# ENTREPRENEURSHIP COURSE GUIDE

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"ENTREPRENEURSHIP IS MORE THAN JUST A BUSINESS"



entrepreneureducation



# **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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# ENERENEURSHIP

# **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

BSB50120 Diploma of Business

CRICOS Course Code: 104998F

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

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# **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



### 18 Weeks

Study Weeks: 14 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 - 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 lavout 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. There's No I in Team

### **BSBFLM312 Contribute to team** effectiveness

Learn how to work as part of a team, plan with your team to meet expected outcomes and develop team cohesion.

### 11. Check yourself

### **BSBWRK311 Develop self**awareness

The aim of this unit is to allow you to improve on your self-reliance, selfesteem and confidence by developing task-management skills. You will learn to demonstrate the ability to selfreflect 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

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# ENTREPRENEURSHIP

# 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.

# **ENTREPRENEURSHIP**

# **BSB50120 Diploma of Business**

**CRICOS Course Code: 104998F** 

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



58 Week

Study: 42 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 67 for the full Entry Requirements

# Subjects

### 01. The Thinker

# BSBCRT511 Develop critical thinking in others

Critical thinking helps employees solve problems and build strategies that make them better at their jobs. This skill is ever important in the workplace as you want your employees to logically connect ideas, find inconsistencies and solve complex problems.

# 02. Think Outside The Budget

# BSBFIN501 Manage budgets and financial plans

All businesses need to be prepared with budgets, this unit will show you how to undertake financial management in an organisation or work area. It includes planning and implementing financial management approaches and supporting and evaluating effectiveness of financial management processes.

### **03. Check Your Resources**

# BSBOPS501 Manage business resources

Learn how to manage resources according to planned business strategies. It includes analysing resource requirements, developing resource plans, allocating resources, and reviewing and reporting on resource usage.

### 04. Rules: Gotta Have Them

# BSBSUS511 Develop workplace policies and procedures 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.

### 05. Communicate It

# BSBXCM501 Lead communication in the workplace

There is a right time and place for communication; effective communication in the workplace simply requires a little structure. Learn how to lead effective communication in the workplace.

### 06. Don't Be Stupid

# BSBOPS504 Manage business risk

Every business will face risks that threatens its success. In this unit you will learn how to identify what could go wrong in a business content, evaluate which risks should be dealt with and implement strategies to deal with those risks.

### 07. Develop the Plan

# BSBPMG430 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.

### 08. It's Your Responsibility

# BSBSUS601 Lead corporate social responsibility

Within this unit you will learn to consult with stakeholders to develop, implement and evaluate corporate social responsibility policy in an organisation.

### 09. eBusiness

SIRXECM003 Design an ecommerce site

Choosing the right eCommerce platform can either make or break your online store's success. Learn how to design the interface of an ecommerce site. It requires the ability to determine the needs of an ecommerce site, develop designs that enhance usability and appearance, and review site functionality.

### 10. Business Literacy

# BSBINS601 Manage knowledge and information

Companies that fail to share knowledge pay an enormous price for doing so. That makes it imperative for your organization to actively manage its knowledge so to increase its chances of success. Learn to develop and maintain information and data systems to support decision making, and to optimise the use of knowledge and learning throughout the organisation.

### 11. Access The Outcome

# DEFEVL006 Evaluate business performance

Business is unpredictable, and about the only thing that you can count on is that everything continuously changes. You need to constantly measure your business performance so you know what's successful and what isn't. Learn to evaluate the performance of an organisation's business operations.

### 12. Keep it Short

### BSBTWK503 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.

# ENTRY REQUIREMENTS

# **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)
- $\bullet \quad \text{Entrepreneur Education English Test, achieving at least Upper Intermediate level} \\$

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.

## **Academic Calendar 2021**

Public Holiday

Preferred Start Date

**BSB30115 CERTIFICATE III IN BUSINESS (18 WEEKS)** 

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and then commence class at the start of next unit.

# **Course Timetable 2021**

### **CERTIFICATE III IN BUSINESS - BSB30115**

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

### **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 2021**

Public Holiday

Preferred Start Date

**BSB40615 CERTIFICATE IV IN BUSINESS SALES (30 WEEKS)** 

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start on a preferred start date will complete orientation and then commence class at the start of next unit.

# **Course Timetable 2021**

### **CERTIFICATE IV IN BUSINESS SALES - BSB40615**

Time	Monday	Tuesday	Wednesday	Thursday
8:00am - 11:45am			Workshop	Collaborate
11:45am - 12:15pm				
12:15pm - 4:00pm	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 2021**

**BSB50120 DIPLOMA OF BUSINESS (58 WEEKS)** 

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# **Course Timetable 2021**

### **DIPLOMA OF BUSINESS - BSB50120**

### CLASS#1

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

### CLASS # 2

Time	Monday	Thursday	Friday
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)

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### **DISTANCE EDUCATION**

### Online Course Hub (on-line learning portal)

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### Facebook Group (communication and conversation group)

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