



ENTREPRENEURSHIP COURSE GUIDE

**“ENTREPRENEURSHIP IS MORE
THAN JUST A BUSINESS”**



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Welcome to Entrepreneur Education

Entrepreneur Education was established with one goal: to change the way education is delivered in Australia.

Our team firmly believe that each and every one of us can unlock our entrepreneurial potential and along the way, gain the skills necessary to succeed. To support this, Entrepreneur's choice of faculties; Faculty of Leadership, Design, Health, Entrepreneurship and Trade, provides a number of pathways for you to gain real world, life-skills that will transfer across a variety of industries.

Our 360° education method encourages students to communicate their ideas with other students and mentors to help bring that idea into a reality. Lifestyle is also an integral part of building motivated and empowered entrepreneurs and you can find inspiration at our campus in the heart of Surfers Paradise on the stunning East Coast of Australia.

No matter which path you choose you will enjoy Entrepreneur Education's eternal dedication to nurturing your ambition and bringing your ideas to fruition.

Because it all starts with just one idea...

- Founders of Entrepreneur Education

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BSB50215 Diploma of Business

ENTREPRENEURSHIP

About

Do you have a passion for entrepreneurship, sales and marketing and want to make a dent in the marketplace? Learn how to think outside the box and solve business problems creatively with the Faculty of Entrepreneurship.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

BSB30115 Certificate III in Business
CRICOS Course Code: 0101418

BSB40615 Certificate IV in Business Sales
CRICOS Course Code: 089326J

BSB50215 Diploma of Business
CRICOS Course Code: 088292M

“ This has changed the way I look at business, very helpful.”

BSB30115 Certificate III in Business

CRICOS Course Code: 0101418

This qualification reflects the varied roles of individuals across different industry sectors who apply a broad range of competencies using some discretion, judgment and relevant theoretical knowledge. Students will learn to provide technical advice and support to a team, have an understanding of safe work practices, have awareness of diversity within the workplace, juggle customer complaints, and learn to have an overall self awareness. This course is a great introduction to the foundations and the workings of a workplace, and skills acquired can be applied throughout both personal and employment environments.



Start Dates
Weekly

First intake: 6th January 2020



16 Weeks

Study Weeks: 12 weeks // Supervised Study Weeks: 1 week // Holidays: 3 weeks

(12 week option available case by case. Terms and conditions apply.)



Face-to-Face
15 hrs / week



Distance
5 hrs / week



Campus
Gold Coast



Potential Career Outcomes

Customer Service Representative // Office Administrator // Small Business Entrepreneur



Entry Requirements

Please see page 12 for the full Entry Requirements

Subjects

01. Know your WHS

BSBWHS307 Apply knowledge of WHS laws in the workplace

All organisations need to comply with health and safety legislation, no matter its size. This applies to all types of workplaces - office environments, outdoor work such as landscaping or transportation, and hospitality where work environments can be extremely varied. You will learn safe work practices including: identifying hazards, understanding health and safety legislation and being able to calmly respond to emergencies and incidents.

02. Respect our differences

BSBDIV301 Work effectively with diversity

People are different for many reasons, but everyone must be treated equally and with respect at all times. It is essential in any business that everyone, from the top to the bottom, recognises and respects the differences of colleagues, clients and customers, in order to maintain a healthy, collegiate and productive working environment. In this unit you will learn how to recognise, respect, respond and accommodate individual differences.

03. File it

BSBINM301 Organise workplace information

This unit describes the skills and knowledge required to gather, organise and apply workplace information in the context of an organisation's work processes and knowledge management systems. Without an organised information system the business becomes inefficient with potentially higher costs.

04. Don't touch

BSBADM311 Maintain business resources

Within a business resources are needed in order for the business to function properly. The goal of an organisation is to maximise the output at the lowest possible cost by using the business resources effectively. This unit focuses on how to develop, use and maintain the resources efficiently or potentially face failure of the business.

05. Is the customer always right?

BSBCMM301 Process customer complaints

Regardless of how successful a business is or how high the quality of the product or service it provides, customer complaints are inevitable. In this unit you will learn, when things do go wrong, how your business needs to deal with complaints in a positive way and use the feedback effectively to make improvements to the business to reduce future complaints.

06. KISS rule please

BSBITU312 Create electronic presentations

This unit describes the skills and knowledge required to design and produce electronic slide presentations using various applications and platforms. You will learn how to create an ideal work environment that can lead you to a creative process, identify the purpose, audience and mode of the presentation to maximise your audience experience.

07. Spread the word

BSBPRO301 Recommend products and services

Research, research, research - make use of as many tools at your disposal to gain a full understanding of what your business can offer to your customers and what your industry offers as a whole. What can your customers gain from buying your products and services? Are there any unique qualities that you offer over other competitor's products and services? What is your point of difference? These questions are important to answer for your business to be successful in recommending your products and services.

08. Plan it, write it, send it

BSBWRT301 Write simple documents

This unit will show you how to plan, draft and finalise a basic document, and how to succinctly get your message across to the intended audience. Understand your audience as this will help you to write and develop the layout of your documentation, focusing on their needs and interests.

09. Get it together

BSBWOR301 Organise personal work priorities and development

At work and in business, you have a responsibility to deliver the work expected of you, to the required standard and within the required time frames. In this unit you will learn how to establish work goals, assess and prioritise workloads and develop professional competence.

10. Input, output

BSBITU311 Use simple relational databases

A database is a set of data stored in a computer. This data is usually structured in a way that makes the data easily accessible. A relational database is a type of database. It uses a structure that allows us to identify and access data in relation to another piece of data in the database. In this unit you will learn how to develop and use simple two-table relational databases with reports and queries, for easy storage and retrieval of information.

11. Check yourself

BSBWRK311 Develop self-awareness

The aim of this unit is to allow you to improve on your self-reliance, self-esteem and confidence by developing task-management skills. You will learn to demonstrate the ability to self-reflect on personal development and acquire knowledge of self through the use of feedback from others to set goals and make plans.

12. Off site duties

BSBWOR302 Work effectively as an off-site worker


Working from home is becoming more popular in the workforce, usually for individuals who are skilled operators and apply a broad range of competencies. You will learn the skills and knowledge required to negotiate and perform self-managed, self-directed and agreed work. It is a flexible employment option that meets all legal and regulatory employment requirements and presents a 'win, win' outcome for all parties concerned.


BSB40615 Certificate IV in Business Sales


CRICOS Course Code: 089326J

Level up your sales and marketing skills to unlock the secret of starting a successful business. In this certificate you'll learn about building networks, addressing customer needs, profiling the market and developing a sales plan. If you are looking to establish a business, restructure an operational business, or you just have an appetite for entrepreneurship, sales and marketing, this is the certificate for you.

 **Start Date**
Monthly


 **30 Weeks**
Study: 21 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Sales Manager // Customer Service Manager // Start Your Own Business

 **Entry Requirements**
Please see page 12 for the full Entry Requirements

Subjects

01. Manage Relationships

BSBCUS402 Address customer needs

Without customers a business does not exist. They are the driving force behind any business and understanding their needs is at the centre of every successful business. This unit will help you to understand your customers, satisfy complex needs and manage networks to ensure their needs are addressed.

02. Nothing is Too Big

BSBMKG401 Profile the market // BSBMKG414 Undertake marketing activities

Targeting the right market for your product is essential for success. Just a small percentage of the general population will buy your product or require your service. This means the more accurately you target them, the less effort will be required to achieve your business goals. In this unit, entrepreneurs learn how to segment their customers, apply marketing activities and create a marketing plan.

03. Solve It

BSBSLS408 Present, secure and support sales solutions

One of the biggest challenges for any sales person is to secure a sales opportunity. Research out of Harvard Business School says American families buy the same 150 products repeatedly. So, what is the trick to get potential customers to try your product and trust your business?

Learn how to prepare for a sales presentation, present a sales solution, respond to buyer signals, negotiate and finalise a sale and of course support post-sale activities.

04. Sold Sold Sold

BSBSLS407 Identify and plan sales prospects

Successful entrepreneurs say a good sales prospect plan should be short, simple and to the point. It's a strategic and tactical plan for acquiring new customers, growing existing clients and making and/or exceeding the sales quota. In this unit you will learn how to employ prospecting methods, qualify prospects, manage prospect information and write an individualised sales plan.

