BSB50215
DIPLOMA OF
BUSINESS
Entrepreneurship

CRICOS COURSE
CODE: 090798M
This course is for enterprising individuals who want to be the next leaders in innovation and creative business ideas. This course will assist you to develop skills to become an entrepreneur and start or expand your own business. This is a very practical and ‘hands on’ course. Students will develop their own business plan and have the skills and knowledge needed to launch a new venture by the time they successfully complete the course.

The course is not only for students who are interested in starting their own business, but for those who wish to be innovators in the business world. Starting a new segment of a business or launching a new product requires the same skill set and process. Innovation and creativity are the drivers for future business development.

In this course students will look at what makes an entrepreneur and how students can develop these skills. Creative thinking, idea development and innovation will be covered. The course will look at financing start-ups, strategies to develop a budget, market research, marketing and e-business options, plus how to develop your own business culture and gather the best team to help you in your venture will also be covered.

4 Life will be with you every step of the way with weekly classes, class mentors, specialist trainers, networking and monthly guest speakers who are Australian leaders in entrepreneurial activities. Students will use our on-line student portal to access their class notes, assignments, keep track of their work and communicate with their trainer and other class members. We are committed to keeping every student engaged in the course and providing an entrepreneurial community that will provide amazing networking opportunities. Networking is the lifeblood of any entrepreneur.
Why select 4Life for your Diploma of Business?

Your course: This is a highly interactive course using the latest material and your trainers have a wide range of industry skills and experience. This area of study quickly changes and innovates. We will make sure that we are giving students the latest information and have guest speakers who are currently active as entrepreneurs in a variety of fields. Our student portal not only gives you access to the latest material but gives students a chance to interact and network.

This course will provide you with the real skills to start a business or launch a new product or service. It is ‘hands on’ and we will help and guide you along the way and ensure that the course enables you to develop your own business idea.

Entrepreneurship

Entrepreneurship is for those who want to innovate, create opportunities and new ventures. You do not have to be an extrovert, but you do need to be hard working, passionate and ready to take on a challenge.

Is the career path right for you?

› New business start-up
› Existing business expansion
› Innovators within business

COURSE DETAILS

Duration
› 52 weeks

INTAKE DATES
› 4th July, 2016
› 10th October, 2016
› 9th January, 2017
› 24th April, 2017
› 3rd July, 2017
› 9th October, 2017

Delivery Mode

Blended learning: 15 hours per week (2 days) face to face training plus 5 hours on-line per week.
Environment

Our average class sizes are small (20-25) which means you will get the individual attention you deserve from your trainer. You will work in an environment that encourages free discussion, exploring your ideas, whilst working individually and in groups with like-minded learners and professionals.

Assessment Methods

› In-class activities
› Case studies
› Research projects
› Presentations
› On-line tests

Assignments lead to the development of each student’s business plan.

Entry Requirements

**English language requirements:** This course requires you to read learner guides, articles, handouts and assessments. You require a level of English proficiency to undertake in-class discussions and simulations with your trainer and fellow learners, and also whilst on work placement.

IELTS score 5.5 or a TOEFL score of at least 550, or at least 190 in the computer-based TOEFL.

Or completion of English language test available on campus.

**Age:** 18 years and over

**Education requirements:** Year 11 or equivalent

**IT Requirements**

This course requires learners to have the ability to access a reliable internet connection to access our student portal. You will need Microsoft Office or similar and be able to use basic Word and Excel programs. Our on-line portal can be accessed through computer and mobile devices.

Articulation Pathways

With successful completion students may decide to undertake further studies in Diploma or Advanced Diploma qualifications or undertake a related Bachelor Degree in Business.

Recognition of Prior Learning (RPL)

RPL kit available on request.

Credit Transfer

Students who have completed units from their course at another RTO will be given recognition on presentation of a verified copy of their transcript, award or Statement of Attainment.

Please contact Student Services to discuss your RPL options or credit transfer requirements. This should be discussed at enrolment or prior to commencing the course.
Trainers have many years’ experience working in the business field. All have current industry experience and related qualifications. They are passionate about preparing students to work in this exciting growth industry. There will be guest trainers to share their area of expertise and every month we will have leading entrepreneurs from different fields come and talk with our students and discuss how they became successful.

4Life staff are here to help you succeed and we want nothing more than to help you graduate.

Some of the ways 4Life can assist you are by:

› Providing on-going contact and personalised support.
› Making a wide range of personal and academic support available to assist you to succeed.

4Life offers a framework of positive education while you develop the skills to become an effective entrepreneur. Your days will be filled with group discussions, written activities, role plays, interactive class activities and practical skill development, all expertly designed to assist you to understand and work as an entrepreneur.
This course has 8 units – there are no core units and the units selected form 4Life’s qualification.

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<thead>
<tr>
<th>ORDER OF STUDIES</th>
<th>WHAT YOU WILL LEARN</th>
<th>COMPETENCY UNIT</th>
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<tbody>
<tr>
<td>Study period 1</td>
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<td></td>
<td>Entrepreneurs</td>
<td>BSBMKG501 Identify and evaluate marketing opportunities.</td>
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<td>Creating business ideas</td>
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<td>Market research</td>
<td>BSBMKG506 Plan market research.</td>
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<td>Study period 2</td>
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<td>Developing initial budgets</td>
<td>BSBPUB503 Manage fundraising and sponsorship activities.</td>
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<td>Gaining funds for new ventures</td>
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<td>Knowing your strengths</td>
<td>BSBWOR501 Manage personal work priorities and professional development.</td>
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<td>Developing your business culture</td>
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<td>Creating your team</td>
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<td>Developing yourself and your team</td>
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<td>Study period 3</td>
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<td>Investigating e-solutions</td>
<td>BSBEBU501 Investigate and design e-business solutions.</td>
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<td>Social media</td>
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<td>Websites and other e-outlets</td>
<td>BSBMKG523 Design and develop an integrated marketing communication plan.</td>
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<td>Developing a marketing strategy</td>
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<td>Monitoring a marketing strategy</td>
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<td>Study period 4</td>
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<td>Organisational design</td>
<td>BSBMGT518 Develop organisation policy.</td>
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<td>Creating organisational policy</td>
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<td>Developing the business plan</td>
<td>BSBMGT617 Develop and implement a business plan.</td>
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<td>Finance</td>
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GETTING HERE IS EASY

SYDNEY – AUSTRALIA  IN THE HEART OF SYDNEY CBD

4Life College Sydney is close to many transport options including buses and trains. In the heart of the CBD you are near to Darling Harbour, restaurants, cafes and shops galore.

SYDNEY – AUSTRALIA
Level 2, 269 Sussex Street,
SYDNEY, New South Wales 2000
Telephone: 1300 245 433
Facsimile: +61 8 8338 6983
Email: sydney@4lifecollege.edu.au

ADELAIDE – SOUTH AUSTRALIA 10 MINUTES FROM ADELAIDE CBD

4Life College Adelaide is surrounded by eateries and shops, just minutes from the Adelaide city centre. There are many bus links you can access to get you here quickly and easily.

ADELAIDE – AUSTRALIA
Suite 9, 311 Glen Osmond Road,
GLENUNGA, South Australia 5064
Telephone: +61 8 8338 7723
Facsimile: +61 8 8338 6983
Email: adelaide@4lifecollege.edu.au

4Life Pty Ltd
Registered Training Organisation
National Provider Number: 40185
CRICOS Provider Code: 03222F
Telephone: 1300 245 433
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Information provided in this brochure is current at the date of publication, and may be subject to change. V1-160509