

# Certificate IV in Business

**COURSE CODE:** BSB40215

**CRICOS COURSE CODE:** 097068M



## COURSE DESCRIPTION

This course provides an entry-level pathway into gaining the skills and knowledge required to effectively operate a small to medium sized business. You will learn how to use your newly found skills and knowledge to get the job done. This will include providing solutions to unpredictable problems, analysing information from a variety of sources and establishing client and business networks.

## COURSE MODULES

### **SPREAD THE WORD**

BSBMKG413 Promote products and services

### **CUSTOMER NEEDS**

BSBCUS402 Address customer needs

### **PRESENTATION SKILLS**

BSBCMM401 Make a presentation

### **TEAM INNOVATION**

BSBINN301 Promote innovation in a team environment

### **MONEY 101**

BSBFIA402 Report on financial activity

### **CREATIVE THINKING**

BSBCRT401 Articulate, present and debate ideas

### **DIGITAL MARKETING IN ACTION**

BSBMGT407 Apply digital solutions to work processes  
BSBMKG418 Develop and apply knowledge of marketing communication industry  
BSBMKG417 Apply marketing communication across a convergent industry

### **BULLET PROOF YOUR BUSINESS**

BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements

## THE FACTS

**DURATION:** 26 weeks (including term breaks)

**STUDY PERIODS:** 2 terms (10 weeks per term)

**TOTAL HOURS OF STUDY:** 600 hours

**CAMPUS:** Sydney & Canberra

## EMPLOYMENT OPPORTUNITIES

- Operations Assistant
- Administration Assistant
- Business Unit Manager

## ENTRY REQUIREMENTS

- Successful completion of Australian Year 10 or equivalent
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent