

Training & Support Initiatives 2011



Please Note

- All programmes will be run subject to demand & budget available.
- Clare county enterprise board reserves the right to alter or cancel any programme due to unforeseen circumstances
- Places cannot be held on training programmes without payment being received in full
- Refunds cannot be made within three weeks of commencement of training programme or once participant commences a training programme.
- Clare county enterprise board reserves the right to refuse clients admission to training programmes where deemed necessary.

on-line booking now available on

www.clareceb.ie

Start Your Own Business Seminar

Clare CEB will host a very informative one evening seminar covering all aspects of setting up a business. This seminar is suited to people who may have a business idea or recently commenced trading. This is an introductory seminar to the 6 weeks SYOB programme.

Topics include: -

Business Planning | Marketing | Product Research | Business/Employment Law | Sales Book-keeping | Finance & Funding

Cost	Duration	Date
€10	1 evening for 3 1/2 hours	9th February, 2011 6pm to 9.30pm (Wednesday)
		14th September, 2011 6pm to 9.30pm (Wednesday)

Start Your Own Business Programme

This programme will help existing and potential new business operators better understand the world of self-employment/running a business and enable them to use their own skills and abilities to make their business successful; provide participants with information, basic skills and framework to explore, assess or re-evaluate their business idea and its future direction/growth options (i.e. Export, Innovation, Franchising, Partnerships, Investors); Guide each participant through the process of completing a Business Plan for their businesses and provide them with feedback and support; Introduce participants to the various sources of funding, support and development available to assist their business start-up and growth.

Topics include: -

Business & Marketing Planning | Product Research | Business/Employment Law and ICT Sales – Case Study 1 | Book-keeping | Finance & Funding – Case Study 2

Cost	Duration	Notes	Date
€65	1 evening per week for 6 weeks	1 mentor visit per participant	2nd March – 6th April, 2011 6pm – 9pm (Wednesdays)
			14th March – 18th April 2011 6pm – 9pm (Thursdays)
			27th September – 1st Nov. 2011 6pm – 9pm (Tuesdays)
			5th October – 9th Nov. 2011 6pm – 9pm (Wednesdays)

Management Development Programme - General

This programme provides the participant with the latest management skills, techniques and strategies. Participants will receive FETAC Level 5 or ILM certification

Programme Content:

Workshop 1 | Building a business / Planning and implementation

The importance of planning | What to include in your business plan | Where are you now, where would you like to be | How to get there | Goals setting, short term, medium term, long term | What is stopping you? Identification of obstacles | Brainstorm ways to remove obstacles – your first action plan | Business Audit – situational analysis | Questions | Summary of Main Points covered

Workshop 2 | Getting to grips with finance, break even points & forecasting demand

The people involved in your finance | Getting the most from your financial relationships | The Accountants Role & Your Role and responsibilities | What it all means – accountancy jargon | Over view of the books – manual & computerised accounts | Financial Audit | Interpreting your accounts | Controlling your finance | Introduction to VAT, PAYE & PRSI | Income Tax and corporation tax | Questions | Summary of Main Points covered

Workshop 3 | Opportunity and threat identification - Market Research & situational analysis

Are you in touch with the market you operate in? | Must know areas for any business | Target marketing and segmentation | Competitor analysis | The marketing environment opportunity and threat identification | PEST analysis for your business | SWOT analysis for your business | Questions | Summary of Main Points covered

Workshop 4 | Legal Eagle – day to day legislation considerations for business

Employment Law and Business | The Legalities of Claims for Businesses | The Law of E-Commerce | The Laws of data protection | Contract Law dealing with essentials elements, terms, exclusions, discharge and remedies | Company Law dealing with limited companies, sole traders, partnerships, aspects of the Memorandum & Articles of Association, Directors duties and liabilities | Tort Law encompassing the Duty of Care principle & products Liability, Occupiers Liability & Negligence | Intellectual Property Law dealing with Copyright Law, Patents and Trademarks | Questions | Summary of Main Points covered

Workshop 5 | Managing Money - Cashflow management

Understanding end of period reports and financial statements | Profit & Loss accounts | Balance sheet | Setting breakeven points | Review of targets
Cashflow management | Managing debt management | Questions | Summary of Main Points covered

