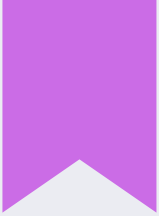



Startup Package





Starting a business can be a daunting task. But let's make it a bit less daunting with our Start Your Business Bundle. This bundle offers all you need to start a new business. This bundle includes the following online training:

- **Employment Law**
 - **Branding & Marketing**
 - **Business Etiquette**
 - **Selling Strategy Secrets for Your Business**
 - **Business Planning: Creating a Robust Financial Plan**
- 

Course Content Overview

UK Employment Law



Course Coverage

An employee's rights are protected by employment law, which ensures a fair and secure workplace. Both employers and employees need to discuss employment laws before hiring new employees. This Employment Law course aims to give an in-depth understanding of every aspect of employment law.

You will learn all the fundamentals of UK employment law throughout the Employment Law course. If you are starting your career or regularly hiring employees, this Employment Law course is ideal for you. You will learn the basics of the hiring process and the various types of employment contracts.

Additionally, in this comprehensive Employment Law course, you will also learn how to manage disciplinary procedures and discrimination in the workplace. From the employee's perspective, you will understand your every right as an employee. Furthermore, this Employment Law course can be useful for a better understanding of data protection through case studies and hands-on exercises.

Some expert course designers have designed this "Employment Law" course to provide you with the best learning experience possible. Our goal is for you to learn and apply the lessons from this course to improve your skills.

Module One: Basics of Employment Law

The purpose of this lesson is to introduce you to the basic concepts of UK Employment Law, the sources of Employment Law and the types of employees. You will also get a short overview of employment courts in the UK.

Key Topics:

- Basics of Employment Law
- What is Employment Law?
- Sources of UK Employment Law
- Types of Workers in the UK
- UK Employment Courts



Module Two: Legal Recruitment Process

This module explains the legal requirements for hiring an employee and the requirements for foreign employees who are willing to work in the UK. The disadvantages of a slow recruitment process will also be discussed.

Key Topics:

- Legal Requirements in Recruitment
- Requirements for Immigrants
- Highly Skilled Migrant Programme
- Slow Recruitment Process

Module Four: Disciplinary Procedure

The topic covered in this module is disciplinary and grievance procedures, as well as their importance, stages, and other related elements. Additionally, we will learn about disciplinary penalties, warnings, and dismissals under the Advisory, Conciliation and Arbitration Service code- most commonly known as ACAS code.

Key Topics:

- Disciplinary and Grievance Procedures
- Importance of Disciplinary and Grievance Procedures
- The ACAS Code of Practise
- Stages of Disciplinary Proceedings
- Investigations
- Counselling
- Disciplinary Meetings
- Appeals
- Disciplinary Penalties, Warnings and Dismissal
- Final Written Warning
- Grievance Procedure

Module Three: Employment Contract

This module explains what an employment contract is, the types of contracts, its importance and some important contractual terms. In addition, you will learn about implied terms and varying terms in employment contracts.

Key Topics:

- What is the Contract of Employment?
- Importance of Employment Contract
- Type of Contracts
- Contractual Terms
- Implied Terms
- Varying Terms



Module Five: National Minimum Wage & Equal Payment

This module discusses the National Minimum Wage, National Living Wage, average salary, and cost of living in the UK. We will also discuss the salaries and wages of expatriates, interns, and apprentices, as well as workplace gender discrimination in case of payment.

Key Topics:

- National Minimum Wage
- National Minimum Wage and National Living Wage
- Amount of Minimum Wage
- Exclusions and Variations
- Interns and Apprentices
- Cost of Living
- Average Salary
- Gap in Gender Pay
- Wages and Salaries for Expats

Module Six: Rights During Employment

In this module, we'll learn about employee rights during employment, such as work hours, holidays, sick pay, maternity leave, health and safety, and rest periods. A brief overview of employment rights, pensions, flexible working rights, and others will also be presented.

Key Topics:

- Employment Rights
- Hours of Work
- Resting Periods
- Salary and Benefits
- Pensions
- Holidays
- Sick Pay
- Maternity Leave
- Paternity Leave
- Flexible Working
- Union Membership
- Data Protection Rights
- Health and Safety

Module Seven: Discrimination in the Workplace

In this module, we will discuss the basics of discrimination, its types, race, disability, and age discrimination. We will also learn about direct and indirect discrimination, victimisation, equal pay for employees, and other related topics.

