

Business Start-up and Entrepreneurship

Do you have a great business idea?

Do you want to start your own business?

Are you looking for a professional qualification which will help you in your career?



Why study business start-up and entrepreneurship?

New products and services are the lifeblood of business, but it can often take someone special, an entrepreneur to identify and develop such opportunities. Many of the largest businesses in the world were started by someone with a good idea, and the most famous business people are invariably entrepreneurs.

The Association of Business Executives (ABE) offers a relevant qualification – the Level 4 Diploma in Business Start-up and Entrepreneurship. If you have a great business idea, but you are not sure what to do next, then the Diploma can help you. It provides an understanding of the main areas you need to know about in order to run a successful business.



**Business
Qualifications**

40 years 1973-2013

ABE qualifications are:

- Practical professional qualifications which will help you find a job or obtain a promotion
- Officially recognised for university entrance by more than 80 universities worldwide, and also accepted by many more, for entry onto the first, second or final year of study (depending on the QCF level of ABE qualification)
- High quality as ABE is recognised by Ofqual, the UK's regulatory authority, as well as equivalent bodies worldwide
- Listed on the UK's Qualifications and Credit Framework (QCF) of regulated qualifications
- Taught to 50,000 students worldwide every year by hundreds of colleges which between them offer a range of flexible study options (full time, part time, distance learning or self-study)
- Provided with comprehensive student support information including study tips, study manuals, past exam papers, specimen answers, recommended reading lists and a quarterly magazine available online or in print
- Flexible, as the optional units enable you to specialise in the areas that particularly interest you, units can be studied in any order, and many units are common to more than one programme, so you can very easily switch between qualifications or take a second qualification at the same level
- Cost-effective because ABE is a not-for-profit organisation so it endeavours to ensure that its prices are always as affordable as possible, plus taking an ABE qualification to fast track to university can give you significant savings

If there is a scarcity of jobs in your country then the Level 4 Diploma in Business Start-up and Entrepreneurship gives you the skills and knowledge you will need to set up your own business. It can also help you find a job or obtain a promotion, as all businesses will benefit from employing someone with an entrepreneurial outlook. If you hold the Level 4 Diploma in Business Start-up and Entrepreneurship it will show that you understand how to develop business ideas.

The unit syllabuses cover the essential understanding, knowledge and skills required by the entrepreneur and include:

- spotting business opportunities
- the importance of knowing your customers
- market demand as the key to commercial viability
- the importance of motivation
- how to construct a business plan to attract potential lenders and investors
- the importance of good market research
- the implementation of the business plan
- innovation and creativity
- the barriers faced

? What do the levels mean?

The levels refer to the 'level of learning' required to complete the qualification. Qualifications at the same level are therefore broadly similar (or comparable) in the level of learning required. Thus the ABE Level 6 Diploma is rated at Level 6 on the Qualifications and Credit Framework (QCF), the same as a UK Bachelors degree.

QCF Level Other qualifications at the same level

Level 3	UK 'A' level, BTEC National Certificate
Level 4	BTEC Professional Diploma
Level 5	UK Foundation Degree, HND
Level 6	Bachelors Degree
Level 7	Masters Degree

Level 4 Diploma

Compulsory units

- Understanding Entrepreneurship
- Introduction to Marketing
- Enterprise Start-up
- Business Plan for Enterprise Start-up

Entry requirements

Open entry, but you must be competent in English (IELTS 5.0 minimum) and Mathematics



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for Excellence in Studies

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