Workshop 6 | Building a team – recruitment, selection and managing relationships

Guidelines in recruiting | Key points in interview and selection | Understanding people
Communication | How to build an effective team | Conflict resolution and mediation
Questions | Summary of main points covered

Workshop 7 | Personal management, time management and ongoing personal development

The busy fool | Time management good practices | Prioritising | Planning & organisation skills | Personal health matters | Personal skill and education development | Ongoing training and development

Workshop 8 | Perfect balance pricing - being competitive without it costing your business

The fine line to today's climate thriving versus surviving | Making sure your costs are covered | Identification of variable costs | Identification of fixed costs | Pricing competitively | Breakeven Analysis | Budgeting for growth | Forecasting demand and purchasing | Questions | Summary

Workshop 9 | Employment Legislation

Contract of Employment | Operational Issues - holidays, rest periods, leave entitlements
Employment Equality dealing with discrimination, harassment & sexual harassment
Work related stress, bullying & dealing with illness | Dealing with grievance, disciplinary & dismissals issues | Questions | Summary of Main Points covered

Workshop 10 | Growth, development and implementation

Winning sales techniques | Marketing on the web | Networking and collaboration to drive your business forward | Designing and implementing a promotional campaign
Questions | Summary of Main Points covered

Cost	Duration	Notes	Dates
€400	1 evening per week for 10 weeks	Four 1 to 1 mentor visits	24th March – 26th May, 2011 6pm-9pm Thursdays

Women in Business Management Development Programme

This programme is designed to provide relevant and flexible support to women entrepreneurs by enhancing their management skills so they can grow their business. The emphasis is on practical management skills and will be tailored to the needs of the participants. The programme is accredited with FETAC Level 5 or ILM certification.

Programme Content:

Workshop 1 | Building a business – Planning and implementation

“Fail to plan – plan to fail” – Roy Keane | The importance of planning | What to include in your business plan | Where are you now, where would you like to be? | How to get there – Goals setting – short term, medium term, long term | What is stopping you? Identification of obstacles | Brainstorm ways to remove obstacles | Your first action plan | Business Audit – situational analysis | Questions | Summary of Main | Points covered

Workshop 2 | Getting to grips with finance, breakeven points & forecasting demand

The people involved in your finance | Getting the most from your financial relationships | The Accountants Role & Your Role and responsibilities | What it all means – accountancy jargon | Over view of the books – manual & computerised accounts | Financial Audit | Interpreting your accounts | Controlling your finance | Introduction to VAT , PAYE & PRSI | Income Tax and corporation tax | Questions | Summary of Main Points covered

Workshop 3 | Opportunity and threat identification - Market Research & situational analysis

Are you in touch with the market you operate | Must know areas for any business | Target marketing and segmentation | Competitor analysis | The marketing environment – opportunity and threat identification | PEST analysis for your business | SWOT analysis for your business | Questions | Summary of Main Points covered

Workshop 4 | Legal Eagle – day to day legislation considerations for business

Employment Law and Business | The Legalities of Claims for Businesses | The Law of E-Commerce | The Laws of data protection | Contract Law dealing with essentials elements, terms, exclusions, discharge and remedies | Company Law dealing with limited companies, sole traders, partnerships, aspects of the Memorandum & Articles of Association, Directors duties and liabilities | Tort Law encompassing the Duty of Care principle & products Liability, Occupiers Liability & Negligence | Intellectual Property Law dealing with Copyright Law, Patents and Trademarks | Questions | Summary of Main Points covered

Workshop 5 | Managing Money - Cashflow management

Understanding end of period reports and financial statements | Profit & Loss accounts
Balance sheet | Setting breakeven points | Review of targets | Cashflow | Cashflow
management | Managing debt management | Questions | Summary of Main
Points covered

Workshop 6 | Building a team – recruitment, selection and managing relationships

Guidelines in recruiting | Key points in interview and selection | Understanding people
Communication | How to build an effective team | Conflict resolution and mediation
Questions | Summary of main points covered

Workshop 7 | Personal management, time management and ongoing personal development

The busy fool | Time management good practices | Prioritising | Planning & organisation
skills | Personal health matters | Personal skill and education development | Ongoing
training and development

Workshop 8 | Perfect balance pricing - being competitive without it costing your business