Key Topics:

- What is Discrimination?
- Direct Discrimination
- Indirect Discrimination
- Victimisation
- Discrimination and Legislation
- Sex Discrimination
- Equal Pay
- Race Discrimination
- Disability Discrimination
- Discrimination Based on Religion
- Part-Time Workers
- Age Discrimination



Module Eight: Health & Safety at Work

In this module, we will learn about workplace health and safety, laws and regulations governing workplace health and safety, sources of those laws, and breach of duty lawsuits. In addition, we will discuss vicarious liability, breach of statutory duty, and common law liability.

Key Topics:

- Health and Workplace Safety
- Aims of Law
- Sources of Health and Safety Law
- Liability at Common Law
- Compulsory Insurance
- Breach of Duty Lawsuits
- Providing Competent Co-Workers
- Breach of Statutory Duty
- Vicarious Liability
- The Health and Safety at Work Act 1974
- Health and Safety Regulations
- Health and Safety Regulations 1981
- Enforcement

Module Nine: Collective Rights

We will learn about trade unions, their legal status, and the requirements for joining trade unions in this module. In addition, we will learn about union rules, union ballots, industrial actions, and other aspects of union life.

Key Topics:

- Trade Unions
- Legal Status of Trade Unions
- Requirements for Joining Unions
- Voluntary and Statutory Recognition
- Union Rules
- Union Ballots
- Collective Bargaining
- Industrial Action
- Industrial Torts

Module Ten: Termination of Employment

In this module, we will learn about terminating employment by various factors, dismissals such as wrongful dismissal, unfair dismissal, summary dismissal and constructive dismissal. We will also discuss the ACAS arbitration scheme.

Key Topics:

- Terminating Employment
- Wrongful Dismissal
- Unfair Dismissal
- Dismissal Procedures
- Redundancy Payments
- Termination by Dismissal
- Summary Dismissal
- Constructive Dismissal
- The ACAS Arbitration Scheme



Aims of The Training:

By the end of the course, you will be able to -

- Know what UK employment law is and what an employment lawyer does
- Identify each of the fundamental stages in corporate recruitment
- Get a list of things that should be included in an employee handbook
- Learn about workplace safety regulations
- Discover your rights as an employee
- Find out your privileges regarding sick pay and pension



Course Content Overview

Branding & Marketing



Course Coverage

Do you want to make your business a brand? Are you searching for the best marketing tips for your new company? This Branding and marketing course will show you why big companies prioritise making their business a brand and leading the markets. You will learn about branding terminology in order to create a marketing plan that is effective. The success of your marketing activities and your business in general hinges on the definition of your brand. You will also learn how advertising can change the whole scenario to do effective marketing. All types of business people can benefit from this course.

Module One: Definition and Importance of Branding

This lesson aims to discuss the importance of branding. In addition, you'll learn the components of creating a perfect brand image as well as brand personality.

Key Topics:

- What is Branding?
- Importance of Branding
- Why Do Companies Strive to Develop Brands?
- What is The Brand Personality?
- The Seven Components of Building the Perfect Brand Image



Module Two: Branding terminology

The purpose of this lesson is to explain the significant and most important terms specific to branding to help you understand the lingo.

Key Topics:

- Major Terms of Branding

Module Three: Effective Ads Scheduling

This lesson aims to explain the significant and most important terms specific to branding to help you understand the lingo.

Key Topics:

- Importance of Advertising
- Impacts of Good Advertising
- Scheduling Ads

The purpose of this lesson is to discuss the importance of advertising. You will also learn what can be accomplished with good advertising.

Module Four: Developing a Marketing Plan

In this lesson, we will discuss the marketing plan. You will also learn about the proper steps for a marketing plan.

Key Topics:

- Effective marketing plan
- Good Marketing Plan: Steps to Follow

Module Five: Product Packaging & Membership Programs

The purpose of this lesson is to discuss the importance of product packaging. You will also learn how membership programs perform as a marketing tool.

