

CERTIFICATE IV

Certificate IV in Entrepreneurship and New Business

+

Marketing Foundations Skill Set

BSB40320 + BSBSS00098



UNLIMITED ONE-ON-ONE SUPPORT



30 DAY COOLING OFF PERIOD



100% ONLINE LEARNING



BSB40320 + BSBSS00098

CERTIFICATE IV

Certificate IV in Entrepreneurship and New Business + Marketing Foundations Skill Set

CAL's Certificate IV Entrepreneurship and New Business + Marketing Foundations Skill Set is ideal for those who are already running a small business or planning to launch one, as you will develop key business and marketing skills. With this course, you'll learn essential operational skills to launch and run your business, from developing business plans to finance and risk management. Complementing these business skills you'll learn foundational marketing skills to successfully market your products or service and analyse trends to identify marketing opportunities. With the combination of Entrepreneurship and New Business and the Marketing Foundations Skill Set you'll expand on your skills and develop the tools to take your business to the next level without sacrificing the time it takes to do a double qualification.

In-demand skills you will learn:

- Develop financial planning skills to understand the financial status of a business.
- Develop key marketing skills to promote products and services.
- Establish skills in legal and risk management for new business ventures to ensure the business is prepared for possible challenges.
- Monitor market trends to identify areas for marketing opportunities.



Courses designed for success

We designed our courses to be aligned with industry expectations. We've consulted with industry professionals to deliver the skills that tomorrow's workforce needs today.



Focus on student experience

We take the time to understand your goals, providing personalised and flexible learning solutions driven by passionate mentors and support teams.



Committed to real outcomes

We're dedicated to making a difference in our students' lives. We focus on providing real outcomes, not just a piece of paper.

UNITS

A total of 10 units to achieve your Certificate IV + Skill Set



With overlapping units to create a seamless course, you'll save hundreds of hours normally needed to complete two separate qualifications.

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 10 months
Full-time: approx 8 months

CAREER OPPORTUNITIES



- Small Business Owner
- Small Business Owner / Operator
- Marketing Coordinator

Course Structure

CAL has developed this Certificate IV + Skill Set in consultation with industry experts. We've created this unique course to align with industry expectations **with no additional units to upgrade from the single** Certificate IV in Entrepreneurship and New Business (BSB40320).

| Unit Code | Unit Title |
|--|---|
| MANAGE BUSINESS OPERATIONS | |
| BSBESB401 | Research and develop business plans |
| BSBESB402 | Establish legal and risk management requirements of new business ventures |
| BSBESB403 | Plan finances for new business ventures |
| IDENTIFY BUSINESS OPPORTUNITIES | |
| BSBESB302 | Develop and present business proposals |
| BSBESB404 | Market new business ventures |
| BSBESB301 | Investigate business opportunities |

DIPLOMA UNITS



| Unit Code | Unit Title |
|------------------------------|--------------------------------------|
| MARKETING FOUNDATIONS | |
| BSBCRT412 | Articulate, present and debate ideas |
| BSBMKG431 | Assess marketing opportunities |
| BSBCRT413 | Collaborate in creative processes |
| BSBMKG434 | Promote products and services |

SKILL SET UNITS

A total of 10 units to achieve your Nationally Recognised Qualification + Skill Set

Outcomes

Graduating with this Certificate IV and Skill Set, you'll be prepared to effectively manage and plan your business operations and market your business successfully in a variety of industries. Your business will stay top of mind by developing the skills necessary to identify new opportunities for growth and marketing. You'll also be prepared for the challenges that come with a new business venture by developing your business skills while also achieving a unique marketing skill set to increase business exposure.

With a strong foundation in business, some common career pathways are:

| | |
|--|-----------------|
| MARKETING COORDINATOR | \$56,000 |
| SMALL BUSINESS OWNER / OPERATOR | \$65,000 |
| SMALL BUSINESS OWNER | \$73,000 |

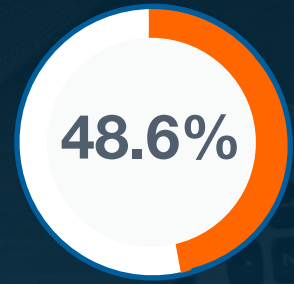
Salaries sourced from Glassdoor.com.au



Managers with at least a Diploma qualification



The average salary for management in the industry



Employers wanting people with a qualification

Data sourced from Jobs and Skills Australia



"This course has been instrumental in teaching me the importance of setting goals. I have been able to write policies and procedures for my workplace and have a much better understanding of the importance of planning and implementing new administrative systems."

TRACY

MANAGER - TOURIST PARK

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)



"Studying has allowed me to prove my abilities and certify my experience in my working career." Since completing her qualification with CAL, Elizabeth progressed her career from Administration Officer to Finance Manager.

ELIZABETH

FINANCE MANAGER

Double Diploma of Business Administration (BSB50415) + Leadership & Management (BSB51918)

Flexible Options

Our courses are designed for adult learners with busy lives. We know life can be unpredictable, and circumstances change. That's why we make our study options as flexible as we can to cater to your lifestyle. You'll have the freedom to study when it suits you with our self-paced courses and generous 24-month enrolment period.

| CAL | Competitors |
|---|--|
| <input checked="" type="checkbox"/> \$0 | RPL Application Cost \$1500* X |
| <input checked="" type="checkbox"/> \$0 | 6-Month Extension Cost \$500* X |
| <input checked="" type="checkbox"/> \$250 | Refund Processing Fee \$280* X |
| <input checked="" type="checkbox"/> 30 Days | Refund Period 14 Days* X |
| <input checked="" type="checkbox"/> Free 90 Days | Deferral Period 30 Days* X |

*Sourced from five competitor averages

*Up to



Cooling Off Period

If the course isn't right for you, withdraw within 30 days for a refund.*



Free Deferral

You can pause your studies, then pick them back up when you're ready.*



Free Extension

If you require additional study time, we can help.*

*Terms and conditions apply

Simple Payment Options

We understand that you need straightforward course fees. We offer transparent payment plans as well as discounted upfront payment options for our courses, where you will see your complete schedule of fees before you make any payments.

