



# Colbourne College

6 Hillview Avenue  
Kingston 10  
Jamaica W.I.

**Phone:**  
(876) 906-8085  
(876) 906-0918

**Fax:**  
(876) 906-8401

**Email:**  
admission@colbournecollege.com

**Website:**  
[www.colbournecollege.com](http://www.colbournecollege.com)

Registered by Ministry of  
Education, Youth, and  
Culture

## SHORT PROFESSIONAL DEVELOPMENT COURSES

Launching A New Venture in  
Events Management: Wedding  
And Party Planning with Menu  
Development, Business  
Logistics and Venue Design

Launching a New Venture in  
Digital Marketing, Website  
Design, And Social Media  
Content Development

Handling Air Passengers:  
Track For Flight Attendants  
and Airport Terminal  
Passenger  
Service Agents

Certificate In Starting And  
Managing A Successful Travel,  
Transportation And Tourism  
Company

Professional Practice  
Certificate In Conversational  
Spanish: For International  
Business, Travel And Tourism



## Certificate In Launching A New Venture

<p>Hands-On eLearning Business Start-up</p>	<p>Professional Practice <b>Certificate In Launching A New Venture:</b> <i>A Track for Small Business Start-up</i></p>
<p>Different SME Start-Ups that you may consider</p> <p><b>PROGRAM BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Come with your own concepts and interests</li> <li>• Get started on planning your business concept and develop the concept into an organization</li> <li>• Learn about your customers and the wider environment in which the business will be operating</li> <li>• Register the new venture</li> <li>• Identify the market, plan the resources, and create the budget</li> <li>• Identify and seek sources of financing</li> <li>• Raise start-up Capital</li> <li>• Launch the Venture</li> <li>• Win your first customer</li> </ul> <p>You can come with any business concept that you have; these are just some examples of some of the start-ups that we've worked with other clients on</p>	<p><b><i>Launching A New Venture in Events Management: Wedding And Party Planning with Menu Development, Business Logistics and Venue Design</i></b></p> <p>If you're interested in starting an Events Management business, this is an ideal opportunity. In this course you'll be planning, implementing, and managing the key steps in launching the new business. You'll be creating vision and mission statements, setting goals for the business; evaluating and resourcing the operational needs; organizing working teams; establishing your budget; reviewing venues; branding events; identifying and establishing partnerships &amp; sponsors; selecting vendors; creating the Promotional Plan; testing recipes and menus; and carrying out Post-Event Review.</p> <p><b><i>Launching a New Venture in eCommerce: Digital Marketing, Website Design, And Social Media Content Development</i></b></p> <p>If you're interested in starting an eCommerce business, this is an ideal opportunity. In this course you'll be planning, implementing, and managing the key steps in launching the new business. You'll be creating vision and mission statements, setting goals for the business; evaluating and resourcing the customer and operational needs; organizing teams; licensing; creating budget; designing websites and promotional campaigns; and creating social media contents.</p> <p><b><i>Launching A New Venture: Starting And Managing A Successful Travel, Transportation And Tourism Company</i></b></p> <p>If you're interested in starting a travel and tourism business, this is an ideal opportunity. In this course you'll be planning, implementing, and managing the key steps in launching the new business. You'll be creating vision and mission statements, setting goals for the business; evaluating and resourcing the operational needs; organizing working teams; establishing your budget; researching destinations, attractions, air and ground transportation, accommodations and suppliers; organizing the vacation elements; costing and pricing holidays; creating itineraries; designing websites and promotional campaigns; and creating social media contents.</p> <p><b><i>Launching A New Venture: Starting And Managing A Successful Day Care Centre</i></b></p> <p>If you're interested in starting a baby daycare and early childhood center, this is an ideal opportunity. In this course you'll be planning, implementing, and managing the key steps in launching the new business. You'll be creating vision and mission statements, setting goals for the business; evaluating and resourcing the customer and operational needs; Planning and organizing working teams; looking at certification; licensing; center resourcing and promotions; and budgeting.</p>

