

# Course Outline

## BSB40101 Certificate IV in Business

This qualification is aimed at those individuals who have significant experience within a business environment and want to develop new management skills, enhance their existing skills, or be recognised for some of the management and business skills they have accumulated during their career.

This qualification, as with the majority of the qualifications in the Business Services Training Package allows for some flexibility in design. This allows the participant and employer to create a qualification that will provide them with the best outcome for both themselves and the workplace. The focus of this qualification is on the skills required to manage a business, workplace, team or department and the many functions of the role (e.g.: leadership, finance, marketing etc).

Besides having a significant amount of experience, there are no specific pre-requisites for this qualification other than suitable language, literacy and numeracy skills. Questions regarding this can be discussed with your Work Plus Development + Training contact person. Assistance in this area by access to specialist programs is also offered by Work Plus Development + Training (refer participants guide).

Work Plus Development + Training use a number of different approaches to facilitate learning and assessment for this qualification and they include:

- Text books to provide knowledge as well as activities to enable you to practice your skills
- Assessment Activities to enable you to prove competence once you have gained the knowledge and skills necessary
- Visits to the workplace to conduct coaching session, facilitate workplace learning and conduct assessments
- Contact via telephone, email and other forms of communication outside of workplace visits

In order to ensure that the business and the individuals gain the most out of this qualification, a flexible approach is taken by Work Plus Development + Training, which includes:

Undertaking a Training Needs Analysis with the business and the individuals  
Negotiating the “Planned Outcomes” with the business and the individuals  
Conducting all learning and assessment activities at dates, times and locations suitable to all involved

## Certificate IV in Business – the qualification rules

Requiring 10 units for the qualification

- A minimum of 4 units from the Common Business units at Certificate IV, listed below.

**The Common Business Units at Certificate IV are:**

- ❑ **BSBCMN402A Develop work priorities**  
This unit covers the skills and knowledge required to plan own work schedules, monitor and obtain feedback on work performance and development.
- ❑ **BSBCMN403A Establish business networks**  
This unit covers the skills and knowledge required to develop and maintain effective workplace relationships and networks. It covers the activities of communication and representation.
- ❑ **BSBCMN404A Develop teams and individuals**  
This unit covers the skills and knowledge required to determine individual and team development needs and facilitate the development of the workgroup.
- ❑ **BSBCMN405A Analyse and present research information**  
This unit covers the skills and knowledge required to gather, organise and present workplace information using available systems.
- ❑ **BSBCMN406A Maintain business technology**  
This unit covers the skills and knowledge required to maintain the effectiveness of business technology in the workplace. It includes activities such as the maintenance of existing technology and the planning of future technology requirements.
- ❑ **BSBCMN407A Coordinate business resources**  
This unit covers the skills and knowledge required to determine and analyse existing and required resources, their effective application and the accountability for their use.
- ❑ **BSBCMN408A Report on financial activity**  
This unit covers the reporting of financial activity for business both in response to client requests and to meet statutory requirements such as the completion of statutory requirement reports.

- BSBCM409A Promote products and services**

This unit covers the skills and knowledge required to coordinate and review the promotion of an organisation's products and services.
- BSBCM410A Coordinate implementation of customer service strategies**

This unit covers the skills and knowledge required to advise on, and carry out customer service strategies, and evaluate customer strategies on the basis of feedback and design strategies for improvement.
- BSBCM411A Monitor a safe workplace**

This unit is concerned with OHS responsibilities of employees with supervisory responsibilities to implement and monitor the organisation's Occupational Health and Safety policies, procedures and programs in the relevant work area to meet legislative requirements.
- BSBCM412A Promote innovation and change**

This unit covers the skills and knowledge required to promote the use and implementation of innovative work practices to effect change.
- BSBCM413A Implement and monitor environmental policies**

This unit covers the implementation and monitoring of the organisation's environmental policies and procedures as an integral part of the organisation's business program. Those who work or who expect to work in a supervisory capacity would be advised to undertake this unit. It could also be useful for small business.
- BSBCM414A Undertake marketing activities**

This unit covers the planning, implementation, management and review of basic marketing and promotional activities.

