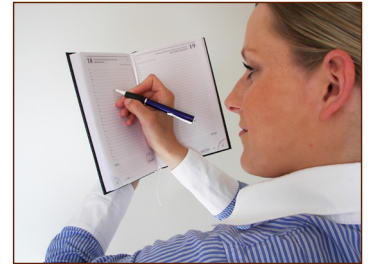


## ITEC Level 3 Diploma in Business Competence

- Are you attending a course of study leading to a recognised professional certificate or diploma in a complementary therapy?
- Are you planning to set up and run your own therapy business?
- Do you already operate as a therapist and recognise that you need to 'up your game' to make a success of this during the 'credit crunch'.



In today's complex and competitive world it's unfortunately generally not enough to be a brilliant therapist and we also need to be astute business people; able to navigate our way through issues such as: • licensing, • business planning, • financial management and • company law.

People often set out on a career as a therapist in search of a less stressful and more fulfilling way of earning a living. We often assume that if we have the right intentions and trust and hope, it will all turn out right. Well to paraphrase an age old maxim 'the Universe helps those who help themselves'- in other words, whilst the best of intentions is a very good place to start, taking the right actions with the best of intentions is an even better way to make sure things turn out well.

As with any new undertaking, it helps to start by planning what you want to achieve and to understand the steps you need to take in order to give yourself the best possible chance of success in achieving that aim. For this reason we see business planning as the corner stone of business success. It's never too late to plan for success and, if your business is already up and running, but you feel you would tick the 'could do better' box, then why not go back to basics and develop a plan for the next phase of your business, giving it a firm framework for development?

This level 2 course is designed to provide the Complementary Therapist with the basic knowledge and skills required to help them plan for business success and then run a successful small business. It incorporates Unit 22 from the ITEC qualification framework

This course is a required part of most stand of the alone therapy qualifications we offer but can also be attended by therapists with existing qualifications, either through this school or another recognised provider.

The Course covers:

- **Business options, making the right choices for your future.**
- **Business planning, writing a business plan and what to include.**
- **Financial planning and management.**
- **Marketing yourself and your business.**

The course follows an integrated syllabus based on learning outcomes set by a number of professional bodies including:

- **General Hypnotherapy Standards Council**
- **ITEC**

The format for the course is two intensive full day courses which are scheduled for several weeks apart, between which you will be issued with work books to study and complete. On completion of the second day you will be set a practical business planning assignment, and then will sit a 1 hour externally set and marked exam. To pass the course you are required to achieve 60% in the exam and pass the practical assignment. The course can be passed at pass, credit or distinction depending on the results achieved.

This course runs several times each year and can be attended flexibly as long as the days are attended in the correct order, and assuming all the relevant work is completed. Please contact us to discuss your particular requirements.

### Course outline

#### Day 1

Starting up your own business and the options  
What is a business plan and what to include in yours  
Marketing your business  
Value based practice and your business

#### Student work book

Licensing and legislation  
Assessing risk  
Data control  
The therapeutic environment

#### Day 2

Managing legal relationships  
How to manage the finances of your small business  
Sales management  
Human resource management

#### Business planning assignment

Producing a business plan for your individual business

**Tutor:** A member of the Athena In House teaching team

ITEC require 100% attendance in order to obtain the Level 3 Qualification. Students who do not attend all modules will need to organise tutorials with their tutor to enable them to access missed information. A fee is payable for this service.

**Cost: £150 for both days.** Those students who choose to take the final ITEC course assessments and examinations will also be required to pay the associated registration and assessment fees. These are currently set at £121.68 per examination and are subject to change at any time without prior notification and even after the initial payment has been made. These fees are payable in full on or before day one of the course and, once paid, are strictly non refundable.

**Course times:** 9.30am - 5.00pm

**This course forms part of the ITEC Level 3 Diploma in Complementary Therapies. Visit [www.athenaschool.co.uk](http://www.athenaschool.co.uk) for details.**

Booking form overleaf...

**Visit [www.athenaschool.co.uk](http://www.athenaschool.co.uk) for details of the next course/workshop dates.**  
**You can also choose to save time and book online.**

# Athena School of Natural Therapies

## Course Booking Form



ATHENA  
SCHOOL OF NATURAL THERAPIES

Please complete in **UPPER CASE** and return to the address below.  
Additional forms are available at the school or on our website at  
[www.athenaschool.co.uk](http://www.athenaschool.co.uk)

Course Title: \_\_\_\_\_

Course/Commencement Date: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone/Mobile/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Present Occupation: \_\_\_\_\_ Qualifications: \_\_\_\_\_

Previous experience in health related fields (if any): \_\_\_\_\_

Please state if you have any disabilities or conditions which may require any special help during the course/workshop: \_\_\_\_\_  
\_\_\_\_\_

Please state how you heard about the course: \_\_\_\_\_

**Full amount due:** £ \_\_\_\_\_ **Please tick your method of payment:**  Credit/Debit Card (all major cards accepted)  PayPal

**If paying by Credit/Debit Card:** Please telephone **01902 238 901** to make your payment. **If paying by PayPal:** Please visit our website at [www.athenaschool.co.uk](http://www.athenaschool.co.uk) for details of how to make the payment. PayPal Transaction ID: \_\_\_\_\_

**Declaration:** I confirm that I have read and understood and am happy to accept the Booking Terms and Conditions set out below. Please note that a payment made via PayPal or Credit/Debit Card also forms acceptance of the Booking Terms and Conditions.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ Print Name: \_\_\_\_\_

Visit [www.athenaschool.co.uk](http://www.athenaschool.co.uk) for details of the next course/workshop dates.  
You can also choose to save time and book online.

