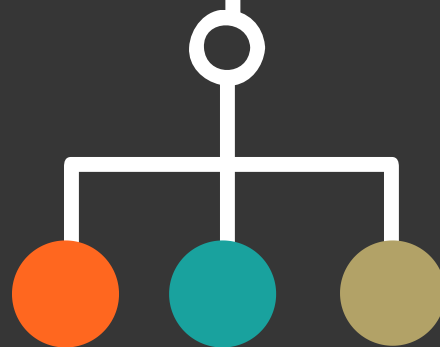




SPRINGBOARD+ ENTREPRENEURS PROGRAMME



SPRINGBOARD+,
IRISH TIMES TRAINING
& ULSTER UNIVERSITY



EUROPEAN UNION
Investing in your future
European Social Fund



Riailas na hÉireann
Government of Ireland



HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

FUTURE JOBS
IRELAND
Preparing Now for Tomorrow's Economy

Springboard+ is co-funded by the Government of Ireland and the European Social Fund as part of the ESF programme for Employability, Inclusion and Learning 2014-2020.

COURSE OVERVIEW

The Entrepreneurs Programme leading to an Advanced Certificate in Management Practice in conjunction with Ulster University has been specifically designed for individuals at the very early stage of forming a business.

Including modules in "The Future of Work", "Presenting Your Best Self", "Refining Your Business Idea" & "Developing Your Online Presence", the programme will assist budding entrepreneurs as you develop from a seedling idea to a fully functioning business, ensuring you have a well thought out and actionable business plan and are equipped with practical and usable skills to enable you to grow your business.

The programme will take place two mornings per week over 18 weeks. Classes will be delivered live online, which will create an engaging and interactive virtual classroom experience.



MODULE OVERVIEW*



Induction: Programme overview & learning outcomes, Ulster University induction including digital library, followed by networking skills.

1. Presenting Your Best Self: Prepare to present yourself and your idea including workshops & one-to-one coaching sessions on pitching.

2. Personal Effectiveness - Entrepreneurial Competencies: This module focuses on self-discovery to provide useful insights and form the basis of a Personal Development Plan.

3. Refining Your Business Idea: Turn your idea into a fully functional business, looking at overall purpose & direction using a strategic approach.

4 Managing the Marketing Funnel: Explore the channels you can use to reach customers & learn about the marketing funnel.

5. Developing Your Online Presence: Develop a successful eCommerce brand for your business based on a compelling customer proposition.

6. Driving Customer Traffic: Learn how to effectively use digital marketing tools and techniques to drive quality traffic to your website or store.

7. The Future of Work - Value Creation in the New World of Work: Learn how to apply emerging workplace trends to your own business.

8. Resilience for Entrepreneurs: Learn to build up your strength and resilience to be well equipped for the challenges of starting a new business.

9. Sales and Negotiation: Rethink your approach to selling and pitching to help close sales and deals.

10. Finance for Start-Ups: Understand the financial and accounting fundamentals of business to help put you on the firmest footing.

11. Management Project - Action Plan for Start Ups:

Develop project management & investigative skills to effectively describe a business project, analyse it and make recommendations for improvement.

*PLEASE NOTE MODULES MAY BE DELIVERED IN A DIFFERENT ORDER THAN LISTED ABOVE & SPLIT OVER MULTIPLE SESSIONS.

MODULE 1: PRESENTING YOUR BEST SELF



This module is tailored specifically to help entrepreneurs present themselves and their idea in the best way possible, by identifying your strengths as well as potential areas for self-improvement.

The first session will focus on effective communications and speaking to your audience while the second session will include workshops on portfolio/CV preparation, preparing your LinkedIn Profile and creating a 2 minute elevator pitch in addition to one-to-one coaching sessions on pitching for funding and presenting your sales pitch.

CONTENT

- Developing SMART Goals
- Effective Communication & Non-Verbal Communication Skills
- Push & Pull Communications
- Active Listening and Reciprocity
- Understanding Your Audience
- Connecting People Through Stories
- Building Relationships & Creating Mutual Benefit Through Networking
- Communicating a Message that Resonates with Your Audience
- Crafting the Building Blocks of Your Story
- 10 Key Things to Include in Your Pitch including Marketing Plan & Business Model
- Designing an Effective Visual Presentation
- Preparing for and Presenting Your Pitch

MODULE 2: PERSONAL EFFECTIVENESS



(ACCREDITED)

This module focuses on the individual; your perceived strengths, weaknesses and areas for development. Self-discovery through the use of competency frameworks, a series of self-analysis questionnaires and psychometrics, will provide you with useful insights that will form the basis of your Personal Development Plan (PDP). The PDP will then be utilised throughout the duration of the programme.

