

BSB40320

Certificate IV in Entrepreneurship and New Business

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

Serious about starting your own business? You need the right tools and resources to make it happen with confidence

The Certificate IV in Entrepreneurship New 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.

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

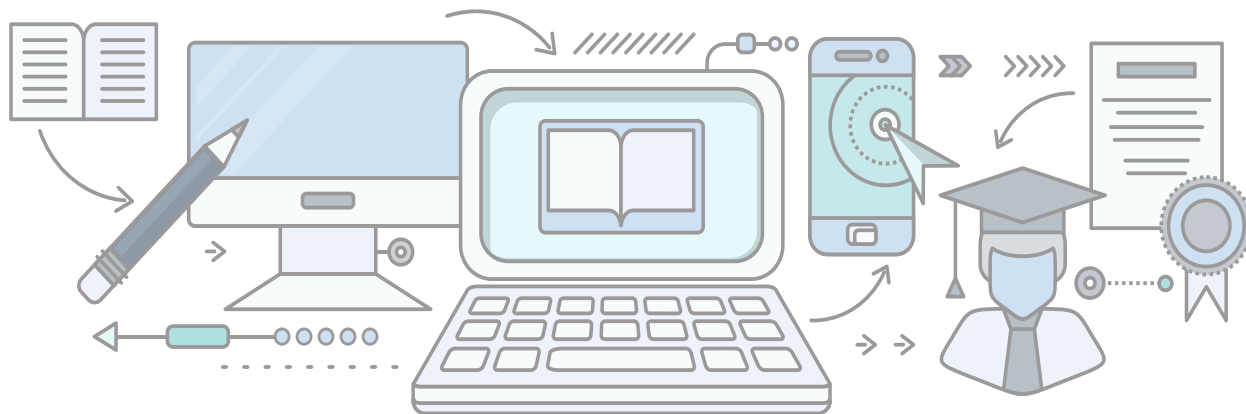
The course is nationally recognised under the Australian Qualifications Framework, so you can use it as a pathway to university qualifications around Australia.

Get innovative

Establish operational strategies and procedures for new business ventures.

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, 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 is designed to be completed within 12 months, however Monarch's training plan allows you to take up 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 / Plan the new business

- 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 / Start the business

- 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 / Promote the business

- 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 / New 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



Jobs and career pathways

The small business sector is at the heart of Australia's economy. Whether you're looking to start your own company or buy an existing one, there's nothing more satisfying than running a successful enterprise that YOU built from scratch!

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



**Get the skills that you
really need.**



**Unrivalled support.
Delivered with care**



**Absolute flexibility.
Your way, your terms.**

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

Small business 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, 2021
VC investment: KPMG, 'Venture Pulse' Q2 2021

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 BSB40320 Certificate IV in Entrepreneurship and New 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