### Enquiry Form

Please send me information on the following courses/workshops: *Please tick and provide contact details using form above.*

Anatomy, Physiology and Pathology	<input type="checkbox"/>	Hopi Ear Candling	<input type="checkbox"/>
Aromatherapy	<input type="checkbox"/>	Indian Head Massage	<input type="checkbox"/>
Eastern Facial Massage	<input type="checkbox"/>	Reflexology	<input type="checkbox"/>
EFT Training	<input type="checkbox"/>	Stone Therapy Massage	<input type="checkbox"/>
Foot Zone Therapy	<input type="checkbox"/>	Stress Management	<input type="checkbox"/>
Massage	<input type="checkbox"/>	Thai Foot Massage	<input type="checkbox"/>
Reiki	<input type="checkbox"/>	Clear Intentions Courses and Workshops	<input type="checkbox"/>

Please return your signed form to:

Debra Goldston, Athena School of Natural Therapies, Graphic House, New Road, Willenhall WV13 2BG  
Email: [enquiries@athenaschool.co.uk](mailto:enquiries@athenaschool.co.uk) Telephone: 01902 238 901 Website: [www.athenaschool.co.uk](http://www.athenaschool.co.uk)

**1. The booking agreement:** Any contract between you and us is subject to these Booking Conditions. The contract shall be governed by and construed in accordance with English law and is subject to the jurisdiction of the Courts of England and Wales.

**2. To make a booking:** To secure your place we require a completed Booking Form and payment of the appropriate deposit or full balance. You can book online via [www.athenaschool.co.uk](http://www.athenaschool.co.uk) and PayPal OR telephone 01902 238 901 and make your payment by debit/credit card. PLEASE NOTE: You will still need to submit a completed Booking Form which you can complete and submit via our website OR print off and send to: Athena School of Natural Therapies, Graphic House, New Road, Willenhall WV13 2BG. Upon receipt we will send Confirmation/Induction pack details.

**3. Payment of balance of course fees:** Due to the administrative costs involved, we are unable to issue payment reminders. The balance due on all course bookings must be paid no later than 30 days prior to commencement of training. If this is not done we reserve the right to cancel your booking and make cancellation charges in accordance with our standard terms. You can choose to spread the cost of a programme and pay by affordable monthly instalments upon completion of an Easy Payment Plan form submitted with your booking. If you are paying by credit/debit card, and you have not advised us otherwise in writing by RECORDED DELIVERY, the balance due will, at the appropriate time, be charged automatically to your card.

**4. To change your booking:** Requests for changes must be made by the person who made the original booking and should be in writing by RECORDED DELIVERY. Possible changes can only be made prior to 30 days of the training commencement date and are subject to an admin charge of £30 plus payment of any further costs incurred as a result of the change i.e. transferring to a more expensive course. In the event of a change not being possible you have the choice of proceeding with the training as originally booked or making a cancellation as outlined below. In the event of a change being made you must check whether it will invalidate any insurance cover which has been accepted by you. It may be necessary to take out alternative, additional or new cover.

**5. To cancel your booking prior to commencement of course:** Notification of a wish to cancel must be made as soon as possible by the person who made the original booking and should be in writing by RECORDED DELIVERY. Cancellation charges are as follows: Written notice of cancellation received prior to commencement of training; more than 90 days – deposit only; 31–89 days – 75% of final invoice; 15–30 days – 90% of final invoice; 14 days or less – 100% of final invoice.

**6. Withdrawal from training courses, which have already commenced:** If you need to withdraw from the course for whatever reason once the course programme has commenced, then payment for sessions yet to be attended are not subject to refund of any kind. Where a 'pay-as-you-go' payment scheme is in operation, payment for future sessions of a tutor-led course will still be required, in accordance with the signed agreement between the student and school.

**7. Cancellation of training courses by us.** Training courses are based on an economic minimum number of students (usually but not always 8 delegates). Should this not be reached, we reserve the right to cancel the training course. In other, unlikely circumstances it may also be necessary for us to cancel or significantly alter a training course. In the event of cancellation of training courses by us we will refund to you all monies paid to us in full. We will in no circumstances be liable to pay you any compensation. We may be able to offer you the choice of an alternative course and, should you wish to transfer, will refund to you any difference in price between the original booking and the alternative course if of a lower value.

**8. Brochure descriptions and prices:** It is inevitable that some of the prices and details contained within our printed promotional literature may change after the time of printing. You will be informed of any relevant changes to printed promotional literature when you book and before you enter into a contract with us as part of our commitment to quality customer service. We reserve the right to change any of the services or facilities or prices described in the promotional literature at any time before a contract is made between us.