The self-analysis undertaken in this module centres around the Myers Briggs Type Indicator® instrument offering a powerful set of tools for lifelong growth and development.

CONTENT

- Time Management & Prioritisation
- Using Technology Effectively
- Personal Time Management Review
- The Communication Process & Effective Communication Skills
- Assertiveness & Dealing with Conflict
- Analytical Thinking
- "The Healthy Mind Platter"
- The Importance of Development Planning
- Key Competencies for Business Success
- Competence Audit: Myers-Briggs Personality Type Indicator & SWOT Analysis
- Development Needs
- Creating & Drafting a Professional Development Plan

MODULE 3: REFINING YOUR BUSINESS IDEA



This module is designed to help you turn your idea into a fully functional business. Strategic development looks at the overall purpose and direction of your business, taking into account the decisions needed which reflect the future, scope and competitive position of your business.

The programme emphasises the need for a holistic perspective of the strategic issues to ensure longevity and sustainability of your business.

The session will introduce the lean canvas business model which helps entrepreneurs focus on how the elements of your business fit together.

CONTENT

- Creating a plan behind the vision
- Research tools to identify real customer needs & insights
- Understanding the competitive environment
- Identifying your competitive advantage
- Using data to derive useful insights
- Analysing the opportunities against the risks
- Turning insights into actions
- The lean canvas business model & your business

MODULE 4: MANAGING THE MARKETING FUNNEL



The module will explore what channels you can use to reach customers and how a funnel can be built and optimised from raising awareness of a product or service to developing viable leads and converting those leads into sales.

You will explore what channels you can use (email, paid search, social etc.) to tell the story of your product or service to customers and how a funnel can be built and optimised from raising awareness to developing viable leads and converting those leads into sales. Finally, you will develop an individual marketing draft strategy to grow your profile and revenues with a measurable cost of customer acquisition.

CONTENT

- Your Value Proposition: Getting to Your Why?
- Brand Experience & Company Culture
- Bringing the Customer Into Your Story & Omni-channel Storytelling
- Building Customer Personas, Defining Your Proposition & Creating Your Elevator Pitch
- Understanding the Steps of the "Purchase Funnel"
- Bringing the Consumer Through the Funnel Using Online and Offline Channels
- Providing Conversation & Consideration at Every Touchpoint
- The Importance of Brand Advocates
- Your Marketing Funnel
- Key Elements of a Marketing Plan & Carrying out a SWOT Analysis of the Current Situation

MODULE 5: DEVELOPING YOUR ONLINE PRESENCE



Just like off-line stores, each successful eCommerce (online) brand has its own unique character and characteristics based on a compelling consumer proposition. Which kind of e-commerce business are you going to be? This module will provide examples and reviews of successful eCommerce brands, how they've taken advantage of the internet to grow their online sales through consumer engagement, value proposition, business model (e.g. subscription for repeat purchase, pricing etc.).

You will also learn how to manage consumer relationships and transactions online to enhance consumer experience, drive satisfaction and encourage consumer loyalty.

CONTENT

- The Online Retail Landscape & "The New Normal"
- Responding to the New Consumer
- Using Omni-channel Marketing & Understanding the Consumer Decision Journey
- Types of Online Consumer Propositions
- Getting Your Proposition Right & Deciding How You Will Service Your Customers
- The eCommerce Operating Model
- Building Trust & Confidence Through Effective Online Customer Service Management
- Order Fulfillment & Management Using Tools; Order Management Systems, CRM & Email Software
- Communicating with Your Customer Online
- Refunds Policy; Processes & Rules incl. Distant Selling Rules

MODULE 6: DRIVING CUSTOMER TRAFFIC



How do you ensure that you attract your target customers to your website? This module will explore techniques you can use to drive quality traffic to your website (Social Media Marketing, SEO, Online Search, Display & Affiliate Advertising, Email Marketing etc.) and how to use Deals Management to its best advantage (Groupon, LivingSocial etc.). There will be a focus on customer segmentation, personalisation & measurement throughout.