05. Plan it, Sell It and Motivate the Troops

BSBSLS501 Develop a sales plan // BSBSLS502 Lead and manage a sales team

Want to boost your business? It's time to learn how to develop a sales plan and manage your team. Businesses are increasingly seeking to boost their sales operations to capture more market share. To be successful businesses need a motivated and dynamic sales department and this requires specific tools and techniques. Discover how to identify organisational strategic direction, establish performance targets, develop and review a sales plan, direct a sales team and evaluate performance.

06. Research, Stand and Deliver

BSBPRO401 Develop product knowledge // BSBCMM401 Make a presentation

Entrepreneurs need to be able to find their niche in the marketplace and reach their target market. This means you need to understand your product and what makes it different to your competitors. Learn how to convert product knowledge into benefits, evaluate competitor products and prepare, deliver and review an awesome presentation to persuade your audience!

07. Influence and Network

BSBREL402 Build client relationships and business network

Relationships matter! They are the foundation on which your business should be built and they need to be nurtured. Maintaining and improving ongoing relationships with clients and building a comprehensive network will help your business to soar to new heights!


In this unit you will learn how initiate interpersonal communication with clients, establish management strategies and maintain ongoing relationships with customers and your network.


BSB50215 Diploma of Business


CRICOS Course Code: 088292M

So you may already be familiar with a business plan but perhaps you haven't found the key to unlocking a successful business? Learn about what's involved in running a business from managing staff, executing quality customer service, building policy and procedures to implementing a business plan. In the Diploma of Business you'll have the recipe to build an incredible business.


 **Start Date**
Monthly


 **50 Weeks**
Study: 34 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Business Owner // General Manager // Business Consultant // Start Your Own Business

 **Entry Requirements**
Please see page 12 for the full Entry Requirements

Subjects

01. Calculated Risks

BSBRK501 Manage risk

Sooner or later every business will face risks that could possibly become real threats. Risk management focuses on identifying and assessing those risks. In this unit you will learn to establish risk context, identify and analyse risks and select and implement a risk management process.

02. Develop the Plan

BSBPMG522 Undertake project work

Learn how to undertake a straightforward project or a section of a larger project in this unit. You will cover developing a project plan, administering and monitoring the project, finalising and reviewing the project to identify lessons learned for application to future projects.

03. Keep Them Keen

BSBCUS501 Manage quality customer service

As your business grows, you will need to change to adapt to new circumstances. Managing quality customer service is essential to keep your customers satisfied and coming back to give you repeat business. In this unit you will learn how to deliver quality service and how to monitor and adjust customer service.

04. Prioritise and Willing to Learn

BSBWOR501 Manage personal work priorities and professional development

Managing personal work priorities helps executives to achieve their goals faster and with less effort. In this unit you will learn how to establish work goals, set priorities and develop your professional competence.

05. Rules: Gotta Have Them

BSBSUS501 Develop workplace policy and procedure for sustainability

Business sustainability is often defined as managing the triple bottom line - a process by which businesses manage their financial, social and environmental risks, obligations and opportunities. In this unit you will learn how to develop workplace sustainability policy, communicate, implement and review this policy.

06. Build the Trust

BSBMKG508 Plan direct marketing activities

Marketing is more than just an advertising campaign, it must result in revenue growth for the business. In this unit you will develop direct marketing strategies, select marketing activities and produce a direct marketing plan that will result in business growth.

07. Keep it Short

BSBADM502 Manage meetings

For some people meetings have become synonymous with wasting time. When you call a meeting you can almost hear the collective groan from down the hall. No matter where you work or who you work for, meetings are an important part of the job.

There's only one problem: poorly planned and disorganised meetings are bad for business. Meetings can be the most powerful tool in the success of your business. However, like any tool, you can only fully reap the benefits when you use it properly.

08. Road to Success

BSBMGT617 Develop and implement a business plan

Having a great idea is something that most people are able to do. However, writing this down and developing a plan requires strategy, knowledge and experience. This unit demonstrates to new entrepreneurs how they can develop and implement a business plan for any industry.