**9. Changes to the scheduled programme after booking:** Our training courses are planned and scheduled many months in advance. Sometimes changes may be necessary. Although we would normally expect to be able to provide you with the services confirmed by us in respect of your original booking, occasionally this will not be possible and we reserve the right to make changes as necessary. The arrangements featured on our website and in our literature are by their very nature complex with services involved from many different tutors, accreditation and examination bodies etc. Due to potential changes in syllabus criteria, tutor personal and professional circumstances and other issues over which we have no control, it is not always possible to guarantee aspects such as particular tutor attendance. Tutor or other aspects of course information are stated for guidance only. Final details will be shown on your final Joining Instructions, sent approximately two weeks prior to training course commencement. We will make every effort to provide as much advance notification as possible but we feel it is only fair to warn you of possible variations which, although rare, can occur every once in a while.

**10. Special requests:** Any special request or requirement which is essential to your booking (such as specific dietary requirements, wheelchair assistance or special facilities for certain medical conditions) must be made known to us in writing by RECORDED DELIVERY before you book. We will contact our tutors and other sub contractors /suppliers and the request will only become a term of your contract with us if we confirm in writing that the request can be met and your booking proceeds on that basis. We are happy to pass on any other reasonable requests that you may have such as desired location of training rooms or other requirements as to meals, (where these form part of the course package), but they cannot be guaranteed and will not form part of our contract. No compensation will be payable if such requests are not fulfilled. None of these terms and conditions affect your statutory rights. Special requests such as larger font notes in course handouts and examination papers or printing of notes on a specific colour of paper can be met but we ask that you make us aware of such requests at least 30 days prior to the commencement of your training course.

**11. What the price includes or does not include:** Unless otherwise stated in course literature, brochures and website listings, training course costs cover venue, (where appropriate) tuition fees, course notes and refreshments (tea, coffee, biscuits and mineral water). The cost does not cover your travel expenses, any accommodation expenses and food.

**12. Complaints:** In the unlikely event that you need to complain about any aspect of the training which you have received from Athena School of Natural Therapies, you must notify Debra G Goldston, School Principal in writing by RECORDED DELIVERY within 48 hours of the activity giving rise to the complaint having occurred. Debra should be contacted at the following address: Athena School of Natural Therapies, Graphic House, New Road, Willenhall WV13 2BG. Retrospective complaints are noted through the evaluation procedure and will not be considered as reason for refunds.

**13. Student conduct:** We reserve the right to ask you to leave the course in the event of any upheld reason (See Grievance Procedure and Code of Conduct). In that event monies for future lessons will not be refunded.

**14. Your obligations in respect of your training with us:** You are responsible for your own health and wellbeing throughout the duration of the course. If you have experienced/are experiencing any of the following, please let us know in writing before the course commences (any information will be held in the strictest of confidence): i) Epilepsy/Diabetes/Asthma/High or Low Blood Pressure. ii) Any medical problems of an acute or chronic nature. iii) Any emotional or mental trauma that has resulted in your seeking medical advice or treatment. iv) Suffered from any drug (prescribed or otherwise), alcohol or substance abuse. In the event that any of the above conditions manifest after commencement of your course, you are required to notify us in writing by RECORDED DELIVERY within 48 hours of your becoming aware of these facts. Importance notice: Insurance cover is available to protect students in the event of illness, personal injury or death during an on going training course. We strongly recommend that you take out such cover. The Clarity Holistic Training Group Ltd Block Scheme with Balens is available for students of Athena School of Natural Therapies. In view of the availability of cover, we are unable to consider health issues as a reason to refund course fees whatsoever. You are responsible for the safety of your personal belongings and Athena School of Natural Therapies does not accept any liability for loss, howsoever caused.

**15. Data protection policy:** We take full responsibility for ensuring that proper security measures are in place to protect the information you provide us in order to process your booking. We must pass this information onto the relevant suppliers of your training arrangements such as tutors and awarding/examination bodies (PLEASE NOTE: If we cannot pass this information to the relevant suppliers, we cannot provide your booking. In making this booking, you consent to this information being passed on to the relevant persons). This applies to any sensitive information that you give to us such as details of any disabilities, or dietary/religious requirements. We will not pass any information onto any person not responsible for part of your training arrangements. If you wish to have a copy of the personal information held about you, we will supply this upon written request accompanied by an admin charge of £10.

**Do not sign the Booking Form until you have read and understood the above and are happy to accept these terms and conditions.** Athena School of Natural Therapies is a brand name of Holistic Beauty and Spa Ltd whose registered office address is: Graphic House, New Road, Willenhall WV13 2BG England Registered Company Number 06835954.

Please return your signed form to:

Debra Goldston, Athena School of Natural Therapies, Graphic House, New Road, Willenhall WV13 2BG

Email: [enquiries@athenaschool.co.uk](mailto:enquiries@athenaschool.co.uk) Telephone: 01902 238 901 Website: [www.athenaschool.co.uk](http://www.athenaschool.co.uk)