Finally, you will learn how to an integrated prepare a marketing campaign for your business which focuses on managing your budget effectively and maximising your ROI.

CONTENT

- Google AdWords: Search Network & Display Ads
- Planning, Executing & Measuring Your AdWords Campaign
- Understanding Search Engine Optimisation (SEO) & Implementing an SEO strategy
- Social Media Marketing: Defining Objectives & Using Social Media Channels to Promote Your Business
- Email Marketing: Growing Your Subscriber List, Sending Effective Emails & Recommended Email Service Providers
- Planning, Executing & Measuring Your AdWords Campaign
- Affiliate Marketing: Your Platform, Commission, Recruitment & Incentives
- Deals Management: Using Groupon & LivingSocial etc.

MODULE 7: THE FUTURE OF WORK



(ACCREDITED)

The changing ecosystem of work is accelerating with the emergence of technology and the use of alternate employment models. Entrepreneurs today need to be equipped to understand the Integration of Technology in workplace in order to create value in the new world of work.

Participants will identify significant changes and explore relationships among the changes, evaluating the impact on individual workers and small businesses. They will identify the global macro-environmental trends behind these changes and review the significant results.

Students will learn how to establish value propositions gain an understanding of social and economic value creation in a many-to-many context involving multiple actors, networks and stakeholders. In the era of a globally connected business workforce the dynamics of how entrepreneurial business grow. have changed dramatically. They will then apply these strategies to their own individual business.

CONTENT

- Theoretical models and drivers for change
- Competencies likely to be required in the workplace of the future
- How to use ICT effectively as an information resource and communications tool
- Key issues in a changing work environment & global macro-environmental trends
- Current characteristics and practices used by organisations in the workplace
- Challenges in managing across cultures

MODULE 8: RESILIENCE FOR ENTREPRENEURS



This module is designed to identify and address the skills and attributes required to build resilience. Resilience is beneficial both personally and professionally, and will enable you to deal with setbacks and manage transitions. This personal strength is valuable especially when setting up a new business, and is a key component to successful leadership in any business.

You will learn to identify the personal characteristics of resilience and focus on overcoming challenges to reach your long term objectives. You will explore strategies to manage emotions and to build a positive working mindset which will help you reach your entrepreneurial goals.

CONTENT

- Identifying the attributes of resilience
- Understanding how to overcome challenges
- Entrepreneurship in the context of challenging situations
- Explore the impact of change
- Managing transitions
- Overcoming setbacks
- Identify your own capacity of how to build up resilience
- Understand how to manage your emotions
- Focussing on the long term objectives of your business and how to get there
- The importance of the workplace as a positive environment

MODULE 9: SALES & NEGOTIATION



Convincing prospective customers, investors and partners is the key task for every business, irrespective of whether the focus is business to consumer (B2C) or business to business (B2B). This module will help you rethink your approach to selling and pitching, and help to close sales and deals.

You will learn how to profile your customers, identify their needs and build an impactful case for why they should purchase or partner with you. You will also explore the psychological power of persuasion and learn how to use proven tools and techniques to achieve results.

CONTENT

- Profiling Your Customers
- Structured Questioning to Identify Customer Needs
- Your Value Proposition Framework
- Building Your Impact Case
- Telling Your Story
- Power & Perception
- Influencing Tools
- Overcoming Objections
- Closing the Sale
- An Introduction to Negotiation & Essential Skills
- Understanding Your Own and Other Personality Types & Styles
- The Negotiation Process, Communication Skills & Choosing Your Strategy
- Essential Preparation & Research
- Opening, Exchanging Information, Bargaining Your Position, Handling Opposition & Closing

MODULE 10: FINANCE FOR START-UPS



This module outlines the financial and accounting fundamentals on which a business depends. It will help to put a business on the firmest financial footing possible and will cover topics including;

- Accounting Principles
- Financial Reporting
- Book-Keeping
- Profit and Loss Account
- Balance Sheet
- Cashflow Statements
- Bank and Other Sources of Finance