Key Topics:

- Packaging Products to Increase Sales
- Membership Programs as a Marketing Tool

Module Six: How to Create an Irresistible Offer?

This lesson discusses how to create an irresistible offer. You will also learn about perceived value and risk.

Key Topics:

- People's Buying Secret
- The Risk-Reward Response Rate Equation
- $\text{Response Rate} = \text{Perceived Value} / \text{Risk}$
- Perceived Value & Risk
- Value is Based on Perception, Not Reality
- How to Decrease the Risk in Your Offer?



Aims of The Training:

By the end of the course, you will be able to -

- Understand the Importance of Branding in the Modern World
- Know the Terminology of Branding
- Identify The Importance of Advertising
- Learn to Develop A Marketing Plan

Course Content Overview

Business Etiquette



Course Coverage

Do you want to make your business a brand? Are you searching for the best marketing tips for your new company? This Branding and marketing course will show you why big companies prioritise making their business a brand and lead the markets. You will learn about branding terminology in order to create a marketing plan that is effective. The success of your marketing activities and your business in general hinges on the definition of your brand. You will also learn how advertising can change the whole scenario to do effective marketing. All types of businesspeople can benefit from this course.

Module One: Introduction to Business Ethics & Etiquette

The lesson is about giving an overview of business ethics and etiquette.

Key Topics:

- What Is Business Ethics
- Relation Between Business & Ethics
 - Instrumental Perspective of Business Ethics
 - Philosophical Perspective of Business Ethics
- What Is Business Etiquette
- The Importance of Business Etiquette
 - Build Respectful Environment
 - Build Relationships
 - Build Professionalism



Module Two: Proper Business Relationships

The goal is to provide a neat overview of business relationships and etiquette.

Key Topics:

- Defining The First Impression
- Principles of First Impression
 - Making A Positive Gesture
 - Offering A Confident Handshake
 - Displaying Grace, Wit, & Poise
 - Being Creative To Introduce
 - Presenting The Business Card
- Order of Introduction
 - Introducing Someone Junior To Someone Senior
 - Introducing Two People Of Equal Rank
- A Rule of Good Manners
- Defining Mixing Business
 - Confirming Or Declining Promptly
 - Not Being Late
 - Dressing Appropriately for The Event
 - Not Bringing an Uninvited Guest
 - Being Friendly and Cheerful
 - Keeping Up A Positive Conversation
 - Staying Sober
 - Giving Positive Feedback
 - Knowing When to Leave

Module Three: Business Etiquette

In this lesson, you will learn how to conduct yourself in the world of business. Upon completing this module, you will gain an understanding of core corporate ethics and norms.

Key Topics:

- Meeting Etiquette
- Cubicle or Partition Etiquette
- Complaint Handling Etiquette
 - Showing Empathy
 - Asking Questions
 - Promising Less And Delivering More
- Etiquette With The Disabled
- Etiquette With VIP's
 - Asking Good Questions
 - Using Their Favourite Communication Medium
 - Using Firm Language

Module Four: Business Environment

An explicit purpose of the lesson is to provide open knowledge about the corporate environment.

Key Topics:

- Travelling With Colleagues
- Romance At Work
- Sexual Harassment At Work
 - Treating Others Courteously and Professionally
 - Avoiding The Persons Who Changed At Travelling
 - Knowing Your Company's Sexual Harassment Policy
 - Facing the Harassment

Module Five: Company Billing

An overview of the billing process for a company is provided in this lesson. The purpose of this module is to help you understand the tactful bill collection process and the company expenses.

Key Topics:

- Billing Your Company For Expenses
- Tactful Bill Collection
 - First Time: The Victim Approach:
 - Second Time: Elevator Approach
 - Third Time: The Consequences

Module Six: Electronic Etiquette

This lesson aims to provide a comprehensive outline of business etiquette regarding electronic communication. In this course, you will learn how to be an effective communicator or user of electronic communications and social media.