The fine line to today's climate thriving versus surviving | Making sure your costs are
covered | Identification of variable costs | Identification of fixed costs | Pricing
competitively | Breakeven Analysis | Budgeting for growth | Forecasting demand and
purchasing | Questions | Summary

Workshop 9 | Employment Legislation

Contract of Employment | Operational Issues - holidays, rest periods, leave entitlements
Employment Equality dealing with discrimination, harassment & sexual harassment
Work related stress, bullying & dealing with illness | Dealing with grievance, disciplinary
& dismissals issues | Questions | Summary of Main Points covered

Workshop 10 | Growth, development and implementation

Winning sales techniques | Marketing on the web | Networking and collaboration to
drive your business forward | Designing and implementing a promotional campaign |
Questions | Summary of Main Points covered

Cost	Duration	Notes	Dates
€400	1 evening per week for 10 weeks	Four 1 to 1 mentor visits	29th Sept. – 1st December 2011 6pm- 9pm Thursdays

Primary Course in Food Safety

Participants will receive certification from the Environmental Health Officers Association.

The programme covers the following topics:

Food Hygiene | Food Contamination | Food Delivery and Storage | Food Predation
Personal Hygiene | Design and Layout of Food Premises etc.

Cost	Duration	Notes	Dates
€60	2 half-day workshops	One hour written examination	7th & 14th March, 2011 1.30pm – 5.30pm Monday
			3rd & 10th October, 2011 1.30pm – 5.30pm Monday

Book-Keeping Programme

A comprehensive 8 week programme designed to assist you with:

Keeping up to date records | An outline of taxation requirements for small business
Complete range of reports | VAT | Profitability etc. | Practical case study

Cost	Duration	Date
€65	1 evening per week for 8 Weeks (6pm-9pm)	4th October, 2011 to 22nd Nov. 2011 - Tuesdays

Health & Safety Programme

The Safety, Health & Welfare at Work Act 2005 and associated legislation, places stringent obligations on employers and others to ensure the health & safety of people at work and the safety of others including visitors and members of the public who may be affected by that work.

For €300 have an assessment of risks carried out for your business and a safety statement prepared in accordance with the Safety, Health & Welfare at Work Act 2005 by a qualified health and safety consultant.

Cost	Date
€300 Safety Statement	Available throughout the year
€10 Seminar	9th March, 2011 7pm – 9.30pm Wednesday

Marketing Development Programme

This programme's overall objective is to get small/ medium sized businesses to apply the basic concepts of marketing successfully and profitably; to identify and develop market and sales opportunities; to assist clients in preparing and implementing a marketing plan and to increase sales. This course has a FETAC Level 5 or ILM accreditation.

Course Content:

Workshop 1 | What does marketing really mean, its various facets and developing a plan

A broad view of marketing | Strategic Marketing the life blood of any business | How to market correctly | Write a marketing plan | Marketing Audit – past – present & future Situational analysis of your business | Marketing for growth | Your visions for the future Questions | Summary of Main Points covered

Workshop 2 | Building a business personality – brand, image and public perception

Personality, Personality, Personality | What is so good about you? | Brainwashing – getting into the mind of the customer | What exactly do we do - definition of the business | Positioning your product or service | Building a branding | Questions Summary of Main Points covered

Workshop 3 | Essential pieces of information – DIY market research campaign

Market research | To research or not to research | Designing your own research campaign | Implementing your own market research campaign | Sources of information | Main steps in market research | Using professional researchers The importance of ongoing research | Questions | Summary of Main Points covered

Workshop 4 | Keeping your eye on the market - opportunities and threat identification

Review your place in the market | The marketing environment and how it affects your business | PEST analysis | SWOT analysis | Market review & analysis | What is market segmentation – who is my customer? | Target marketing | Competitor analysis | Identifying trends within your industry | Questions | Summary of Main Points covered

Workshop 5 | Planning and implementing a Direct marketing campaign

Techniques to promote your business | Direct marketing techniques | Designing and implementing Mailshots/ email blast | Devising an effective viral marketing campaign Communicating your message | Telesales techniques | Print material | Promotional Budgets | Managing the promotional budget | Questions | Summary of Main Points covered

Workshop 6 | Designing, implementing and managing a Public Relations campaign

Planning a PR campaign | Identifying an angle | Writing the proposal | Writing press releases | Photo shoots | Dealing with the press | Press | Radio | Press features | TV Negotiation skills | Questions | Summary of Main Points covered

