



# Certificate IV in New Small Business

BSB42618



ADDRESSING REAL LIFE ISSUES IN  
SMALL BUSINESS MANAGEMENT

# About This Course

The Certificate IV in New Small Business Management 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. The hands-on Certificate IV in Small Business Management course allows you to choose electives that best suit your business needs from our wide range of options.

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## Subject Choices

1 - 2 elective subjects (E) are required

- Small Business Legal Obligations
- Marketing Promotions
- Small Business Planning
- Manage Small Business Financial Performance
- Business Opportunities (E)
- Small Business Financial Plans (E)
- Co-ordinate Customer Service Delivery (E)
- Build Client Relationships (E)
- Keeping Your Work Team Safe (E)
- Meetings and Business Travel (E)
- Leadership Skills (E)
- Risk Management Fundamentals (E)

# Key Course Facts

**Start Date:**  
Start immediately

**Delivery Options:**  
On-line/Correspondence

**Duration:**  
Complete within 12 months

**Group Training:**  
Workshops available

## Course Fees: \$4,400 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
\$1,000	\$900		\$4,400	\$4,400			

### Existing Worker Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$4,400	\$900						

### School Based Traineeship Fees for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA

### Subsidised Training Options for this Qualification:

NSW	ACT	NT	QLD	SA	TAS	VIC	WA
\$1,580	\$2,190						
\$1,850							

\* NSW fees depend on previous qualification levels

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



# Entry Requirements

## 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.

## Computer and Internet

- Access to a Desktop Computer or Laptop
- 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

# Subject Descriptions

## Core Subjects:

### Small Business Legal Obligations

This subject explains in plain English different 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.

Unit(s):

BSBSMB401 - Establish legal and risk management requirements of small business

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### Marketing Promotions

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):

BSBSMB403 - Market the small business

BSBMKG413 - Promote products and services

BSBMKG414 - Undertake marketing activities

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### Small Business Planning

The skills and knowledge required to run a small business and the steps required to develop and implement a business plan are covered in this subject. A Business Plan is developed as the major assessment activity. The Business Plan addresses the external and internal business environment, market segments and marketing strategies and the development of a financial plan. Risks are identified that may affect the business viability.

Unit(s):

BSBSMB404 - Undertake small business planning

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### Manage Small Business Financial Performance

This advanced level small business financial management subject teaches how to calculate and interpret key financial ratios to identify trends that may indicate an underlying problem. Solutions to financial problems like revising pricing strategies, improving debtor management and developing a financial plan are explored. The College subject Small Business Financial Plans is a pre-requisite to this subject.

Unit(s):

**Elective Subjects:** 1 - 2 elective subjects (E) are required

## Business Opportunities

This subject steps you through the process to determine if your home, micro or small business idea is a viable one. Key factors like lifestyle needs, market influences and customer demand will be reviewed to identify the type of information you need to properly evaluate your business idea.

Unit(s):

BSBSMB301 - Investigate micro business opportunities

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## Small Business Financial Plans

Understanding Cash Flow Statements and Profit and Loss Statements are key skills for a small business owner and manager. This subject looks at pricing and sales budgets and how they impact cash flow and profitability. You will prepare a business Financial Plan that includes cash and profit forecasts.

Unit(s):

BSBSMB402 - Plan small business finances

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## Co-ordinate Customer Service Delivery

Providing good service to your internal and external customers is a critical responsibility for senior staff, team leaders and managers. Learn how to identify the key aspects of service delivery important to your customers, and the customer service system needed to achieve your service standards.

Unit(s):

BSBCUS401 - Coordinate implementation of customer service strategies

BSBCUS403 - Implement customer service standards

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## Build Client 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):

BSBCUS402 - Address customer needs

BSBREL402 - Build client relationships and business networks

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## Keeping Your Work Team Safe

Supervisors and team leaders have strict legal obligations under safety legislation. Learn what these are, as well as the practical skills to identify, risk assess and resolve safety concerns. This subject also teaches how to better understand safety statistics and identify factors that can reduce injuries, and ensure the business is productive and profitable.

Unit(s):

BSBWHS401 - Implement and monitor WHS policies, procedures and programs to meet legislative requirements

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## Meetings and Business Travel

This subject provides the skills and knowledge required to organise effective meetings including the preparation and distribution of meeting related documents such as agendas and minutes. It also covers skills and knowledge required to organise business travel, including preparing travel related documentation and making travel bookings.

Unit(s):

BSBADM405 - Organise meetings

BSBADM406 - Organise business travel

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## Leadership Skills

This subject is specifically designed to lay a strong leadership foundation for learners. Focusing on key leadership elements such as communication, organisational behaviour, being a role model, problem solving, delivering feedback and effective decision making, this subject is perfect for anyone looking to build or enhance their leadership skills.

Unit(s):

BSBMGT405 - Provide personal leadership

BSBLDR401 - Communicate effectively as a workplace leader

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## Risk Management Fundamentals

This subject covers risk context and identification, which includes risk management processes, risk identification, and documentation. It looks into the analysis of a risk, its cause and risk tolerance. It details strategies for controlling and treating risks as well as reviewing and monitoring of those risks.

Unit(s):

BSBRISK401 - Identify risk and apply risk management processes

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# Service Guarantees

## Quality Training Provider

ACCM was one of the first private training Colleges to be given official RTO registration status.

22 years later we have helped over 3 000 employers and 31 000 students achieve their career goals and have been recognised as a state finalist on the NSW Training Awards.

We have 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 being enrolled, your personal log-on details are emailed to you. This gives you access to course materials to commence your studies (via our on-line system 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 2 weeks or less. In the meantime you can progress to your next subject.

## Personal Contact for the Right Start

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

They will be in regular touch with you at the start of your course to offer motivation, support and guidance. For employment based enrolments they will also make contact with supervisors during this time 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.