We also keep our administrative fees simple. We don't aim to make a profit in order to cater to our students' needs – we just do it.



Flexible Payment Plans



Discounted Upfront Payments



No Hidden Fees

FAQs

RECOGNITION

Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

REQUIREMENTS

Are there any prerequisites for the course?

Our students are required to be 18 years or older at the time of registration and demonstrate the required level of competency in English language, literacy and numeracy skills. If English isn't your first language, you may be asked to sit an LLN test to ensure you are suitable to undertake the course.

What IT requirements do I need to complete the course?

You will need regular access to a laptop, desktop computer or another device with an adequate and reliable internet connection, at least the equivalent of Microsoft Office or Office for Mac, with word-processing capabilities and spreadsheets and a PDF reader installed, full permissions to install and access third-party software as required. You will also need regular access to a laptop, desktop computer or device with an adequate camera to undertake video calls for assessments as required.

COURSE STRUCTURE

How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or the case studies we provide. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a Learning Coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video. Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your Learning Coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

FAQs

COURSE STRUCTURE

How long does the course take?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule. Depending on the time you commit and your learning style, studying part-time could see you complete the course in approximately 10 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

What if I fall behind?

Our courses are completely self-paced, so you don't need to keep up with a class or work to strict deadlines. As a CAL student, you'll receive an individual learning plan that is tailored to your study needs, this helps create structure and set guidelines to help you stay on track to complete your studies. We cater to adult learners and understand that life can sometimes get in the way, so if you find yourself falling behind, you can speak to our Student Support who will be able to advise you of all your options, revisit your learning plan, and help you get your study back on track.

SUPPORT

What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our Learning Coaches and Student Success Advisors. You can even get quick answers from our Live Chat with Student Support.

I work full time, can I access my coach after hours?

Our coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our Learning Coaches are conscious of accounting for time differences.

RPL AND CREDIT TRANSFER

Does CAL offer RPL and credit transfer?

If you're a highly experienced professional and currently hold an extensive level of knowledge, competence, and ability in your field, you may be eligible for RPL (recognition of prior learning). You can RPL particular units, or a whole course. To be successful in your RPL application, you'll need to provide comprehensive evidence of prior work experience, including workplace documents and strategies you've created.

We also offer credit transfers. If you've previously completed a unit(s) within the course you wish to enrol in, you may apply for a credit transfer so you don't have to complete the unit again. You can also apply for a credit transfer for a unit that you've completed that is not listed in the course you are enrolling but is in the training package.

For more information on RPL and credit transfers, please speak to one of our learning consultants.

Why CAL?

We're committed to igniting real change by inspiring one student at a time and giving them the power to shape their own world.

The College for Adult Learning formed as a Registered Training Organisation (RTO) in 2009, founded by Helen Sabell and Rob Golding. They wanted to change the way we deliver adult education through dedication to outcomes-focused, practical training solutions with unparalleled support and flexibility.

They built the foundation for an RTO that is committed to making a difference and inspiring transformation through learning.

At CAL, we live by this in everything we do, from our unique flexible delivery to our bespoke content written in partnership with industry leaders, through to our hands-on and personalised approach to support.



Unlimited support

Throughout your studies with CAL, you'll have constant access to learning coaches and student support – via calls live chats, emails, and support tickets.

Our learning coaches are experts in their industries and will assess and support you in your course learning. They're an invaluable resource for course-specific content, bouncing ideas around, and providing practical advice. Additionally, learning coaches are available for one-on-one coaching sessions (including some after-hours slots). You can book as many coaching calls as you want!

Our support team gives you a catch-all for all support queries that aren't content-specific. They're available to chat over the phone or on live chat between 9:00 am and 6:00 pm on weekdays. Have a support question outside these hours? Just submit a support ticket and our solution-oriented team will get back to you as soon as they can.

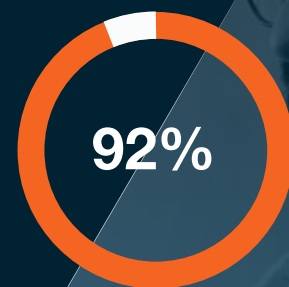


of our students surveyed achieved their primary study goal

*Statistics sourced from 2020 Alumni Survey



of our students surveyed achieved multiple study goals



recommend CAL to people looking to progress their career



“Studying with CAL has [...] opened up doors for gaining better employment and wages for me. Struggling with surviving in my previous job, I decided to step out of the box and gain a higher qualification than I had. I applied for a new job and having started my course, this had a bearing on gaining the position I am now in.”

ROSALIND

CAL Graduate



“10 years ago, I was almost unemployable, now I’m being headhunted for roles. In 10 years, I will (hopefully) be retired.”

JEREMY

CAL Graduate

Apply Now, Start Tomorrow

In just four easy steps you'll be on your way to taking your career to new heights.



Our Learning Consultants are here to help you find the right study path for your career.

Now that you've enquired, the next step is to apply to enrol.

You'll be put in contact with your own Professional Learning Consultant to guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

APPLY NOW