



# 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

## 01. **CAMPUS**

- Sydney Startup Hub
- Melbourne CBD

## 02. **DURATION**

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

## 03. **EMPLOYMENT OPPORTUNITIES**

- Operations Assistant
- Administration Assistant
- Business Unit Manager

## 04. **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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### **Sydney Startup Hub**

Level 7, 11 - 31 York Street  
Sydney NSW Australia 2000



### **Melbourne CBD**

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Information provided is current as at the date listed below, and may be subject to change. Date: 03.10.2019

LANEWAY EDUCATION RTO: 41504 | CRICOS PROVIDER: 035976