

**BSB42618**

# **Certificate IV in New Small Business**

- Get the skills that you really need.
- Unrivalled support. Delivered with care.
- Absolute flexibility. Your way, your terms.

Education for  
the real world

RTO Code - 22530

# Survive and thrive in the world of small business

There's no two ways about it – it's tough out there for small businesses. If you're a self-employed professional, small business owner or manager, you need the right tools to tackle your many challenges with confidence.

Monarch Institute courses, like the Certificate IV in New Small Business, will help you get where you need to be to run your business effectively. They've been developed by entrepreneurs, business executives, and academics who've already been where you want to go. Like Josh Wilson, who successfully built three business and sold two before age 40. And Glenn Buesnel-May, who has spent over 20 years in the Royal Australian Air Force as an officer before specialising in education and training.

You won't just come out of your course with real-world skills and knowledge. You'll also have a qualification that's accredited and recognised Australia-wide. Take on the business world, or use your skills in an exciting new role – it's up to you.

## What does the course cover?

- **Understanding small business fundamentals and how to get started**
- **How to set up your small business in the digital age**
- **Where does marketing, advertising and promotion fit into your business plan**
- **Managing and improving overall business finances**

## Key benefits

### **Nationally recognised**

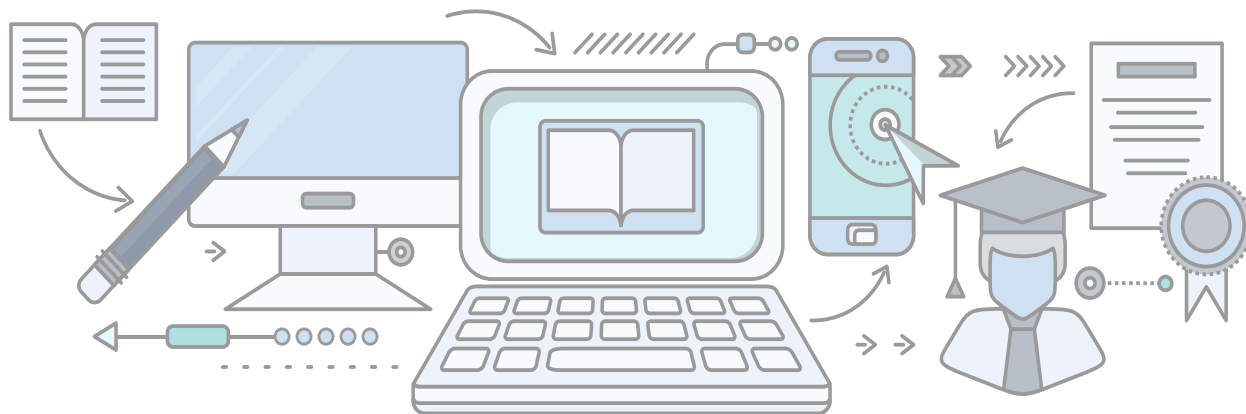
The course is nationally recognised under the Australian Qualifications Framework, so you can use it as a pathway to university qualifications around Australia.

### **Highly targeted**

You'll complete the course with a comprehensive business plan you can put in to action right away. From start to finish, you'll be guided by successful small business founders.

### **Government funded**

If you live in Victoria, Monarch Institute has government funded places. To see if you are eligible for a government funded place, please get in touch with one of our friendly course consultants.



## Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way. You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Heaps of support from your course trainers (phone, email, Skype, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

## What is the course structure?

This course is delivered predominantly online. This means you'll access your learning and assessment resources using an online portal, plus textbooks. You can access the portal anywhere and anytime.

You'll need to study a total of 10 nationally recognised units, which are spread out over four modules.

We consistently receive feedback from our students telling us the course is very well structured and easy to follow. Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

## What is the course duration?

This course was designed to be completed within 24 months. Your completion time frame depends on your previous education, work experience, time availability and work rate. You're expected to complete at least one module every six months.