Generic Entry Requirements

You will be required to satisfy the below Entry Requirements in order to enrol. Depending on what course you are enrolling in, you may be required to satisfy further Entry Requirements specific to the course.

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate III requires a minimum completion of Year 10 **OR** a minimum of a Certificate II level qualification or higher
- Certificate IV or higher requires a minimum of Year 12 **OR** a minimum of a Certificate III level qualification or higher
- If there is no evidence of the above, the student must sit the Entrepreneur Language, Literacy and Numeracy (LLN) Test and achieve a satisfactory result

Please note: Home country evidence is accepted and must be translated

English Entry Requirement:

Students must provide evidence of successful completion of:

- Upper Intermediate Certificate or higher
- Certificate IV level or higher qualification in Australia
- IELTS 5.5-6, FCE Grade B or C, CAE 160-179, TOEFL 72-94, TOEIC 400-485 (listening), 385-450 (reading)
- Entrepreneur Education English Test, achieving at least Upper Intermediate level

Please note: All English evidence provided must be within a 2 year validity period. Either within two years before the application is made, or within two years of the visa grant

Course Resource Requirements:

The following resources are required to complete our courses:

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements

Please note: Students are required to purchase these items at their own expense. Depending on the course you are enrolling in, you may be required to have specific resources.

