Business Start-Up

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Campus: Rotherham College
Code: R28AC17
Type: Part Time

This practical, non-accredited course is designed for aspiring entrepreneurs, freelancers, and anyone with a business idea they want to bring to life.

Free from the pressure of formal exams or academic assignments, this hands-on workshop-style program focuses purely on real-world application.

Over the duration of the course, you will transform your initial concept into a structured, viable business plan. Through interactive discussions, practical templates, and real-case studies, you will gain the clarity, confidence, and foundational tools needed to launch and run a small business successfully.

About This Course

Validate Your Business Idea: Refine your initial concept, identify your ideal target market, and analyse competitors to ensure market demand.

Build a Lean Business Plan: Create a clear, practical business plan to guide your launch without getting bogged down in unnecessary theory.

Understand the Legal & Administrative Basics: Navigate business structures (e.g., sole trader, limited company), legal responsibilities, and essential regulatory compliance.

Develop a Financial Roadmap: Create simple cash flow forecasts, set appropriate pricing strategies, and understand your startup and operational costs.

Design a Marketing Strategy: Define your brand identity, identify effective digital and local marketing channels, and create a plan to acquire your first customers.

Establish Daily Operations: Set up efficient day-to-day processes, select essential digital tools, and build a manageable launch timeline.

Tuition Fees

Those aged 19 or over may not need to pay fees depending on their circumstances. Find out if you qualify for help with your fees [https://www.rotherham.ac.uk/course-fees/] .

If you need further advice or guidance please contact the Enquiries Team on **01709 362111.**

Additional Information

This course will be available at various venues across the borough.

PLEASE NOTE

We make every effort to ensure information within our online course directory is accurate and a true representation of the courses we are offering in 2026-27. However, we do reserve the right to make changes if necessary.

Last updated: 2nd November 2026