

## BSB42615 CERTIFICATE IV in NEW SMALL BUSINESS



This qualification is suitable for those establishing a small business who use well developed skills and a broad knowledge base to solve a defined range of unpredictable problems, and analyse and evaluate information for a variety of sources. They may provide leadership and guidance to others, and have responsibility for the output of others.

### ENTRY REQUIREMENTS

Students wishing to attend this course should be:

- Employed or self employed within a small business or planning to establish their own small business in the short term.
- Have experience working in small business.
- Have some responsibility for others and provide or hold specific management or second-in-charge responsibilities in a small team.

### OCCUPATIONAL NAMES

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include small business manager.

### EMPLOYMENT OPPORTUNITIES

Employment opportunities relevant to this qualification may include Small Business owner, start up business owner, Supervisor, Team Leader.

### CAREER PATHWAY

A number of career pathways are available to you typically with further study, such as Second-in-charge or Store/Business Manager.

### SKILLS RECOGNITION

If you already have some training, work or life experience in management, team leader role or coordinator, you may be eligible to have your existing skills and knowledge recognised and apply for advanced standing for one or more units. Processes for recognition include:

- Credit transfer
- Mutual recognition
- Recognition by assessment

### COURSE OUTCOMES

Gain the skills required to:

- Communicate with team members and management to ensure open communication channels and to clarify issues
- Be a role model for team members
- Develop work objectives through consultation
- Prepare work plans and budgets
- Support the introduction of change through coaching and mentoring colleagues and team members
- Collect and manage information by using business technology such as computer programs and telecommunications
- Develop risk management approaches
- Identify and develop work practices opportunities
- Prioritise tasks
- Resolve conflict and disputes in the work team

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## DELIVERY ARRANGEMENTS

The Certificate IV program is typically delivered over a minimum 10 month period using a blend of on and off the job approaches. We combine group learning sessions with self-directed reading, summative assessment projects and research activities that combined we have allowed up to 600 hours for total volume of learning at Certificate IV level. The qualifications can be fast-tracked, depending on current competencies of learner as well as their available time in completing the requirements. For learners completing the qualification via traineeship arrangements, we recommend a minimum of 20 hours of face-to-face group training sessions for this Certificate IV (10 x 2 hour sessions). In this way learners can learn from each other while being guided by the experienced facilitator.

## PATHWAYS

This qualification can be completed via any of these pathways as follows. We offer flexibility with this qualification.

## RPL

If you have skills and experience to meet all the competencies of any unit/s, and can demonstrate/document that competency, then you may apply for RPL (recognise prior learning). Please contact our office for more details of this assessment-only process and an application form. Learners should allow 600 hours to complete the qualification in this format regardless, however, this is assuming that they are able to provide sufficient and current evidence.

## GROUP SESSIONS

There may be a number of people in your organisation that can come together for a series of training sessions in your workplace, or an agreed alternate location. We have a 10 session structure, however the amount of time face-to-face can be discussed and agreed depending on the current competencies of the participants and viability of them coming together. This involves a combination of summative and formative assessments that include research, written tasks and demonstration activities.

## FLEXIBLE

It may not be possible or preferential to co-ordinate face-to-face sessions so we can also assist you through the qualification via post, email and phone support. Learners should allow up to 600 hours regardless.

## BLENDED APPROACH

You may prefer a combination of face-to-face sessions supported by email support and telephone conferencing. We can structure a program by incorporating all of these options.

## COURSE STRUCTURE

There are 10 units required to complete the qualification of which there are 4 core plus 6 elective units. The 6 elective units may be selected from the elective units listed below and/or any other Certificate IV qualifications offered by Target Training. One elective unit may be selected from a Certificate III or Diploma qualification offered by Target Training.

## CORE UNITS

<b>BSBSMB401</b>	Establish legal and risk management requirements of small business
<b>BSBSMB402</b>	Plan small business finances
<b>BSBSMB403</b>	Market the small business
<b>BSBSMB404</b>	Undertake small business planning



Contact us today for  
more details and  
assistance with  
qualifying staff



## TARGET TRAINING

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## ELECTIVE UNITS

<b>BSBADM409</b>	Coordinate business resources
<b>BSBCUS401</b>	Coordinate implementation of customer service strategies
<b>BSBCUS402</b>	Address customer needs
<b>BSBEBU401</b>	Review and maintain a website
<b>BSBFIA402</b>	Report on financial activity
<b>BSBINN301</b>	Promote innovation in a team environment
<b>BSBIPR405</b>	Protect and use intangible assets in small business
<b>BSBMGT404</b>	Lead and facilitate off-site staff
<b>BSBREL401</b>	Establish networks
<b>BSBREL402</b>	Build client relationships and business networks
<b>BSBRES401</b>	Analyse and present research information
<b>BSBSMB301</b>	Investigate micro business opportunities
<b>BSBSMB405</b>	Monitor and manage small business operations
<b>BSBSMB406</b>	Manage small business finances
<b>BSBSMB407</b>	Manage a small team
<b>BSBSMB408</b>	Manage personal, family, cultural and business obligations
<b>BSBSMB409</b>	Build and maintain relationships with small business stakeholders
<b>BSBSMB410</b>	Review and implement energy efficiency in business operations
<b>BSBSUS401</b>	Implement and monitor environmentally sustainable work practices

## LEARNING OUTCOMES

Here is a selection of units below. For more information on other units please contact us.