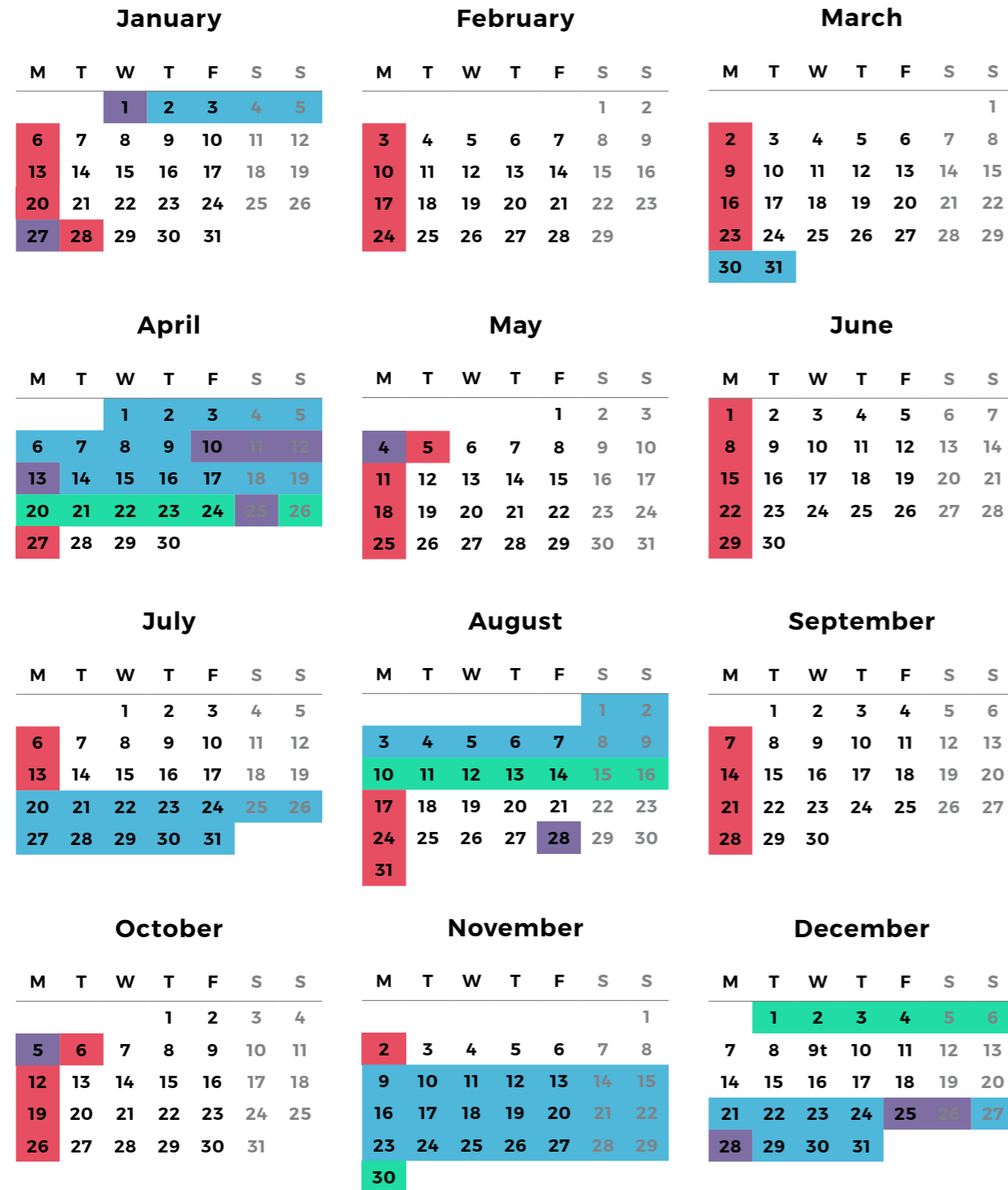
CREDIT TRANSFER

You may be eligible for Credit Transfers if you hold the same unit(s) from another provider. To be eligible; you must present your certified qualification at enrolment stage, together with the completed 'Course Credit Form'. Once assessed, you will be notified of the outcome. Should your achieved units be equivalent, your CoE/course duration will be reduced according to the amount of time needed to complete the outstanding units.

ENTRY REQUIREMENTS

Academic Calendar 2020

CERTIFICATE III IN BUSINESS - BSB30115 (16 WEEKS)



- Holidays
- Supervised Study Week
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

CERTIFICATE III IN BUSINESS - BSB30115

Time	Monday	Tuesday	Wednesday
8:00am - 11:45am	Collaborate	Collaborate	Workshop
11:45am - 12:15pm		Break	
12:15pm - 4:00pm		Collaborate	

COURSE TERMINOLOGY

Workshop (teaching)

During this time your mentor will deliver planned training sessions which are aimed to give you the knowledge and skills required for the unit. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning)

Your mentor will facilitate your learning during this time and provide guidance and assistance to complete assessment tasks that were introduced in the workshop sessions. You will work either collaboratively on projects and tasks, or complete independent research activities.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

