



MONARCH
INSTITUTE

BSB42615

Certificate IV in New Small Business

Tailored to Family 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



NATIONALLY RECOGNISED
TRAINING

Build a business legacy for your family

There's no two ways about it – it's tough out there for small businesses. Family businesses – even well-established ones – face unique challenges. If you're a manager or supervisor in your family's business, and you want to make a meaningful contribution, studying could help you go much further than work experience alone.

Monarch Institute courses, like the Certificate IV in New Small Business with a specialisation in Family Business, will help you get where you need to be to build your business and secure a legacy for your family. The course has 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 your family business or use your skills in an exciting new role – it's up to you.

What does the course cover?

- **Establishing legal and risk requirements**
- **Understanding small business planning**
- **Promoting products and service, and addressing customer needs**
- **Operational planning and succession planning**

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

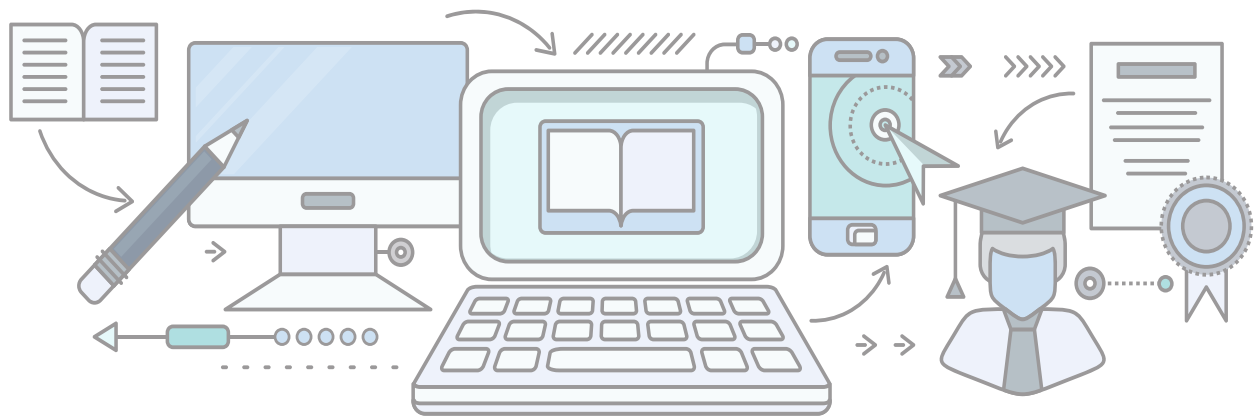
You'll complete the course with a comprehensive business plan you can put in to action right away. From start to finish, you'll be guided by successful small business founders.

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.

Option to specialise in family business

If you are working or interested in a family business environment, our Certificate IV in New Small Business – Family Specialisation could be a great option for you.



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 13 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?

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. 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 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

- 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 best legal structure for your business
- Registering a name
- ACN versus ABN
- Intellectual property
- Licences and permits
- Business insurance
- Obligations of 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
- Marketing 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
- Considering 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 marketing plan together
- Monitor marketing plan

Module 3 / Operations

- Operations strategy
- Operation elements for 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 plan together
- Business review

Module 4 / Finances

- Plan small-business finances
- Introduction to finance
- Balance sheet
- Profit and Loss Statement (income statement)
- Financial ratios
- Cost structure
- Breakeven analysis
- Working capital
- Budgeting and cashflow
- 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 financial plan
- Monitor financial performance



Get the skills that you really need.



Unrivalled support.
Delivered with care



Absolute flexibility.
Your way, your terms.



Jobs and career pathways

The small business sector is what keeps the engine room of the Australian economy running. This course will help open up opportunities beyond your family business, giving you peace of mind and that little bit extra security. Whether you're looking to launch your own start-up idea, or looking to buy into an existing family 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



Family businesses account for around
70% of all businesses in Australia



Average turnover is
\$12 million per annum



Estimated wealth of the sector is
\$4.3 trillion

It's no surprise that family businesses with an entrepreneurial culture are outperforming other small businesses. Family businesses often have the innovation, willingness to take risks and desire to take on new opportunities, which are such important attributes for developing a suitable business model.

As your family business grows and starts implementing controls and processes, it's important you don't stifle the original motivation which created the business. This course can help with setting up the best strategies to manage this.

Sources: KPMG and Family Business Australia Survey of Family Businesses 2009 (in conjunction with Bond University)
The MGI Family and Private Business Survey 2006 (in conjunction with RMIT University)

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 a BSB42615 Certificate IV in New Small Business, tailored to your needs as a family business stakeholder. It's as simple as getting back on our website or chatting to one of our friendly course consultants.



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