Key Topics:

- The Etiquette with Your Phone
 - Answering The Phone in The Right Way
 - Not Answering The Phone in A Meeting
 - Having A Professional Message
 - Apologising If You Dial The Wrong Number
 - Not Disturbing Others By Keeping Phone on Speaker
 - Suggestions to Use The Phone Politely
- Email Etiquette
 - Double-Checking About The Recipient
 - Adding The Email Address Last
 - Making Subject Line Memorable
 - Avoiding Sounding Abrupt
 - Using A Salutation And A Closing
 - Writing Readable Message
 - Using Humor With Caution
 - Being Cautious Replying to All
 - Using A Signature Block
 - Proofreading Each Message
- Social Media Guidelines
 - Some Rules to Follow
 - Mistakes with Tweets, Posts, & Requests
- Texting Guidelines
 - Not Using Shortcuts on Email
 - Being Aware of Your Texting Tone
 - Choosing The Content Carefully
 - Being Cautious Changing Meeting Times Or Venues in A Text
 - Checking for Accuracy
 - Ignoring AutoCorrect at Your Peril
 - Not Texting When You Drink



Module Seven: Dining Etiquette

The purpose of the lesson is to provide a basic overview of Dining Etiquette. You can learn a critical lesson about maintaining the proper behavior in any business meeting or official dining occasion.

Key Topics:

- What Is Dining Etiquette
- Holding Cutlery in Right Way
 - For Soup
 - For Main Course
 - For Fish Cutlery
 - For Sweet Course
- How to Rest Cutlery
 - For Soup
 - For Main Course
 - For Fish Cutlery
 - For Sweet Course
- Holding Glassware & Napkin Etiquette
- Eating Politely
- Some Other Followings
 - Parts of the Plate You Should Know
 - Having Bread And Soup Etiquette
 - Taking Coffee And Tea Etiquette
 - Order of Seating
 - Communicating with Service Staff
 - Briefcases and Handbags Usage
 - Tipping

Module Eight: Global Business Etiquette & Cross-cultural Communication

The goal of the lesson is to deliver an in-depth overview of global business etiquette and cross-culture communication.

Key Topics:

- What Is Cross-cultural Communication
- What Is The Importance of Cross-Cultural Communication?
 - Better Progress
 - Cultural Influence
 - Management
- The New Rules of Communication
 - Greetings
 - Smiling
 - Eye Contact
- Global Business Etiquette
 - Socialising
 - Gestures And Other Nonverbal Communicators
 - Dress And Appearance



Aims of The Training:

By the end of the course, you will be able to -

- Learn about Proper Business Etiquette
- Understand Business Ethics
- Get an Overview of Business Environment



Course Content Overview

Selling Strategy Secrets for Your **Business**

[Includes Free Course Books
& Worksheets]



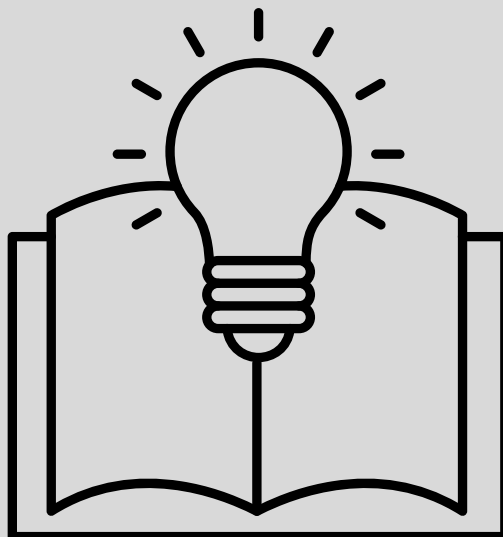
STRATEGY

Course Coverage

To grow your business successfully, you must determine the ideal sales channels.

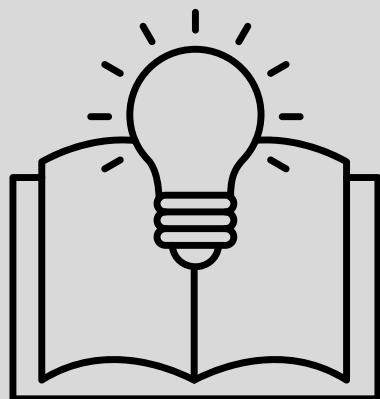
This course teaches you to grow your business successfully by determining the right sales channels to use for your business. Create a selling strategy that uses both direct and indirect methods by learning the advantages and disadvantages of different types of strategies.