Workshop 7 | Building Sales - the essential skills and of personal selling

Personal selling | What is selling and why it is important to a business? | Perceptions & myths about selling and sales people, our likes and dislikes | Setting sales targets | Seven steps to successful selling | Research; Suspect – Prospect - Customer | Sales skills and selling techniques | Developing your skills | Presentation skills | Networking as a form of lead generation | Selling at Trade shows | Sponsorship | Word of mouth | Yellow pages | Writing a promotional campaign | Questions | Summary of Main Points covered

Workshop 8 | Bringing your website to the fore – SEO

Why have a website? | Domain Registration & Web Hosting | Options in designing and developing a website | Search Engine Optimisation | Links and Why they are important | Traffic Analysis Using data from your website | Use of social networking websites as a marketing tool – Facebook, Linked In, Twitter | Questions | Summary of Main Points covered

Workshop 9 | Social media and the top five social portals

What is social media | Social media policies | Brand protection and consistency | General social media guidelines | Choosing the right portals for your industry | The 5 most popular social portals (blogs, Facebook, YouTube, Twitter and LinkedIn) | Social media do's and don'ts | Measuring social media and monitoring your online brand | Social damage control (digital crisis management)

Workshop 10 | The Famous 5 – price, place, people, physical evidence and process

Pricing from a marketing perspective | Price and the competition | Factors that will affect price | pricing methods | What is customer service - A very valuable business strategy? | Why customer service is important to a business? | Customer service, Marketing & Sales – combined | Distributing your product or service-how to get it to the customer | Physical Evidence | The process of buying | Marketing plan evaluation | Managing your companies marketing budget | Allocating your marketing budget | Questions | Summary of Main Points covered

Cost	Duration	Notes	Dates
€350	1 evening per week for 10 weeks	Two 1 to 1 mentor visits	22nd March-24th May, 2011 Tuesdays 6pm-9pm

Certificate in Project Management – FETAC Level 6

Upon completion, participants should be capable of establishing a context for project management in an organisation; analyse and plan projects in an effective and consistent fashion; create, structure and organise projects using project-management tools; recognise the importance of teamwork in project management.

Special Requirements: Participants should have organisational support and ongoing access to appropriate supervision practice experience in the workplace.

Course Contents:

Change Context | Project Management Fundamentals | Risk and Quality Management
Change and Configuration Management | Managing People | Initial Planning for
Projects | Project Monitoring and Control | Managing Contracts for Projects

Certification: FETAC Level 6 (1 credit value)

Cost	Duration	Notes	Dates
€250	4 Days 9am – 5pm	Assignments; Project work and Skills Demonstration is required to obtain certification	3rd, 10th, 24th March and 7th April, 2011 (Thursdays)

Certificate in Supervisory Management – FETAC Level 6

Upon completion, participants should have acquired the theoretical knowledge enabling them to understand the role and responsibilities of a supervisor; acquired a range of supervisory and management skills; developed good interpersonal communication skills; demonstrate the confidence to deal with a variety of challenging situations; develop good work practices appropriate to their role as supervisor/line manager.

Course Content:

Supervisory Management | Operational Planning | Team Leadership
Organisational Skills

Certification: FETAC Level 6 (1 credit value)

Cost	Duration	Notes	Dates
€250	11 Evenings	Assignments; Project work and Skills Demonstration is required to obtain certification	23rd March to 1st June, 2011 (Wednesday) 6.30pm to 9.30pm

Certificate in Business Management – FETAC Level 6

Upon completion, participants should appreciate the role and importance of the management function; understand how organisations need to adapt to a dynamic and changing environment; develop their knowledge and understanding of the management process; develop effective management skills; appreciate the importance of effective communication within organisations.