## What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

## Course costs

**Monarch's courses are competitively priced.**

Check our website for the most up-to-date prices at **[www.monarch.edu.au/courses](http://www.monarch.edu.au/courses)** or call us on **1300 738 955**.

This training is delivered with Victorian and Commonwealth Government funding for eligible students. Please check the eligibility requirements on our website, or get in touch to discuss your funding options.

# Course modules

## Module 1 / Getting Started

- What's involved with starting up a new business
- The legal and regulatory issues involved with a small business
- Understanding basic accounting and how to plan finances for a small business
- Designing and producing business documents
- Preparing risk management plans
- Preparing small business start-up cost estimates
- Investigating sources of business finance

## Module 2 / Business Planning in the Digital Age

- The planning involved in setting up and operating a small business
- Exploring the digital technology that may be required to help your business thrive
- Creating a digital plan
- Preparing a Business Plan including researching the market, analysing the target customer group, preparing financial assessments

## Module 3 / Small Business Marketing

- Where does marketing, advertising and promotion fit in your business plan?
- Addressing customer needs
- Preparing a Marketing Plan including research, product development, points of difference, marketing performance indicators
- Preparing a Promotional Action Plan

## Module 4 / Advanced Business Management

- Managing and improving overall business finances
- preparing a Financial report including profit and loss, cash flow KPIs, trading results
- Preparing credit policy for customers
- Understanding how to monitor financial performance





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## Jobs and career pathways

The small business sector is what keeps the engine room of the Australian economy running. Whether you're looking to launch your own start-up idea, or looking to buy an existing business, there's nothing more satisfying than running your own business or helping to get one off the ground. Upon completing this course, there are number ways you can go:

### **Key opportunities include:**

- Small business owner
- Small business franchisee
- Small business incubator participant
- Operations role within a small business
- Administration role within a small business
- Sales and marketing role within a small business
- Small business analyst
- Public servant – government relations officer with a small business focus

# Industry insights



Growth rate of small business

**15.4% annual increase in new business launches**



Size of small business sector

**> 2 million small businesses in Australia**



Venture capital (VC) investment in Australian startups

**\$230 million annually and growing**

## Business and management insights

Australia is a nation of small business owners and managers. More Aussies are employed by small businesses than medium and large businesses — just over 44%.

If you're not working in a small business now, there's a strong chance you will be later in your career. In fact, you might be one of the thousands of Australians who launch their own business each year. Or one of the hundreds of thousands of managers working in small businesses.

## The changing face of employment in Australia

Currently working in a profession? There's a chance that in the future, your career will look a lot different. Sure, you'll be doing the same kind of tasks, but according to the stats, you're much more likely to be an independent contractor. Nearly 10% of all Aussie workers today are independent contractors (ICs). If the trend towards becoming an IC continues, it'll become just as normal as being a permanent or casual employee within the next 20 years. Being an IC doesn't just mean knowing how to manage the tax and accounting stuff – though that's a big part of it. You'll also need to know how to market yourself as a contractor.

That's where we come in. Monarch Institute courses are designed to give you the real-world skills you'll need to succeed as a small business of one.

There's never been a better time to study business and management. You could be stepping up in your current organisation. Or planning to be your own boss in the future. Whatever your path, you'll love your Monarch Institute learning experience.

Sources: New business launches/number of small businesses in Australia: ABS 8165.0 – Counts of Australian Businesses, including Entries and Exits, 2019  
VC investment: KPMG, 'Venture Pulse' Q2 2019

# Why choose Monarch Institute?

**You need a different learning experience.  
We're ready to deliver.**

## Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

## Flexibility

- ✓ Fit study around work, family, life.
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

## Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Assessment turnaround in 5-7 business days with comprehensive trainer feedback

# Enrol today

Commence your BSB42618 Certificate IV in New Small Business with Monarch Institute today to take the next step forward in your career.



To discuss the course that's right for you call  
**1300 738 955**



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



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