CONTENT

- Balancing Your Books, Single-entry & Double-entry Bookkeeping, Cash & Accrual Accounting Systems
- Understanding What Drives Profitability & Performance Analysis Through Profit & Loss Statements
- Recording Assets and Liabilities in Your Balance Sheet & Balance Sheet Formats
- Managing & Computing Your Cashflow Effectively
- The "Working Capital" Cycle
- VAT
- Financing a Business; Debt/Equity/Cash
- Bank & Other Funding & Support Options
- The EBITDA Grid
- Security & Personal Letters of Guarantee

MODULE 11: MANAGEMENT PROJECT



(ACCREDITED)

In this module, you will learn how to design and build a model for business growth and plan for success in a highly dynamic business environment. This module will enable you to understand real-world project management and investigative skills required to create and realise value in a new business venture, analyse it and make recommendations for improvement. A successful action plan for start-ups is dynamic and enables people to act and transform ideas and opportunities into shared value.

CONTENT

- An Entrepreneurial Process: Idea, Concept, Model & Plan
- Human-Centered Design & Feedback
- Selecting the New Venture: the Business Concept
- Planing the New Venture: From Building Blocks to Business Model to Business Plan
- Financing and Controlling the Venture
- Building Blocks for The Business Model Canvas
- Customer Segments & Relationships
- Value & Social Value Proposition
- Channels to Reach Customers
- Key Activities & Resources
- Key Partners & Partner Motivation
- Cost Structure & Scaling
- Revenue Streams & Surplus
- The Way Forward



'RETURNERS'



PEOPLE IN
EMPLOYMENT

WHO IS ELIGIBLE?

If you are in any of these categories you **may** be eligible to apply for this free Springboard+ course - for more information on each of the categories and further information on eligibility click [here](#).



UNEMPLOYED OR
FORMERLY SELF-EMPLOYED

UNIVERSITY ENTRY REQUIREMENTS



In addition to meeting the Springboard+ eligibility requirements, for admission consideration, applicants must also satisfy the University's entry criteria (below) and be available to attend live online classes 2 mornings per week for 18 weeks, as specified.

Applicants must hold a minimum Level 5 award.

(or)

Applicants without a Level 5 award will be considered on the basis of approved prior experience and learning (APEL).

In addition to the above all applicants should have basic computer skills.

All participants may be required to submit a letter / statement signed by a Commissioner for Oaths confirming their recent employment history.



VIRTUAL LEARNING WITH IRISH TIMES TRAINING



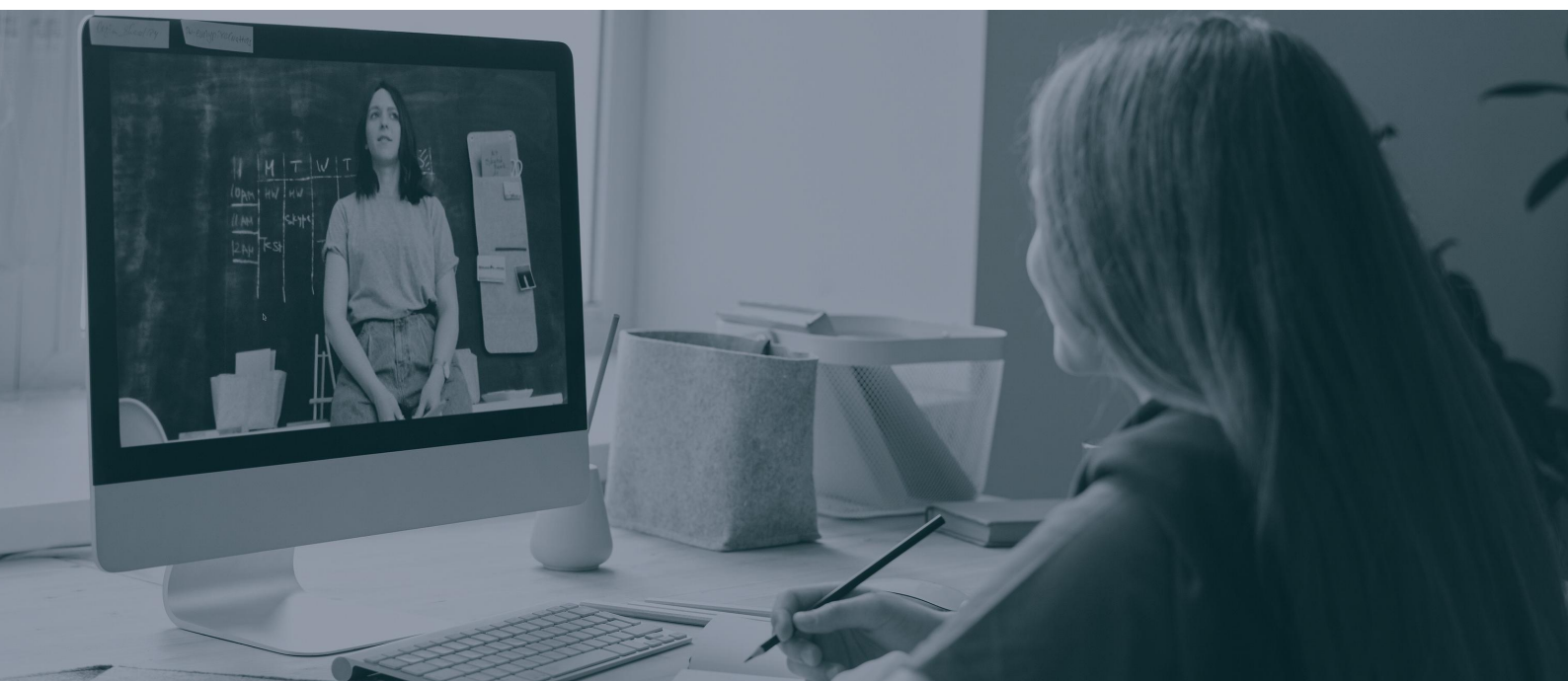
HOW DOES IT WORK?