Duration	Sixteen (16) Weeks consisting of 12 weeks of lessons and assignments and 4 weeks of assignments only
Next Start Date	September 7, 2020
DESCRIPTION OF CERTIFICATE	Short Course   Certificate Of Participation and Completion
AIM OF THIS SHORT COURSE	If you're interested in starting an Events Management business, this is an ideal opportunity. In this course you'll be planning, implementing, and managing the key steps in launching the new business. You'll be creating vision and mission statements, setting goals for the business; evaluating and resourcing the operational needs; organizing working teams; establishing your budget; reviewing venues; branding events; identifying and establishing partnerships & sponsors; selecting vendors; creating the Promotional Plan; testing recipes and menus; and carrying out Post-Event Review.
LEVEL OF CERTIFICATION	Technical / Job Skills only   No College Credits
MODE OF STUDY	Distance learning only
TRANSFERABILITY	Students earning a pass grade or higher may progress to undergraduate studies at AIM University Group. Exemptions are offered for Unit 28 on the Business Program
FURTHER OPPORTUNITIES FOR CERTIFICATION (Additional Cost)	Unit Certificate from Business Technical and Education Council (BTEC, UK)   This fee is not included in the fees quoted in this document
TUITION AND CERTIFICATION FEES	\$500 (See the Tuition Schedule for different payment schedule)
REFUND AND WITHDRAWAL	Full refund for this class is available within five working days of paying, signing, and returning this Offer Letter. After the five days and no later than two weeks of the official class starting, \$250 Holding fee is non-refundable. No refund can be offered for this class after week two of the official class start date.
LEARNING ACTIVITIES	The assessment program is designed with tests, vlogs, blogs, logbooks, production diaries, oral presentations, forums, role play, and production of visual or audio materials.
PASSING THE COURSE	Students must achieve a pass grade or higher to achieve the certification. Pass grade is 60%. Higher grades such as merit and distinction are also awarded. Students who fail to achieve the passing grade will resit the unit at US\$15 per resit/activity. A student can only resit the said assignment criteria once. If you fail to pass the program within 12-months of starting, you'll have to reapply and retake the course at full cost.

# STEPS IN THE ADMISSION PROCESS

## ADMISSION APPLICATION

1. Completing the admission application form
  - Paying the admission application fee of \$30.00. You can pay online or through the bank.
  - Pay to Sagicor Bank, Ac# **550 051 2708** or
  - Pay Online using PayPal: <https://colbournecollege.weebly.com/where-to-pay1.html>
2. Email the payment receipt and signed document to [Admission@ColbourneCollege.Com](mailto:Admission@ColbourneCollege.Com).
3. Undertaking the online entry test. The entry test has: 1) a personal essay and 2) critical thinking test
4. The Offer Of A Place will be made to you, upon successful completing the entry test

## ACCEPTANCE

The next critical step after you receive the offer is for you to accept. To accept, you will make a deposit of \$250.00 on your tuition fee. You will pay the Holding Fee within the next 14-days of receiving the Offer Of A Place as we have several planned activities in the Enrollment Stages before you start formal classes. This is a Placement Holding Fee to confirm that you will be starting this exciting journey with us. The Holding Fee is not an additional cost to you. It is included in the tuition quoted and help us to undertake the cost of planning for your smooth entry on the semester. You must pay the Holding Fee within the allotted time as we usually have a waitlist of students to allocate any unaccepted spot.

### *Choose Any Of The Following Options To Pay The Holding Fee*

- Pay to Sagicor Bank, Ac# **550 051 2708**.
- Use this link to pay online using PayPal: <https://colbournecollege.weebly.com/where-to-pay1.html>
- Email the payment receipt and signed document to [Admission@ColbourneCollege.com](mailto:Admission@ColbourneCollege.com).

## INDUCTION

After submitting the Holding Fee, your next step is to begin the induction module. The induction module is a mandatory pre-class exercise. It consists of a set of online lessons and activities on writing, researching, using referencing tools, and plagiarism reporting.

## ADMISSION DISCLOSURE

This disclosure is related to the cost, credit value, terms of refund and withdrawal, transferability and other information that is necessary for me to make an educated decision.

Welcome, new Colbournite!

Best Regards,

**Sheena James**

Student Support Officer

Professional Development Center at Colbourne College

P: 876-906-8085

A: 6 Hillview Avenue, Kingston 10, Jamaica

W: [www.ColbourneCollege.com](http://www.ColbourneCollege.com)

E: [admission@colbournecollege.com](mailto:admission@colbournecollege.com)

