

# **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, analyzing information from a variety of sources and establishing client and business networks.

#### WHAT WILL I LEARN?

#### **DIGITAL MARKETING IN ACTION**

BSBMKG418 • Develop and apply knowledge of marketing communication industry
BSBMGT407 • Apply digital solutions to work processes

#### **BULLET PROOF YOUR BUSINESS**

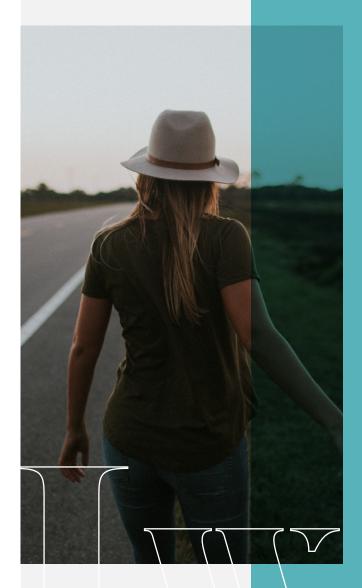
BSBWHS401 • Implement and monitor WHS policies, procedures and programs to meet legislative requirements
BSBMKG417 • Apply marketing communication across a convergent industry
BSBCMM401 • Make a presentation

#### **CUSTOMER EMPATHY**

BSBINN301 • Promote innovation in a team environment
BSBMKG413 • Promote products and services
BSBCUS402 • Address customer needs

#### **CREATIVE THINKING**

BSBLED401 • Develop teams and individuals BSBCRT401 • Articulate, present and debate ideas



# Let the journey begin

### O1. CAMPUS

- Sydney Startup Hub
- Melbourne CBD

### 02. DURATION

26 weeks (including term breaks) 2 terms (10 weeks per term) 600 hours

## O3. EMPLOYMENT OPPORTUNITIES

- Operations Assistant
- Administration Assistant
- Business Unit Manager

## O4. 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



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