## CORE UNITS

### **BSBSMB401 Establish legal and risk management requirements of small business**

1. Identify and implement business legal requirements
2. Comply with legislation, codes and regulatory requirements
3. Negotiate and arrange contracts

### **BSBSMB402 Plan small business finances**

1. Identify costs, calculate prices and prepare profit statement
2. Develop a financial plan
3. Acquire finance

### **BSBSMB403 Market the small business**

1. Develop marketing strategies
2. Determine a marketing mix for the business
3. Implement marketing strategies
4. Monitor and improve marketing performance

### **BSBSMB404 Undertake small business planning**

1. Identify elements of the business plan
2. Develop a business plan
3. Develop strategies for minimising risks

## ELECTIVE UNITS

### **BSBADM409 Coordinate business resources**

1. Determine resource requirements
2. Acquire and allocate resources
3. Monitor and report on resource usage



**BSBCUS401 Coordinate implementation of customer service strategies**

1. Advise on customer service needs
2. Support implementation of customer service strategies
3. Evaluate and report on customer service

**BSBCUS402 Address customer needs**

1. Assist customer to articulate needs
2. Satisfy complex customer needs
3. Manage networks to ensure customer needs are addressed

**BSBEBU401 Review and maintain a website**

1. Review website content and use
2. Update website
3. Carry out non technical site maintenance

**BSBFIA402 Report on financial activity**

1. Compile financial information and data
2. Prepare statutory requirement reports
3. Provide financial business recommendations

**BSBINN301 Promote innovation in a team environment**

1. Create opportunities to maximise innovation within the team
2. Organise and agree effective ways of working
3. Support and guide colleagues
4. Reflect on how the team is working

**BSBIPR405 Protect and use intangible assets in small business**

1. Identify and value intangible assets which are key to the small business
2. Identify and select types of protection available for intangible assets
3. Implement appropriate protection for intangible assets
4. Develop and implement processes to avoid infringement of the rights of others
5. Use and commercialise the small business's and others' intangible assets

**BSBMGT404 Lead and facilitate off-site staff**

1. Facilitate off site work outcomes
2. Support off site staff
3. Manage off site staff performance

**BSBREL401 Establish networks**

1. Develop and maintain business networks
2. Establish and maintain business relationships
3. Promote the relationship

**BSBREL402 Build client relationships and business networks**

1. Initiate interpersonal communication with clients
2. Establish client relationship management strategies
3. Maintain and improve ongoing relationships with clients
4. Build and maintain networks

**BSBRES401 Analyse and present research information**

1. Gather and organise information
2. Research and analyse information
3. Present information

**BSBSMB301 Investigate micro business opportunities**

1. Describe business ideas
2. Identify market needs
3. Investigate factors affecting the market

**BSBSMB405 Monitor and manage small business operations**

1. Develop operational strategies and procedures
2. Implement operational strategies and procedures
3. Monitor business performance
4. Review business operations





**BSBSMB406 Manage small business finances**

1. Implement financial plan
2. Monitor financial plan

**BSBSMB407 Manage a small team**

1. Develop staffing plan
2. Recruit, induct, train and retain the team
3. Comply with INDUSTRIAL RELATIONS obligations
4. Maintain staff records
5. Manage staff
6. Review team performance

**BSBSMB408 Manage personal, family, cultural and business obligations**

1. Identify personal and business commitments/obligations within family, cultural and community contexts
2. Develop ethical work practices within family, cultural and community contexts
3. Review work practices within family, cultural and community contexts

**BSBSMB409 Build and maintain relationships with small business stakeholders**

1. Establish and develop communication and appropriate relationships with key stakeholders
2. Establish and develop roles and responsibilities in the small business
3. Review relationships with key stakeholders

**BSBSMB410 Review and implement energy efficiency in business operations**

1. Determine ways to measure energy use
2. Measure and analyse energy use
3. Determine ways to improve energy efficiency
4. Develop an energy efficiency plan

**BSBSUS401 Implement and monitor environmentally sustainable work practices**

1. Investigate current practices in relation to resource usage
2. Set targets for improvements
3. Implement performance improvement strategies
4. Monitor performance

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