BSB42615 *Certificate IV in* New Small Business

Start today
1300 738 955

5 star education experience

- Best Practice Business Planning Tools
- Nationally accredited courses
- Qualified trainers with extensive Management experience
- Engaging and carefully structured course materials
- Dedicated support team

Education for the real world

RTO Code - 22530
A business management course to **build the future you want**

Small businesses play a significant role in the Australian economy, accounting for around 95% of actively trading businesses in Australia. However ASIC have reported almost 41% don’t survive three years. Why? This is because 44% suffer poor strategic management, 40% fall victim to inadequate cash flow or high cash use, and 33% go under because of trading losses. Monarch’s BSB42615 Certificate IV in New Small Business will help ensure you end up on the right side of the statistics.

Whether you have a great idea for a business, you’re seeking to develop your skills while in an existing business, or you want to improve your qualifications for future employment, the course will arm you with the knowledge and skills to achieve your goals. You will analyse the feasibility of a business idea or the health of an existing business and consider the operational elements of managing a small business.

Monarch’s BSB42615 Certificate IV in New Small Business covers all the fundamentals of small business planning and compliance with the various government agencies through a recognised pathway for business management planning.

**What does the Certificate cover?**

- Getting Started in New Small Business
- Sales and Marketing
- Operational Planning
- Financial Management
- Business Plan
Module 1 – Getting Started

- Pathways to getting started
- What is a small business?
- Is being self-employed for me?
- What type of business can I operate?
- Phases of a small business
- Small business planning
- Operating strategies (service, retail, manufacturing)
- Understanding your customer
- Finding your market niche
- Positioning your business
- Financial viability
- Selling or closing your business
- Establish legal and risk management requirements
- Determining the best legal structure for your business
- Registering a name
- ACN v ABN
- Intellectual property
- Licences and permits
- Business insurance
- Obligations of the business owner/operator
- Introduction to tax requirements
- Record keeping
- Contracts

Module 2 – Sales and Marketing

- Undertake marketing activities
- What is marketing?
- Marketing Plan introduction
- Marketing research and analysis
- Market segmentation and positioning
- Strategic market analysis
- Benchmarking
- Marketing goals and objectives
- Marketing strategy
- Market the small business
- Determine a marketing mix for the business
- Product strategy
- Branding
- Pricing strategy
- Place - distribution strategy
- Exporting and importing
- Promote products and services
- Advertising
- Public Relations
- Product Launch
- Online marketing
- Understanding sales strategy
- Identify and review sales approaches
- Consider current and new market opportunities
- Performance targets
- Satisfying customer needs
- Customer service
- Networking
- Tendering
- Sales plan
- Setting timelines and action plans
- Measuring your marketing activity
- Marketing budget
- Bring the Marketing Plan together
- Monitor the Marketing Plan

Module 3 – Operational Planning

- Operations strategy
- Operation elements for the business plan
- Establishing appropriate premises
- Leasing/ownership of premises and contracts
- Production Process
- Suppliers
- Plant and Equipment
- Stock control
- Strategies for innovation
- Occupational health and safety
- Company management and workplace procedures
- Quality control
- Performance measures
- Implement performance monitoring systems - KPIs
- Contingency planning
- Manage a small team
- Determining staffing needs
- Policies and procedures
- Recruiting
- Induction
- Staff development and training
- Implications for staffing
- Staff counselling and termination
- Record keeping
- Review performance
- Monitor and adjust staffing requirements
- Support, encourage and reward staff
- Bringing the plan together
- Business review

Module 4 – Financial Management

- Plan small business finances
- Introduction to finance
- Balance Sheet
- Profit & Loss Statement (Income Statement)
- Financial ratios
- Cost structure
- Breakeven analysis
- Working Capital
- Budgeting and cash flow
- Accounts receivable
- Credit policy
- Inventory
- Overcoming problems/making adjustments
- Develop Financial Plan
- Acquire Finance/Sources of Finance
- Taxation and legal considerations
- Taxation basics
- Tax structures
- Legal compliance
- Information and Documentation management
- Manage small business finances
- Financial KPIs
- Complete the financial plan
- Monitor Financial Performance
Study anywhere and anytime you choose

Face-to-face workshops - CBD training

- Course content delivered by business management experts
- Conducted in a ‘small class room’ environment (i.e. no more than 10 students per trainer) to ensure quality training
- Interact and network with other students under the guidance of business owners who “bring the course to life” and provide a “real world” perspective.
- Access to an online portal that contains your learning and assessment materials, plus student forums, to support your face-to-face workshops.
- Onsite training for group instruction at your office where requested (minimum 6 staff).