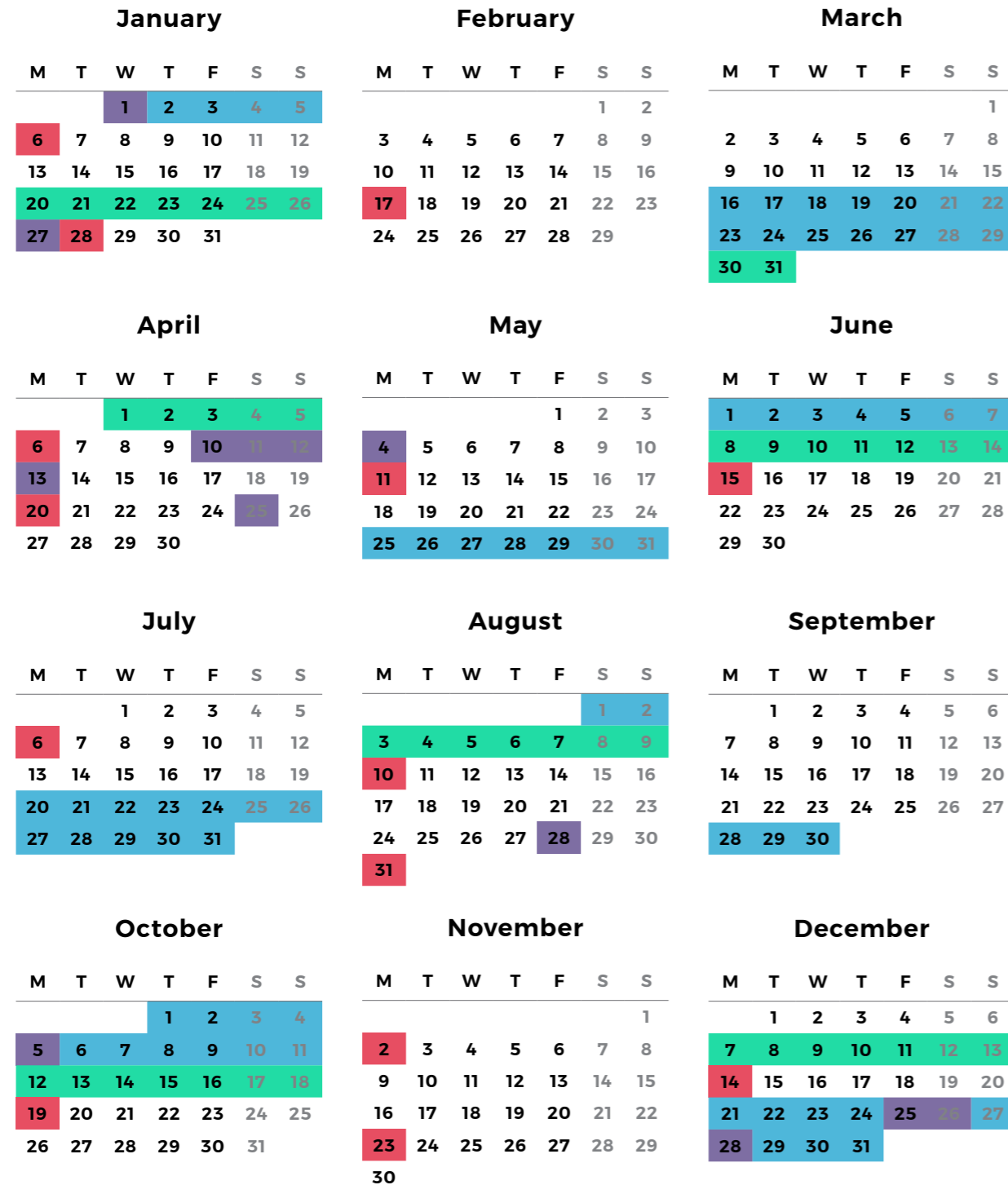
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

BSB40615 CERTIFICATE IV IN BUSINESS SALES (30 WEEKS)



- Holidays
- Public Holiday
- Supervised Study Week
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

CERTIFICATE IV IN BUSINESS SALES - BSB40615

Time	Monday	Tuesday	Wednesday
8:00am - 11:45am			Workshop
11:45am - 12:15pm			Break
12:15pm - 4:00pm	Collaborate	Collaborate	Collaborate

COURSE TERMINOLOGY

Workshop (teaching)

During this time your mentor will deliver planned training sessions which are aimed to give you the knowledge and skills required for the unit. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning)

Your mentor will facilitate your learning during this time and provide guidance and assistance to complete assessment tasks that were introduced in the workshop sessions. You will work either collaboratively on projects and tasks, or complete independent research activities.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

