

Improve your business the **SESAME** way – the **SESAME** programme:

- ✓ is free of charge
- ✓ is **work-based and focussed** – helping you to find practical solutions to the challenges that face your business today
- ✓ gives you access to **highly-skilled tutors**
- ✓ is **flexible** – letting you choose the time, place and pace of your learning
- ✓ is **tailored** – the unique approach is equally applicable to a wide range of small businesses
- ✓ is **accredited** – you can have your learning formally accredited by APU, and progress towards the Diploma in Small Business Management OR, if you prefer, you can learn without submitting for accreditation – no problem!
- ✓ **does not require previous higher-level qualifications** – **SESAME** students with a few GCSEs are just as successful on the programme as students who have degrees.

Choose from the following topic areas:

- Entrepreneurship and Competitiveness
- Financial Management
- Business Law
- Marketing
- Micro Learning Organisations
- Workforce Development

Take the next step to improving your business now by calling **SESAME** for a copy of the programme guide and application pack on

01245 454414

or by emailing Melanie Bennett at

melanie.bennett@nec.ac.uk

The National Extension College

The Michael Young Centre Purbeck Road, Cambridge CB2 2HN

THOSE NICE
PEOPLE IN
BRUSSELS
ARE GIVING
US THE
MONEY TO
HELP YOU
IMPROVE
YOUR
BUSINESS...

...strange, but true, thanks to funding support from the European Social Fund (ESF)

This is your opportunity to join a growing band of people from small and medium sized enterprises (SMEs) just like yours, who are improving their businesses the **SESAME** way.

SESAME (Small Enterprise Sensitive Accessible Management Education) is an innovative and highly successful programme developed by Anglia Polytechnic University (APU), the National Extension College (NEC) and the Small Firms Enterprise Development Initiative (SFEDI).

SESAME is for people like you, working in SMEs, who want to benefit from management education. **SESAME** is for owner-managers and employees across all sectors who would like to develop business and entrepreneurial skills by supported distance learning. **SESAME** encourages positive and practical responses to the challenges of business through work-based learning.

SMEs find it difficult to release staff for more conventional forms of training. Unlike conventional management education, **SESAME** meets the SMEs 'need to know' at the right level and in the right language.

Join the many successful businesses that have benefited from the **SESAME** approach – accessible, affordable, contextual and relevant.

C A S E S T U D I E S . . .

Christine Kalume embarked on the workforce development module when she was appointed to a senior management job in an international charity, Healthlink Worldwide. Despite having a BA and an MA, Christine wasn't confident in her new role as team leader. 'Management isn't that easy. I thought it would be good to learn basic principles and undertake more formal training.'

SESAME is for people like you!



'The **SESAME** programme helps you monitor and evaluate your experiences. It changed the way we did things as a result. The course gave me support and a lot more confidence about moving into a managerial role.'

Roland Dalais manages a small nursing home in Weston-super-Mare. 'I came to England from Mauritius 27 years ago to train as a mental nurse. I would like to have done a university course and got a degree but when I came here at 18 I did not have the opportunity. This **SESAME** programme was too good an opportunity for me to miss.'

Roland enrolled on the entrepreneurship and competitiveness module to help him with the business side of care. 'I could organise my work flexibly and it was helpful having a tutor on the end of a telephone line. My advice to someone else would be "Enrol now!" Anybody who gets the chance to do the **SESAME** programme would be silly to turn it down.'

Andy Coles is Senior Operations Manager for a national company based in Birmingham which services and maintains equipment for big commercial customers like McDonalds and Whitbreads. Andy is responsible for the financial side of things as well as the technical operation and so he enrolled on the financial management module.

'The programme was very good and very informative. My project was about putting in place procedures to save time and money for the company. It did help and there have been changes. I also got 20 credits for my studies which means I am a third of the way towards a diploma.'

Roland Dalais –
Nursing home,
Weston-Super-
Mare



Andy Coles –
Senior
Operations
Manager



Christine Kalume
– Healthlink
Worldwide