Online/Self paced - maximum flexibility

- Start anytime, study anywhere, at your own pace.
- Access your learning and assessment resources, plus student forums using an online portal. You can access this anywhere and anytime.
- Ongoing support from our qualified Trainers/Assessors via phone and email from Monday to Friday.

Course duration

Most students complete this qualification in 12 months to 24 months. Your completion time frame depends on your previous education, work experience, time availability and work rate. Please note you are expected to complete at least 1 module every 6 months.

We consistently receive feedback from our students telling us the course is very well structured and easy-to-follow.
Our students come from a range of backgrounds

- You may have a great idea for a business or be an entrepreneur who wants to fulfil their dreams
- You might be seeking to develop your skills while in an existing business, or want to improve your qualifications for future employment
- You might be a school leaver, university student, graduate or someone who is changing careers

Assessments

You are required to complete a variety of assessment tasks demonstrating your skills and knowledge. These include:

- Case studies
- Projects
- Simulated workplace exercises
- Short answer questions
- Multiple choice questions
- Scenario based questions

Why choose Monarch?

- Dedicated support from experienced business managers
- Clear, concise and interesting course materials
- A student online portal that’s easy to navigate
- Friendly and efficient student support team

Course costs

Monarch’s courses are competitively priced. Check our website for the most up-to-date prices at www.monarch.edu.au/courses or call us on 1300 738 955.

This training is delivered with Victorian and Commonwealth Government funding for eligible Victorian residents. Please contact Monarch to see if you’re eligible.

What are the entry requirements?

There are no entry requirements for the BSB42615 Certificate IV in New Small Business, just your drive, motivation and passion for small business. People with disabilities are encouraged to apply.

Career Progression

Enhance your BSB42615 Certificate IV in New Small Business with a Diploma of Management.
Jobs & career pathways once completing this qualification

Completing the BSB42615 Certificate IV in New Small Business can provide you with self-employment opportunities, giving you the knowledge and confidence to properly investigate the feasibility of a start-up or buying an existing business.

It will also provide vast employment opportunities across small businesses given the large number operating in Australia. The course will arm you with valuable structural business knowledge and planning abilities to offer existing small businesses across most industries.

After successfully completing the BSB42615 Certificate IV in New Small Business you may like to enrol in a Diploma of Management.

Will my previous experience of study count?

Monarch Institute takes into account the Recognition of Prior Learning (RPL) and the knowledge and skills you have already gained through your previous education and work history, attributing this to your BSB42615 Certificate IV in New Small Business. This may be through formal qualifications or informal training and can result in credits towards your qualification.
### National units of competency course codes

<table>
<thead>
<tr>
<th>Code &amp; Title</th>
<th>Core/Elective</th>
</tr>
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<tbody>
<tr>
<td>BSBSMB401 Establish and comply with legal and risk requirements of small business</td>
<td>Core (60 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB404 Undertake small business planning</td>
<td>Core (50 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB403 Market the small business</td>
<td>Core (50 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB402 Plan small business finances</td>
<td>Core (50 Nominal Hours*)</td>
</tr>
<tr>
<td><strong>Electives</strong></td>
<td></td>
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<tr>
<td>BSBCUS402 Address customer needs</td>
<td>Elective (50 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBMKG413 Promote products and services</td>
<td>Elective (40 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBMKG414 Undertake marketing activities</td>
<td>Elective (50 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB405 Monitor and manage small business operations</td>
<td>Elective (45 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB407 Manage a small team</td>
<td>Elective (40 Nominal Hours*)</td>
</tr>
<tr>
<td>BSBSMB406 Manage small business finances</td>
<td>Elective (60 Nominal Hours*)</td>
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</tbody>
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* Nominal Hours are the anticipated hours of supervised learning or training deemed necessary to conduct training and assessment activities associated with the program of study. These hours are determined by the Victorian State Training Authority. Nominal hours may vary for a qualification depending on the units of competency selected.

### Accredited

Monarch Institute’s BSB42615 Certificate IV in New Small Business is nationally accredited by the Australian Government under the Australian Qualifications Framework (AQF). It can be used as a pathway to further Vocational Education & Training and a university qualification, nationwide.

Monarch Institute is licensed as a Registered Training Organisation (RTO number 22530) under the Australian Skills Quality Authority (ASQA), which is an Australian Government statutory body regulating nationally recognised training.

### What key areas are covered in the course?

- Undertaking small business planning
- Marketing the small business
- Monitoring and managing small business operations
- Managing a small team
- Planning and managing small business finances
- Bringing a business plan together
Enrol today

Commence your BSB42615 Certificate IV in New Small Business with Monarch Institute today to build the future you want.

To discuss the courses and options that will work for you call us on 1300 738 955

To find out more information email us at info@monarch.edu.au

To enrol, visit our website www.monarch.edu.au