CERTIFICATE IV IN NEW SMALL BUSINESS MANAGEMENT

BSB42615 – CRICOS 091307E

- Develop your own business plan as you work through the assessment items
- Gain current knowledge skills identified by industry
- Learn how to identify opportunities and market your business
- Know the legal and financial information you need to minimise risk

PROGRAM LENGTH

31 weeks (including 6 weeks scheduled breaks)
20 hours/week

START DATES

2017  Jan-9, Jan-30, Feb-20, Apr-17, May-1, May-22, Jul-10, Jul-24, Aug-14, Oct-9, Oct-23, Nov-6, Nov-20

On the first day of the course, you will undergo an orientation process where you will receive the information you need to start your studies. Your attendance to this orientation is compulsory.

2016 FEES

Enrolment fee:  $200
Material fee:  $100
Tuition fee:  $3,300

ENTRY REQUIREMENTS

- An overall equivalent of Australia’s Year 11 (minimum high school diploma)
- IELTS 5.5 or equivalent: upper intermediate English certificate, completion of ABS pre entry test
- Students must be at least 18 years old

COURSE SCHEDULE

Lecture
Monday and Tuesday from 9:30 am to 1:30 pm

Assessment Support (Flexibility to choose most convenient time for student)
- Monday to Thursday from 1:30 pm to 5 pm
- Friday from 9 am to 5 pm

PROGRAM DESCRIPTION

The Certificate IV in Small Business Management is suitable for those establishing or wanting to establish a small business and use well developed skills and a broad knowledge base to solve a range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others, and have responsibility for the output of others.

Separated into structured modules, students will explore the marketing, legal and financial aspects of running a small business as they methodically create a customised small business plan of their own.

PROGRAM OVERVIEW

This course and its assessment is based on preparation of a Business Plan and includes checklists and guides as well as a list of useful websites which contain up-to-date information relevant to small businesses

Core Units

- Establish and comply with legal and risk requirements of small business
- Plan small business finances
- Market the small business
- Undertake small business planning

Elective Units

- Coordinate business resources
- Report on financial activity
This course is delivered in structured modules with content that is based on extensive research in the marketplace to ensure relevant and up-to-date information is provided.

These modules are:
- Module 1: Researching the business opportunity
- Module 2: Business Planning
- Module 3: Business Planning
- Module 4: Marketing
- Module 5: Operations
- Module 6: Finances

**BSBSMB401 Establish and comply with legal and risk requirements of small business**
This unit describes the skills and knowledge required to identify and comply with all regulations affecting the business. It applies to individuals operating a small business who use analytical skills to interpret legislation and regulations and develop procedures to manage compliance.

**BSBSMB402 Plan small business finances**
This unit describes the skills and knowledge required to identify financial requirements of a business, including profit targets, cash flow projections and strategies to garner financial support. It applies to individuals who operate a small business or work within an existing micro or small businesses and interpret financial data.

**BSBSMB403 Market the small business**
This unit describes the skills and knowledge required to monitor and improve business performance via a clear marketing strategy integrated into the business plan. It applies to individuals who operate a small business independently or within a larger organisation. Individuals in this role analyse and interpret market data.

**BSBSMB404 Undertake small business planning**
This unit describes the skills and knowledge required to research and develop an integrated business plan for achieving business goals and objectives. It applies to individuals who operate a small business that operates independently, or as part of a larger organisation. Individuals in this role interpret business information and numerical data competently.

**BSBADM409 Coordinate business resources**
This unit describes the skills and knowledge required to determine and analyse existing and required resources, their effective application and the accountability for their use. It applies to individuals with a broad knowledge of business resources who contribute well developed skills and knowledge to ensure adequate resources are available to perform the work of the organisation. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

**BSBFI402 Report on financial activity**
This unit describes the skills and knowledge required to report financial activity for business both in response to client requests and to meet statutory requirements such as the completion of financial reports. This unit applies to individuals with a broad knowledge of financial activities who contribute financial skills and knowledge to address reporting requirements of clients and legal authorities. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

**BSBMKG401 Profile the market**
This unit describes the skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market positioning strategies. It applies to individuals working in a variety of marketing communications occupational roles who have responsibility for a range of tasks involving analysis and planning.

**BSBMKG402 Analyse consumer behaviour for specific markets**
This unit describes the skills and knowledge required to analyse consumer behaviour for specific markets and specific needs. It applies to individuals who need to analyse consumer behaviour to examine factors that impact decisions to purchase products or services. Having thoroughly analysed consumer attitudes and behaviour, recommendations can be made on marketing strategies to increase consumption of the product or service being marketed.

**BSBRES401 Analyse and present research information**
This unit describes the skills and knowledge required to gather, organise, analyse and present workplace information using available systems. This includes identifying research requirements and sources of information, applying information to a set of facts, evaluating the quality of the information, and preparing and producing reports. It applies to individuals who are required to apply their broad knowledge of the work environment to analysis and research tasks, evaluate information from a variety of sources and apply solutions to a range of unpredictable problems.

**BSBSMB401 Investigate micro business opportunities**
This unit describes the skills and knowledge required to consider the major elements of a business idea, undertake research to determine viability of the business opportunity and present the idea with reference to the legislative frameworks affecting the business. It applies to individuals who are establishing or operating a micro business for self-employment.
All vocational courses are assessed through a combination of assessment types that may include essays, reports, group tasks, portfolios and/or presentations.

The final product of the assessment activities is the creation of a personalised small business plan that reflects the intended business of the student.

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