Course Content:

The Internal Organisation | The External Environment | The Management Process
Human Behaviour | Human Resource Management | Management Skills

Cost	Duration	Notes	Dates
€250	4 Days 9am – 5pm	Assignments; Project work and Skills Demonstration is required to obtain certification	22nd & 29th September and 13th & 27th October, 2011 (Thursdays)

Diploma in Human Resources Management

This programme introduces the participant to the broad field of ‘workforce management’ and provides them with the most current tools and techniques used in the field of HRM. This includes insights into the behaviour of individuals and groups, motivational aspects of work, work design and other areas associated with performance in the workplace. Duties and responsibilities of the human resources professional are also covered:

Motivation | Industrial Psychology | Behavioural Theories | Manpower Planning
Group Dynamics | Team Building | Research Studies | Recruitment & Selection
Performance Appraisal | Job Analysis | Development of a Human Relations Approach
Counselling and Industrial Relations

Certification: Institute of Commercial Management (ICM),

Cost	Duration	Notes	Dates
€250	12 evening workshops	3 hour written Examination	6th September, 2011 – 22nd November, 2011 Tuesdays 6.30pm-9.30pm

Business Seminars

A wide range of business seminars and workshops are held regularly to assist small to medium sized enterprises. Highly qualified and experienced trainers are engaged by the Board to deliver these seminars which include:

Seminar/Workshop	Date	Time	Cost
Health & Safety Seminar	9th March, 2011	7pm – 9.30pm	€10
Start Your Own Business	9th Feb & 14th Sept 2011	7pm – 10pm	€10
Web Optimisation & Social Media	25th March and 1st April, 2011 7th & 14th October 2011 (Autumn)	10am to 1pm	€60
Costing / Pricing & How to Get Paid	6th April, 2011 - Wednesday	9am – 5pm	€60
Employment Law / Employment Contracts	1st June, 2011 - Wednesday	6.30pm – 9.30pm	€20
How to Understand Your Accounts	13th April, 2011 - Wednesday	6pm-9pm	€20
Public Contracts Procurement / How to Win Tenders	12th April, 2011 - Tuesday	9.30am – 5pm	€40
VAT & PAYE Returns On-Line	9th May, 2011 - Monday	10.00am-4pm	€40
Selling at Markets & Fairs	18th April, 2011	2pm-5pm	€20
Business Planning	8th June, 2011 - Wednesday	6pm-9pm	€20

Mentor Programme

We provide businesses with an experienced advisor who can help identify and overcome obstacles in the development stages of business. The mentor programme is made up of a panel of advisors who are mature, experienced business people. The mentor contributes independent, informed observations to aid a company in its decision making process.

The mentor's role is to:

Listen, advise and counsel | Help identify problems and areas for improvement
Suggest solutions and assist in drawing up an action

Cost	Duration	Dates
€70	3.5 hours duration	Available throughout the year

PLATO

Plato is a business support network for owner/ managers. The mission of Plato is to promote development of indigenous SME's; to provide a safe and confidential forum for owner/managers to develop their business and management skills; to facilitate sharing of experiences and resources among owner/managers; and to encourage business networking among members. Plato is part of a Europe-wide network of over 8,000 SME's and 500 parent companies. It has a unique partnership with large parent companies in the region which provide SME owner/managers with facilitated group learning, specialist expertise and advice, networking opportunities and business development training. Parent companies also provide their premises for meetings and of course allow SMEs access to wider management expertise and one-to-one support for owner / managers within these larger companies.

Membership of Plato is normally open to companies in all areas of commercial activity and member companies usually employ between two and fifty employees. Typically, Plato is suitable for post start up phase of companies' development and therefore, businesses should be four years in existence to qualify. Long term network support is also available. It is important that companies who are applying for Plato membership are willing to participate in an active way, wish to develop their management skills and expertise, want to share with other owner/managers the problems in tackling the usual SME issues and require help in facing the challenges associated with business development.

Companies interested in participating should contact Clare County Enterprise Board for full details.

Women's Network

Running a small business is a rewarding experience but the responsibility can occasionally be isolating and lack of contact with colleagues can also sometimes lead to loneliness. The Clare County Enterprise Board Women's Network has been set up to encourage female entrepreneurs established in business to come together and share their business knowledge and experiences, to learn new skills to manage and promote their business.

The network provides a forum for women in business to meet and learn about best practice in running a small business.

Ladies get your business in shape in 2011 with Clare County Enterprise Board Women in Business Bootcamp. 3 days of interesting and interactive presentations covering the essential areas of personal health, wellbeing and business to keep you and your business on track in 2011. The short snappy presentations will cover areas of Health & well being, business finance, business marketing, IT and time management, Business legislation and HR and will give you the injection of information to re-energize and focus both you and your business.

