



SMALL BUSINESS MANAGEMENT

Certificate IV in Small Business Management
[BSB40407]

This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of small business contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others, and have responsibility for the output of others.

This qualification covers what is needed to establish a small business in Australia. The principles also apply to setting up a small business internationally. Specifically, it covers:

- the investigation and research required to ascertain the opportunities available and the feasibility of a business opportunity/ies.
- identifying and complying with business legal and administrative requirements.
- the development of a financial plan to support business viability.
- the development and implementation of marketing strategies and the monitoring and improvement of market performance.
- the research and development of an integrated business plan for achieving business goals.
- the operation of the business and with implementing the business plan. The strategies involve monitoring, managing and reviewing operational procedures.
- the implementation, monitoring and review of strategies for the ongoing management of finance. It also includes day-to-day financial management of the business.
- planning and managing staff.

Employability Skills: A summary of the employability skills developed through this qualification can be downloaded from <http://employabilityskills.training.com.au>.

To meet the requirements for the Certificate IV in Small Business Management, students must complete the following Units of Competency:

Required Core Units (4)

BSBSMB401A	Establish legal and risk management requirements of small business
BSBSMB402A	Plan small business finances
BSBSMB403A	Market the small business
BSBSMB404A	Undertake small business planning

Suggested Elective Units (Choose 6) (Note: Students can negotiate the elective offerings prior to enrolment)

Customer Service	BSBCUS401A	Coordinate implementation of customer service strategies
	BSBCUS402A	Address customer needs
Marketing	BSBMKG413A	Promote products and services
	BSBMKG414A	Undertake marketing activities
Relationship Management	BSBREL401A	Establish networks
	BSBREL402A	Build client relationships and business networks
Research	BSBRES401A	Analyse and present research information
	BSBSMB409A	Build and maintain relationships with small business stakeholders

This course is delivered face-to-face, blended and 1-to-1 private instruction. Students may also be eligible for Recognition of Prior Learning depending on their prior experience.