

CERTIFICATE IV IN SMALL BUSINESS MANAGEMENT – BSB40407

Course Description

This qualification focuses on the role of individuals who use well-developed skills and a varied knowledge base in a wide variety of small business contexts. Solutions are applied to a defined range of unpredictable problems, also analyse and evaluate information from a variety of sources, also providing leadership and guidance to others and responsible for the output of others.

Job Roles

The Certificate IV in Small Business Management qualification is ideally suited to participants who are currently working in or involved in a small business, or maybe considering starting a small business.

Course Duration

There are 10 units in this qualification, 4 core units and 6 elective.

This course is delivered over a period of ten months, one day per month for ten months.

4 Core Units:

- **BSBSMB401A – Establish legal and risk management requirements of small business**
 - Identify and implement business legal requirements
 - Comply with legislation, codes and regulatory requirements
 - Negotiate and arrange contracts

- **BSBSMB402A – Plan small business finances**
 - Identify costs, calculate prices and prepare profit statement
 - Develop a financial plan
 - Acquire finance

- **BSBSMB403A - Market the small business**
 - Develop marketing strategies
 - Determine a marketing mix for the business
 - Implement marketing strategies
 - Monitor and improve marketing performance

- **BSBSMB404A – Undertake small business planning**
 - Identify elements of the business plan
 - Develop a business plan
 - Develop strategies for minimizing risk



6 Elective Units

Creative Thinking:

- **BSBCRT501A – Originate and develop concepts**
 - Evaluate and explore needs and opportunities
 - Develop a range of creative approaches
 - Refine concepts
 - Develop concepts to an operational level

Customer Service

- **BSBCUS401A – Coordinate Implementation of customer service strategies**
 - Advise on customer service needs
 - Support implementation of customer service strategies
 - Evaluate and report on customer service

Research

- **BSBRES401A – Analyse and present research information**
 - Gather and organize Information
 - Research and analyse information
 - Present information

Small Business

- **BSBSMB405A – Monitor and manage small business operations**
 - Develop operational strategies and procedures
 - Implement operational strategies and procedures
 - Monitor business performance
 - Review business operations
- **BSBSMB406A – Manage small business finances**
 - Implement financial plan
 - Monitor financial performance
- **BSBSMB407A – Manage a small team**
 - Develop staffing plan
 - Recruit, induct, train and retain the team
 - Comply with industrial relations obligations
 - Maintain staff records
 - Manage staff

- Review Team Performance