You may be coming to virtual learning for the first time, and feel nervous or worried that it might be unfamiliar and difficult. Well you can relax! So long as you have a computer and are able to connect to the internet, ideally with a webcam (although this is not essential) then you're all set!

The programme delivery will be through live lectures with supported learning through Blackboard (Ulster University online learning resource). It's all very easy, accessible and fun – so do come in and join us as we embrace this modern and innovative way of working together.

Key Features of virtual learning:

- Specifically tailored to maximise your learning experience
- Delivered as a live class by experienced lecturers and trainers
- Engage live with the tutor and your online classmates
- Guided presentation shared by the tutor on screen
- Access to notes and materials after the virtual sessions



ABOUT SPRINGBOARD+



The Springboard+ upskilling initiative in higher education offers free courses at certificate, degree and masters level leading to qualifications in areas where there are employment opportunities in the economy.

Springboard+ is co-funded by the Irish government and the European Social Fund as part of the ESF programme for employability, inclusion and learning 2014-2020.

From September 2020, Springboard+ offers over 11,000 new places have been announced across 330 courses leading to awards at certificate, degree and post-graduate level. The majority of courses are part-time for a maximum of 12 months and are open to all eligible applicants regardless of their employment status.

Irish Times Training is delivering the following courses in 2020-21:

- Entrepreneur Programme Leading to an Advanced Certificate in Management Practice (in partnership with Ulster University)
- Postgraduate Certificate in Global Capital Markets (in partnership with Ulster University)
- Return to Work (leading to a QQI Minor Award in Personal & Professional Development)

ABOUT IRISH TIMES TRAINING



Irish Times Training (ITT) has been in the professional development and education business for over 40 years. As a subsidiary of The Irish Times, we work with a broad range of people and organisations to deliver the highest quality Business, Management, Digital Marketing, Personal Development & Executive Education programmes.

Our objective is to ensure that you leave with the knowledge, skills and confidence to progress your career and have a solid foundation on which to build and continue to grow your potential. Your studies will be thought provoking, challenging, interesting and exciting. We are committed to supporting you in an active and immersive learning environment that encourages you to implement what you learn in the real world and to engage with both expert trainers and other students.



ITT formed a strategic alliance with Ulster University in 2000 to deliver Executive Education programmes.

This partnership has since grown to include Springboard+ courses which are designed & delivered in collaboration with and accredited by Ulster University.



**IRISH
TIMES
TRAINING**

TRUSTED, CURRENT, EXPERT

**ANY
QUESTIONS?**

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