This unit covers general and basic marketing and promotional activities that do not require detailed or complex planning or implementation. It could be undertaken as part of a broader role of a person in a small enterprise, or as part of a marketing plan for a larger enterprise.

This unit differs from BSBCM409A Promote products and services in that the marketing activities for this unit will be basic, or undertaken for specific (rather than a range of) goods and services, or for the enterprise itself.

□ **BSBCMN415A Manage first aid policy**

This unit specifies the outcomes required to manage the development and implementation of first aid policy in the workplace.

The unit is about coordinating and implementing effective organisational systems for first aid, implementing effective first aid training and practice, and maintaining up-to-date professional development of knowledge and skills for self and supporting others in this area.

□ **BSBCMN416A Identify risk and apply risk management processes**

This unit specifies the outcomes required to identify risks and apply established risk management processes to a subset of the organisation's operations that are within the person's own work responsibilities and area of operation.

This unit addresses identifying risks, analysing and evaluating risks, treating risks and monitoring and reviewing the effectiveness of treatment of risks. Risks are those applicable within own work responsibilities and area of operation. This may include projects being undertaken individually or by a team, or to operations within a section of the organisation. Risk management processes aim to minimise potential adverse impacts and maximise continuity of operations.

□ **BSBCMN417A Coordinate customer service activities**

This unit specifies the outcomes required to contribute to quality customer standards and to support personnel to implement customer service standards and systems within the organisation.

Note that this unit is not about delivering service directly to the customer, but rather responsibility for the implementation of the customer service systems, policies and procedures.

Typically this unit would apply to a person who is a manager, team leader or frontline manager and would be expected to have a detailed knowledge of customer service systems and procedures.

This unit does contain some similar outcomes to BSBCMN410A Coordinate implementation of customer service strategies. Care should be taken in including both of these units in a qualification.

□ **BSBCMN418A Address customer needs**

This unit specifies the outcomes required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting the customer's needs and managing networks to ensure customer's needs are addressed.

Customer relationships are of the complexity where the worker would explore with the customer possible and satisfactory outcomes. The worker is required to be familiar with a product and/or service that varies widely and is capable of significant customisation. The customer relationship would typically involve direct interaction a number of times over an extended period.

This unit is appropriate to a worker who is expected to have detailed product knowledge in order to recommend customised solutions. They would be expected to apply organisation procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

□ **BSBCMN419A Manage projects**

This unit covers the management of a straightforward project or a section of a larger project. It focuses on the application of project management skills and the requirement to meet timelines, quality standards, budgetary limits and other requirements set for the project.

This unit addresses the management of projects including the development of a project plan, administering and monitoring the project, finalising the project and reviewing the project to identify lessons learnt for application to future projects. The unit does not apply to specialist project managers. For specialist project managers, the units of competency in the Project Management domain will be applicable.

□ **BSBCMN420A Write complex documents**

This unit specifies the outcomes required to plan documents, draft text, prepare final text and produce documents of some complexity.

This unit covers reports, information and general promotion documents that are more complex than basic correspondence, memos or forms and that require review and analysis of a range of information sources.

The unit does not cover structured research but does include technical and non-technical reporting based on information and data gathered through research processes.

Documents are wholly or primarily text, but may include simple illustrative material. Production of documents is for single-copy documents, documents for simple reproduction, or documents that will be further designed.

□ **BSBFLM412A Promote team effectiveness**

This unit specifies the outcomes required of frontline managers to promote teamwork. It involves developing team plans to meet expected outcomes, leading the work team, and proactively working with the management of the organisation.

To complete the qualification:

- A minimum of 3 units from any field or domain of the Business Services Training Package at Certificate IV.
- And 3 units from the Business Services Training Package or any other endorsed Training Package, of which a minimum of 2 units must be from a Certificate IV qualification and 1 unit may be included from a Certificate III or Diploma qualification.
- Units from other Training Packages must not duplicate units selected from the Business Services Training Package.
- All units selected must contribute to and combine to form a work outcome.

Other popular business units at Certificate IV level are:

- BSBFLM403B Implement effective workplace relationships
- BSBFLM405B Implement operational plan
- BSBFLM406B Implement workplace information system
- BSBFLM409B Implement continuous improvement
- BSBHR402A Recruit & select staff

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