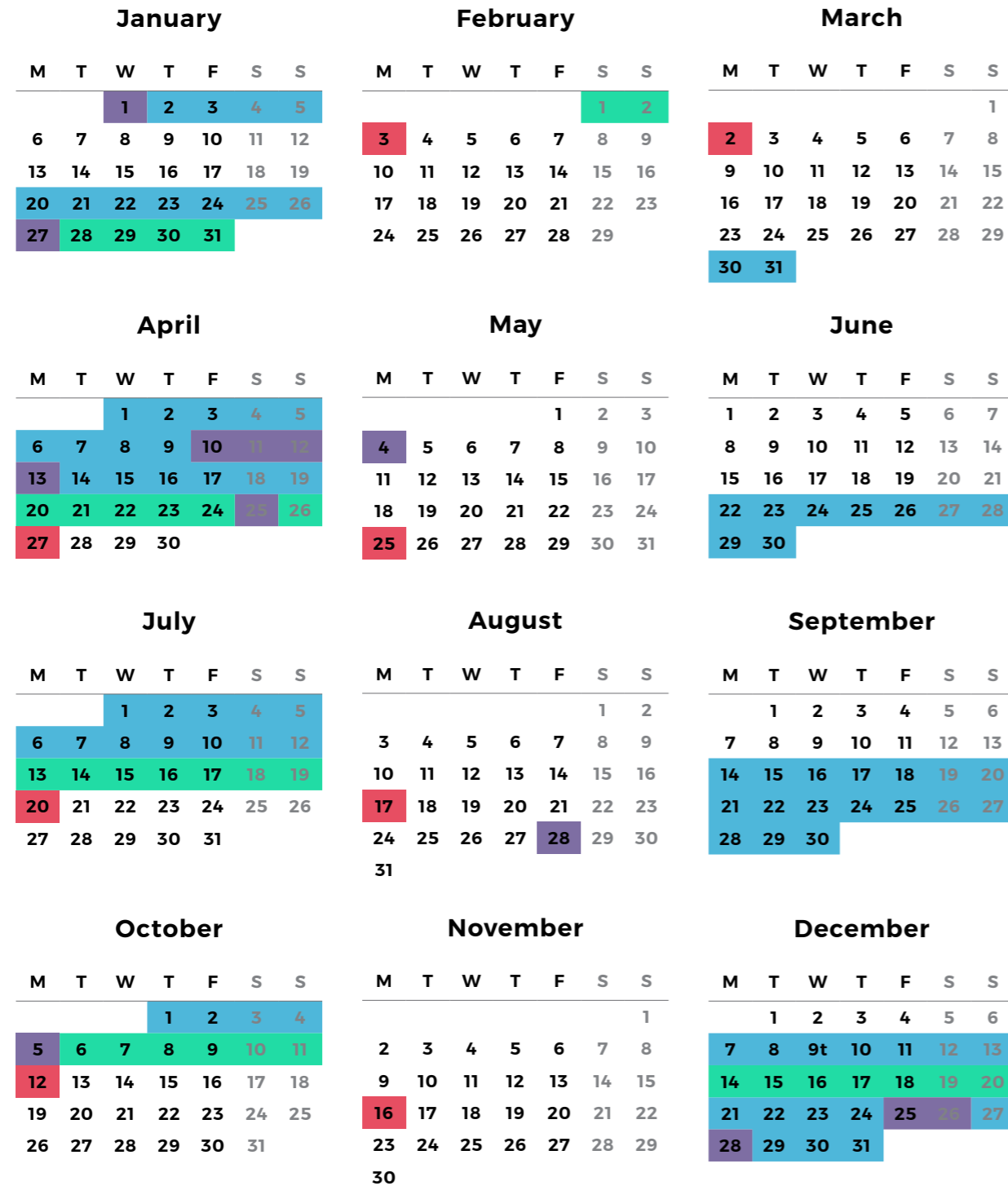
The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

Academic Calendar 2020

DIPLOMA OF BUSINESS - BSB50215 (50 Weeks)



- Supervised Study Week
- Preferred Start Date
- Public Holiday
- Preferred Start Date

Preferred Start Dates

You may commence any Monday. Students who do not start on a preferred start date will complete orientation and then commence class at the start of next unit.

Course Timetable 2020

DIPLOMA OF BUSINESS - BSB50215

Time	Monday	Tuesday	Thursday
8:00am - 11:45am	Collaborate	Workshop	Collaborate
11:45am - 12:15pm			Break
12:15pm - 4:00pm			Collaborate

COURSE TERMINOLOGY

Workshop (teaching)

During this time your mentor will deliver planned training sessions which are aimed to give you the knowledge and skills required for the unit. Activities may include presentations, group work, interactive games or a range of other hands on and engaging experiences.

Collaborate (facilitated learning)

Your mentor will facilitate your learning during this time and provide guidance and assistance to complete assessment tasks that were introduced in the workshop sessions. You will work either collaboratively on projects and tasks, or complete independent research activities.

DISTANCE EDUCATION

Online Course Hub (on-line learning portal)

The course hub provides you with a wide range of learning resources to guide your distance education. You will be able to access a variety of quality resources in your own time.

Facebook Group (communication and conversation group)

Your mentor will lead conversations and communicate information related to your study. You will be encouraged to share ideas and collaborate with your class peers about project work.

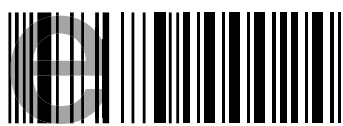


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