So if you are a woman in business in County Clare and you would like an opportunity to hear motivating speakers, get top tips on best business practice, find solutions to business issues, meet like minded women in business, increase your client base, focus direction of your business, get excellent training tips from experts and make new contacts then you cannot afford to miss the Clare County Enterprise Board Women in Business Network.

Dates	Time
13th April, 2011 - Wednesday	10am – 5pm
15th June, 2011 - Wednesday	10am – 5pm
2nd November, 2011 - Wednesday	10am – 5pm

Marketing Package

This package is confined to qualifying micro-enterprises (employing 1-10 people).

Assistance is available towards –

Attendance at Trade Fairs | Design Audit | Graphic Design | Export Marketing
Brand Development | Other Marketing | Initiatives (must specify) | Market Research
Branding & Patenting

Full details from Clare Co. Enterprise Board office or www.clareceb.ie

Information Technology Training Programmes & Initiatives



E-Business / E-Commerce Support Scheme

The aim of this scheme is to provide services and incentives to businesses who wish to develop an e-commerce strategy. A range of financial incentives are available to include –

Technical Assistance | Website Development | E-Business Training
E-Commerce Mentoring

Full details from Clare Co. Enterprise Board office or www.clareceb.ie

Introduction to Basic Computing Programme

This programme is designed for the complete beginner. Learn how to use a computer in an easy and practical way. Certification will be FETAC accredited.

Topics covered –

Computer Basics | File Management | Word Processing | Editing, Formatting, Printing
World Wide Web | Search Engines | E-mail

Cost	Duration	Dates
€90	1 session per week over 8 weeks. Each session for 3 hours.	8th March – 26th April, 2011 Tuesdays 6.30pm- 9.30pm
	May be run as day course if necessary	

ECDL - European Computer Driving Licence

This programme is designed to equip clients with computer skills necessary in:

Basic concepts of IT | File management | Word Processing | Excel | Access | PowerPoint
Internet and Email

ECDL Certification

Cost	Duration	Notes	Dates
€200	16 classes	Limited to 10 participants	1st March – 14th June, 2011 (Tuesday) 6.30pm – 9.30pm

ECDL Expert – Advanced ECDL

This course is an advanced form of the basic European Computer Driving Licence (ECDL) course. ECDL Expert was developed in response to a growing need by candidates to demonstrate competence in using a computer at a higher level. Students must have successfully passed the ECDL Word, Excel, Access and Powerpoint to sit the ECDL Expert exams.

Module 1 | Advanced Word

Adjust settings | Advanced Editing Features | Advanced Tables | Templates and Forms
Advanced Page Layout | Dealing with Large Documents | Macros | Advanced Mail Merge | Graphics | File Handling

Module 2 | Advanced Excel

Adjust Settings | File Handling | Formatting a Worksheet | Advanced Formula Construction | Pivot Tables | Sorting & Filtering | Advanced Charts | Groupwork
Macros | Maps

Module 3 | Advanced Access

Table Design | Fields, Columns, Relationships/Joins | Query, Design, Types and Formulas
Refining Queries | Form Design | Controls | Subforms | Calculations | Report Design
Presentation | Macros | Import, Export and Link Date

Module 4 | Advanced Powerpoint

Design Considerations | Slides-set-up, exporting, merging | Pictures, Images, Drawn
Objects manipulation , effects, editing, images | Using Charts, Graphs and Flowcharts
Multimedia-sound, video, animation | Managing Presentations - Slide Show Control,
Customised Shows | Relation Information - Linking Macros

Cost	Duration	Notes	Date
€150 per module or €560 for 4 modules	4 modules 7 classes per module 3 hours each class	Limited to 10 participants	Module 1 3rd March – 21st April, 2011 (Thursday) 6.30pm – 9.30pm
			Module 2 5th May – 16th June, 2011 (Thursday) 6.30pm – 9.30pm
			Module 3 1st September – 13th October, 2011 (Thursday) 6.30pm-9.30pm
			Module 4 20th October – 1st December 2011 (Thursday) 6.30pm-9.30pm

Computerised Accounts / Payroll Programme - QuickBooks

The objective of this programme is to improve the financial/bookkeeping information flow, through the use of a computerised accounts package – Quick Books.

