



Certificate IV in Entrepreneurship and New Business

BSB40320



ADDRESSING REAL LIFE ISSUES IN
SMALL BUSINESS MANAGEMENT



About This Course

The Certificate IV in Entrepreneurship and New Small Business focuses on the necessary skills, knowledge and organisational processes needed to run an effective and successful small business. You will learn how to plan your business finances, market your business and understand your legal obligations as a small business owner or manager.

Within this accredited qualification you undertake practical activities that can have an immediate impact on your business.

Subject Choices

Choose one elective to complete your qualification

- Taking the First Steps to Running Your Own Business
- Implementing Business Contracts and Legal Obligations
- Marketing Business Products and Services
- Develop a Business and Financial Plan for the Business Venture
- Building Strong Customer Relationships (E)

Key Course Facts

Start Date:

Start immediately

Duration:

Complete within 16 months

Delivery Options:

On-line/Correspondence

Group Training:

Contact the College for Availability

Course Fees: \$5,000 All materials provided at no extra cost

The course fees may vary if you are a trainee or if the state that you reside in has a subsidised training opportunity. Refer to the tables below.

New Entrant Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$0	\$1,260	\$5,000	\$5,000	\$5,000	N/A	N/A	N/A

Existing Worker Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
N/A	\$1,260	N/A	N/A	N/A	N/A	N/A	N/A

School Based Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
N/A							

Subsidised Training Options for this Qualification *

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,580	N/A						

* NSW fee listed is for the Smart and Skilled category 'no prior qualification'. A fee increases of 15-17% applies to those who have completed a qualification previously. This training is subsidised by the NSW Government.

* Jobs & Skills WA courses are subsidised by the Department of Training and Workforce Development. The Student tuition fees are indicative only and are subject to change given individual circumstances at enrolment. Additional fees may apply such as Student service and resource fees.

** Subject to eligibility and availability at the time of enrolment

Entry Requirements

Past Work Experience

For this qualification you should have completed a Certificate III or have relevant work experience.

Reading and Writing Skills

The course is an online correspondence course so you need to have average English reading and writing skills, or higher. As a guide - you should have completed Year 12 schooling, or have sound workplace written communication skills.

Spoken English Skills

Some components of this course have practical components where students will be required to demonstrate verbal communication skills as part of their assessments. Average English skills are necessary to complete these components successfully.

Numeracy Skills

Numeracy skills are required at an average level eg completion of Year 10 maths and the ability to use a calculator. Note that the financial component of running a small business means that there are significant financial / mathematical activities in this course.

Computer and Internet

- Access to a Desktop Computer or Laptop; some course work may be completed via mobile devices
- Internet access with Internet Explorer 8+, Chrome or Firefox
- Microsoft Office 2010 Word and Subject specific Office products for chosen electives (ie Excel, Powerpoint, Publisher)

Other

- Ability to study and conduct assessments in a safe environment
- You must have a detailed business idea or an existing business to use as the basis of this course

Subject Descriptions

Core Subjects:

Taking the First Steps to Running Your Own Business

This subject covers the very basics in terms of starting a new business. It is designed in such a way as to help you reflect on what it takes to commence such an undertaking. The aim is ensuring that you have a thorough understanding of the practicalities of running a business as well as the impact it will have on your emotional well-being and the people around you.

Unit(s):

BSBPEF301 - Organise personal work priorities

BSBPEF302 - Develop self-awareness

Implementing Business Contracts and Legal Obligations

This subject explains the different possible business ownership structures and types of insurances including public liability and professional indemnity Insurance. Also explained are employment law, contract law, and the latest Australian Consumer Law. Taxation obligations and ways to source professional services for specialist advice and services are covered. This subject also looks at supply contracts and negotiating a contract for your business.

Unit(s):

BSBESB402 - Establish legal and risk management requirements of new business ventures

Marketing Business Products and Services

This subject covers market segmentation, marketing messages and the promotional mix. Students prepare a marketing plan for 2 different market segments which involves designing a specific promotional activity as well as evaluating the proposal. Spam laws and important consumer laws are covered to ensure relevant laws are addressed in your marketing efforts.

Unit(s):

BSBESB404 - Market new business ventures

BSBMKG431 - Assess marketing opportunities

BSBMKG434 - Promote products and services

Develop a Business and Financial Plan for the Business Venture

A business plan is an important strategic tool for entrepreneurs. A good business plan outlines the specific, short and long term steps necessary to make business ideas succeed. This subject explains the business plan in detail, including the key elements, plan development, types of analysis, researching customers and competitors, budgets and financial management, monitoring results and improvement strategies and advisory services.

Unit(s):

BSBESB301 - Investigate business opportunities

BSBESB401 - Research and develop business plans

BSBESB403 - Plan finances for new business ventures

BSBESB302 - Develop and present business proposals

Elective Subjects: Choose one elective to complete your qualification

Building Strong Customer Relationships

This subject has been structured to progressively develop the students skill and knowledge in the building, managing and maintaining of customer relationships to support business outcomes. It explains the difference between customer service and customer relationship building; with an emphasis on the skills required for longer term relationship building. This includes considering a range of client relationship strategies and also how to use networking effectively.

Unit(s):

BSBOPS404 - Implement customer service strategies

BSBTWK401 - Build and maintain business relationships

Service Guarantees

Quality Training Provider

ACCM has a history of satisfied students and clients and repeat business. Our testimonials on our website are genuine and the type of feedback we receive daily. We are so confident that you will be pleased with the College service, that we guarantee it.

Speedy Paper-less Enrolment

Enrolment Applications are accepted 24/7 online. Be fully enrolled in your course in 7 minutes! For customised or employment based courses and traineeships contact us and we will send you a customised enrolment page by email.

Start Anytime - Immediate Enrolment

Within 30 minutes of applying to enrol, your personal log-on details are emailed to you. This gives you access to our on-line system Webclass. Login to Webclass and complete the administrative items. Once you have completed these items a College Student Adviser will phone you to discuss your needs, course requirements, suitability and electives. You will then have access to the first study module via WebClass.

Industry Expert Student Adviser

You will be allocated your own industry experienced Student Adviser. While they will personally manage your program; you will also benefit from the College team around them to provide expert assistance in all subject areas.

Prompt Results and Feedback

All assessments are promptly returned (via Webclass) with detailed feedback and encouragement. Our goal is to have them back to you in a week or less. In the meantime you can progress to your next subject.

Personal Contact for the Right Start

Your College Student Adviser will phone you to welcome you to the course and ensure that you understand the best way to make progress in your course. They will also assist you with any questions you may have.

They will be in regular contact with you, especially at the start of your course, to offer motivation, support and guidance.

For employment based enrolments they will also make contact with your work supervisors to address any questions they may have.

Pro-active Learner Support

The support won't stop! Contact from your College Student Adviser will continue every month, based on the level of help you need.

Of course, at any time you can call us to get help. Get immediate assistance over the phone and by email. If immediate assistance is unavailable for any reason, we will make sure a qualified Student Adviser is in contact with you no later than the next business day.

Quality Course Materials

Our step by step course materials have been written by industry experts specifically for the College. They will give you all of the relevant learner information you need to succeed in your course.

The resources simplify industry jargon and concepts, give you industry insight and understanding, and focus on current real world business practices.

Employer Progress Updates

For employment based enrolments all supervisors will have access to an online progress report showing the current status of all learners. We understand that it's essential to keep you up to date so we will prompt you each month to access your report.
