provide participants with the knowledge to use Sage Line 50 Accounts to record all their business transactions and extract relevant management reports to run their business more effectively.

Course Outline:

- Introduction to Sage Line 50
- Supplier set up
- Customer set up
- Bank payments, receipts and transfers
- Use search function
- Bank reconciliation
- Financial reports
- Trial balance, Profit & Loss
- Credit control
- Year-end routine

Programme Specification T1404

DIGITAL MARKETING AND WEBSITE DESIGN

DATE: 12th, 19th, 26th February, 5th & 12th March

TIME: 9.45AM – 4.45PM

DURATION: 5 Days

COST: €100

The aim of this programme is to provide participants with the necessary skills and knowledge to create and maintain their websites.

Course Outline:

- Introduction to website development tools
- Registering the domain hosting site
- Designing a website
- Building a website
- Social Media
- Search engine optimization

Programme Specification T1405

STRESS MANAGEMENT

DATE: 20th February

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

One of the greatest challenges for an owner manager is managing themselves. If the entrepreneur is the driving force behind the business, it is imperative that they are running as effectively as possible. This one day course is designed to advise on techniques to deal with stress.

Programme Specification T1406

BASIC BOOKKEEPING USING EXCEL

DATE: 25th February

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

The course will cover all the working elements of setting up a simple bookkeeping system on Microsoft Excel.

Programme Specification T1407

BUILDING A BUSINESS ONLINE

DATE: 12th & 19th March

TIME: 9.45AM – 4.45PM

DURATION: 2 Days

COST: €60

The aim of this course is to assist business owners to develop an online presence so that they can generate additional revenue. In recent years there has also been significant growth in businesses that start up exclusively online, which can involve less risk, cost and effort. Topics covered include:

- Getting your business online
- Information you must include
- Growing your online presence
- Selling tips and tricks

Programme Specification T1408

HEALTH AND SAFETY FOR THE SMALL BUSINESS

DATE: 26th March

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This course enables managers and supervisors to carry out their activities within the work place, understanding the duties required of them under the various pieces of legislation

Course Outline:

- The role of the Health and Safety Authority Legislation
- Duties of managers and supervisors
- Accident recording and reporting
- Consequences on non-compliance
- Hazard identification
- Preventative strategies
- Safety statements/risk assessments
- Role of safety representatives

- Good health and safety practices

Programme Specification T1409

RETAIL DEVELOPMENT PROGRAMME

DATE: 2nd, 9th, 16th, 23rd & 30th May

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This programme is aimed at **owner/managers** of independent retail outlets in Laos. It will give retailers new tools which will help them grow sales. The programme also includes an individual store audit.

Programme Specification T1410

HOW TO SET UP A BLOG FOR YOUR BUSINESS

DATE: 8th April

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This course will focus on the skills needed to build, maintain and market an effective blog and be illustrated by practical case histories using participant's sites where appropriate.

Course Outline:

- What blogs are the benefits of blogging
- How to set up a blog and get started
- Ways to make your blog attractive to readers, improving design and increasing effectiveness
- How to write a good blog – expanding its content with links, photos and video
- Using your blog for wider marketing activities
- Blogging pitfalls – how to avoid them

Programme Specification T1411

HOW TO CREATE AN E-NEWSLETTER

DATE: 10th April

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

Upon completion each participant will understand how email newsletters fit into the marketing mix, the tools available for use & their limitations. The workshop will help identify the target market for their newsletter & participants will learn how to import their contacts & send email newsletters

Programme Specification T1412

CUSTOMER CARE

DATE: 15th April

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This course is for anyone who deals directly with customers or potential customers. The participant will learn valuable listening techniques and tools to help them to become more confident. You will also cover how to turn complaints into opportunities

Programme Specification T1413

HOW TO SUBMIT THAT WINNING TENDER

DATE: 17TH April

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This course will demystify the process of tendering which, is seen as intimidating and labour intensive. It will provide participants with the increased understanding & confidence necessary to submit successful tenders