The course covers:

VAT, PAYE, Annual Accounts | Bank: record cash, cheque book, credit card payments, receipts, standing orders, direct debits, bank transfers, statements and remittances | Invoices: record invoices and credit notes, receiving and depositing payments, create statements, sales summaries | Financials: Income and expenditure reports, balance sheet, trial balance, audit trail
Suppliers: Enter and pay bills, creditors, purchase summaries | Payroll

Cost	Duration	Notes	Dates
€250	1 Day per week over 3 weeks 10am – 4.30pm	Two half-day private mentor visits available at an extra cost of €70 per visit if required	16th , 23rd and 30th March, 2011 (Wednesday) 10am – 4.30pm

www.businessgame.ie

County & City Enterprise Boards, Microsoft and Ulster Bank have developed a business simulation game for secondary school students in Ireland called www.businessgame.ie

In businessgame.ie, the students own and run their own G.A.A. sports store over 52 ‘virtual’ weeks, making key business decisions every week, such as stock ordering, recruiting, financing, marketing and staff training.

Businessgame.ie is an educational resource for the classroom, which will help to –
Extend the usage of technology in schools | Engage students in a medium which appeals to them | Improve understanding of business studies concepts | Develop entrepreneurship skills amongst students

There are super prizes awarded for playing this game –

Prize at County level includes a Nintendo Wii for the student scoring the most points and a set of GAA jerseys will also be presented to the winning school.

To register log on to www.businessgame.ie

Web Design Programme

The Web Design programme is designed for promoters of start up and early stage companies who want to build, maintain and promote their own website as a strategic component of their business. The programme outlined in this document is designed to provide both existing and potential entrepreneurs with the skills, knowledge and hands on experience to successfully design, host, and regularly update a website for their business.

Accreditation is FETAC Level 5.

On completion of the course, the participants will have:

Working knowledge of HyperText Mark Up Language (HTML) tags and the use of HTML editors and inserting scripts in HTML | Designed a suitable and consistent user-friendly interface for their website | Produced a consistent file organisation hierarchy using folders and subfolders, with appropriate naming convention | Produced a site structure and corresponding site map incorporating a functional navigation solution
 Manipulated text, images, and graphics | Introduced appropriate level of interactivity and feedback into the site | Experience of web publishing and site maintenance.
 Secured a URL and appropriate domain name | A hosting solution provided for 12 months | Understand the key criteria that influence the effectiveness of their webpage for their business

Topics Covered

- Workshop 1 | Introduction to Web Design
- Workshop 2 | Website Strategy & Design Principles
- Workshop 3 | HTML Basics & Formatting
- Workshop 4 | Forms & Tables
- Workshop 5 | Working with Images, Frames & Graphics
- Workshop 6 | Interactive Web Design & Site Management
- Workshop 7 | Social Media, SEO and Online Marketing
- Workshop 8 | Publishing & Site Maintenance

Cost	Duration	Notes	Dates
€350	8 full day workshops	Two 1 to 1 mentor visits	28th September - 16th November, 2011 (Wednesday) 9.30am – 5.00pm

Student Enterprise Education

The 2010/2011 competition for second level schools in Clare is well underway having commenced in September, 2010. This competition aims to promote enterprise awareness among second level students and to encourage a spirit of entrepreneurship which will in turn inspire confidence and encourage the younger generation to consider the opportunities available to them of setting up a small business or becoming self-employed in the future. The Clare Final of the competition is being held on Wednesday, 9th March, 2011 with the National Final being held in Croke Park, Dublin on the 14th April, 2011.

A DVD resource is available to support second level schools involvement in the Student Enterprise Programme. It comprises of eight case studies of entrepreneurs from various locations across Ireland. Each case study is approximately five minutes duration. A case study through the medium of Irish has also been included.

The DVD resource aims to provide students with a greater understanding of the principle features of entrepreneurship and to learn from the experience of the entrepreneurs profiled.

For students the DVD aims to –

Engage all learners in the classroom
Re-inforce the curriculum with excellent “real life” examples | Make difficult topics more understandable | Provide visual reinforcement to the concepts they study in class | Provide a springboard for discussions around entrepreneurship in the classroom.



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Website www.clareceb.ie



Ireland's EU Structural Funds
Programmes 2007 - 2013
Co-funded by the Irish Government
and the European Union



EUROPEAN UNION
STRUCTURAL FUNDS