This course provides insight into individual selling strategies, outlining the advantages and disadvantages of each, and provides a framework for evaluating which are most appropriate for your business.



Key Topics That Will be Discussed In This Course:

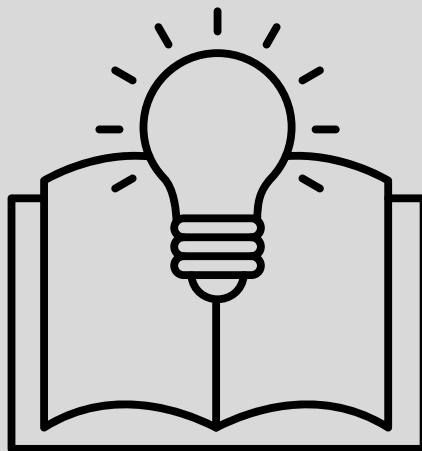
- **Importance of a Selling Strategies**
- **Direct and Indirect Models**
- **Selling Models of Well Known Companies**
- **Why Selling Strategy Matters**
- **Choosing Your Sales Model**
- **Do a Feasibility Check**
- **What Investors care about**
- **Keys to Success**
- **Additional Selling Strategies**
- **Determine Your Selling Model – Overview**
- **Selling Model #1 – Online**
- **Selling Model #2 – Retail**
- **Selling Model #3 – Inside/Outside Sales**
- **Selling Model #4 – Distributors**
- **Selling Model #5 – Resellers**
- **Selling Model #6 – Partners or System Integrator**
- **Selling Model #7 – Independent Rep Manufacturer Rep**
- **Selling Model #8 – OEM White Label**
- **Creating a Selling Strategy Framework**
- **Step 1 – Determine Your Selling Model**
- **Step 2 – Analyzing Your Competition**
- **Step 3 – Examine the Costs**
- **Step 4 – Internal Consistency**
- **Step 5 – Creating Your Selling Strategy**



Aims of The Training:

By the end of the course, you will be able to:

- Learn how to avoid unhealthy habits plus 3 little-known qualities of healthy habits
- Discover one mistake that strains interpersonal relationships
- Explore 6 hacks to help you build a successful daily routine
- Know how to get better sleep by using your 'Circadian Rhythm'
- Discover the surprising benefits of drinking more water



Course Content Overview

Business Planning: Creating a Robust Financial Plan



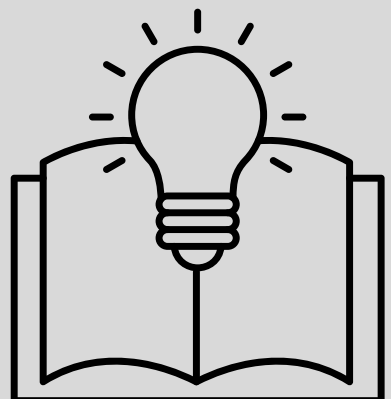
Course Coverage

“Making money is the very reason your business exists – but often, entrepreneurs don’t pay enough attention to the financials that drive the bottom line. In this course, we’ll examine and counteract common misperceptions about financial planning, learn about different models for revenue and cost projections, and use worksheets to build the statements that matter most.

After accomplishing this course you’ll learn the fundamentals of how to create a robust financial plan for your business that you can pitch to banks and investors.

Key Topics That Will be Discussed In This Course:

- Financial Concepts Covered
- Justifying Your Financials For Best Results
- Overcome Roadblocks to Financial Planning
- Create Your Financial Plan
- Revenue Models Explained
- The Financial Worksheets Walk-Through
- Revenue Model Walk-Through
- Your Staffing Model
- Staffing Model Walk-Through
- Expense Model Walk-Through
- Income Statement Explained
- Income Statement Walk-Through Explained
- Cash Flow Statement



Aims of The Training:

By the end of the course, you will be able to:

- Find out what numbers investors care about, and why
- Compare top-down planning vs. bottom-up planning
- Get to know what COGS is, and why it's so significant
- Become knowledgeable about potential revenue drivers
- Find out how to correctly predict growth
- Learn how to decide when to hire for which positions
- Get knowledge about What kinds of costs should I capture in the expense model
- Determine how to set appropriate gross margin targets for my business
- Understand what cash flow positive means and how to predict when it will occur