Programme Specification T1414

OCCUPATIONAL FIRST AID

DATE: 24th, 25th & 28th April

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €100

The aim of this course is to provide participants with the knowledge, skills and attitudes that will enable them to meet the requirements of the Safety, Health & Welfare at Work Act 2007 which addresses Occupational First Aid in the Workplace. Areas covered include:

- Assessment, Accident Scene Management
- Circulation, wounds and bleeding

- Respiration, asphyxia and introduction to CPR
- CPR, choking and heart conditions
- Unconsciousness
- Fractures, sprains, strains and dislocations
- Burns and scalds
- Use of the Automated External Defibrillation (AED)
- Steps to be taken prior to the administration of 300mg of Aspirin for cardiac chest pain
- Chemicals and poisons
- Medical emergencies, crush and spinal injuries

Programme Specification T1415

WRITING YOUR OWN MARKETING PLAN

DATE: 2nd, 9th, 16th, 23rd, 30th May

TIME: 9.45AM – 4.45PM

DURATION: 5 Days

COST: €100

A marketing plan is the single most important guide you will have to maximize effectiveness. This is especially true for entrepreneurs and small business owners, who may be new to the process of creating a plan or who may be operating with a limited budget — and maybe both. Topics covered include:

- Defining a vision/mission/values statement
- An overview of the positioning process
- A basic approach to pricing
- Conducting a SWOT Analysis
- Conducting a Customer Analysis
- Identifying Marketing's Role in the Sales Strategy
- Defining a Whole Product Strategy
- Planning the Components of a Product Launch

Programme Specification T1416

ESSENTIAL EMPLOYMENT LAW

DATE: 8th May

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

The aim of this programme is to give the participants the essentials in relation to their responsibilities as an employer
Course Outline:

- Duties of an employer
- Duties of the employee
- Health and Safety considerations
- Contracts of employment
- Different types of contracts
- Employee relationship management
- Disciplinary procedures
- Rates of pay
- Dealing with unions
- Conflict resolution

Programme Specification T1417

ENTERPRISING WOMEN PROGRAMME

DATE: 6th, 13th, 20th, 27th May, 3rd & 10th June

TIME: 9.45AM – 1.00PM

DURATION: 6 Mornings

COST: €60

Women who participate in the 'Enterprising Woman' programme will achieve:

- Increased self-awareness and confidence in harnessing their unique strengths, values, purpose and passion
- Enhanced strategic thinking and decision-making abilities to create vision and effectively lead teams
- Impactful communication and influence techniques that lead to strong leadership presence and effective results
- Greater clarity and vision in identifying their goals with an action plan for achieving them
- Sustainable work-life balance practices to nourish and maintain effectiveness
- Business planning and time management skills development

Programme Specification T1418

ONLINE MARKETING AND SOCIAL MEDIA

DATE: 7th, 14th, 21st, 28th May, 4th & 11th June

TIME: 7.00PM – 10.00PM

DURATION: 6 Evenings

COST: €60

This course is devised so that businesses can understand the different social media tools and how they can use them in a social media strategy for their organisation.

Course Outline:

- Develop an online strategy
- Build knowledge of web-based marketing and communication opportunities
- Enable businesses to use their websites more effectively
- Develop an understanding of website management and maintenance options
- Understanding of the different social media channels
- Measure the results of their online strategies

Programme Specification T1419

TAXATION FOR THE SMALL BUSINESS

DATE: 19TH June

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

This course will include how to correspond with revenue, how each tax is paid and computed.

Course Outline:

- The difference between each type of tax
- Registering for tax
- Introduction to Revenue Online Service
- Importance of cashflow
- How to calculate each type of tax – both manual and computerized

Programme Specification T1420

PERFECTION YOUR SALES PITCH

DATE: 24TH June

TIME: 9.45AM – 4.45PM

DURATION: 1 Day

COST: €40

Designed to enable participants gain an in depth understanding of the key skills that will enable them present their product or service more effectively which in turn will enable them to close the sale with confidence. They will acquire new selling tools to win new customers and maintain existing ones, reduce the sales cycle and increase overall sales conversion rates. They will also be competent on the important principle of approaching the sale from the buyer's perspective.