Grow Your Business

AUSTRALASIAN
LEADERSHIP
ACADEMY

LICENSED TO SKILL

Program Outline

BSB40320

Certificate IV Entrepreneurship
& New Business

InBusiness

About "InBusiness":

InBusiness was formed in collaboration and partnership between Australasian Leadership Academy (ALA) and Edgeware Creative Entrepreneurships.

Edgeware Creative Entrepreneurships (Edgeware)

Edgeware Creative Entrepreneurship is an innovative business training and coaching company for startup and established business owners, sole traders, entrepreneurs, and community organisations that provides 'just in time' training, hands-on tools, and ongoing support to plan, start, effectively manage and grow businesses, community organisations and enterprises.

Since its foundation in 2005 it has helped more than 1,500 people start, grow, or change their small business.

Edgeware's methodology and style is relevant and flexible, personalised, practical, and enjoyable, in line with our company DNA: *Make money, have fun, change the world*.

Australasian Leadership Academy (ALA)

OUR POINT OF DIFFERENCE

We are a Registered training Organisation (RTO 41012) offering a holistic, innovative and customised approach to training and development including but not limited to:

- *Key Account Management*
- *Tailored program solutions to client's needs*
- *Corporate training nationally & internationally*
- *Flexible delivery methodologies*
- *Flexible, Fast>>Track Programs*
- *High level qualifications / training pathways*
- *Management and leadership workshops*
- *Ongoing coaching and mentoring*
- *Quality partnerships and alliances*

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The Program – What Is It?

"**Grow Your Business**" Program has been designed and developed as an extension & outcome of our joint experiences delivering & assessing *Edgeware's "Build Your Business"* Program and in response to a new demand, it is delivered online, across Australia and internationally.

The new **"Grow Your Business"** program has been designed to be highly reflexive, responsive and flexible, suiting a wide range of learning aptitudes and styles, with the result of extremely high completion rates and positive customer response, most importantly in a high degree of integration of training outcomes with real enterprise creation.

The program utilised Edgeware's courseware and tools and ALA's online content and methodology and is aligned to the Certificate IV in Entrepreneurships and New Business. It is designed for a very wide spectrum of start-ups, new business owners, including SME's, Indigenous, CALD, women, mature age, youth, education, corporate and public sector markets.

Edgeware's participants may have already completed the "Build Your Business" program (Certificate III in Entrepreneurship & New Business) and wish to develop higher level of InBusiness skills and take their business to the next level.

"Grow Your Business"

Certificate IV in Entrepreneurship & New Business - BSB40320

This program is designed for people establishing or operating a business providing self-employment, as well as those establishing a new venture as part of a larger organisation.

These individuals use well developed skills and a broad knowledge base to solve a range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others and have responsibility for the output of others.

This nationally recognised qualification is aimed at giving aspiring supervisors the specialised knowledge to communicate effectively as a workplace leader, research and develop business plan, promote innovation, market new business ventures, lead personal development and implement customer service strategies.

This qualification reflects the role of Entrepreneurs and New Businesses who apply a broad range of competencies in varied contexts, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a small team.

This program would suit all start-ups and business owners. It is highly valued by organisations in both the public and private sectors and is delivered online, flexibly, with workplace application and business improvement initiatives meaning that you can continue in your current role as you study.

PROGRAM DETAILS

Delivery mode	Online Blended
Program Duration	Maximum 12 months
Assessment	Workplace application, eLearning content, Business Tools, Research Tasks, Workplace Acrtivities, competency conversation & presentation
Qualification	Certificate IV
Nationally Recognised	Yes
Awarded by	Australasian Leadership Academy (ALA)

POTENTIAL ROLE

➤ Entrepreneur
➤ Start up
➤ Innovator
➤ Small Business owner - SME

NATIONALLY RECOGNISED TRAINING

AUSTRALASIAN
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What you need to know about this program

How is the program delivered?

This is an online blended program. This means that you will complete your knowledge and initial skills development through online learning with specific milestones to complete along the way. You may also choose to receive additional 1:1 mentoring sessions with your assessor.

What is online learning?

ALA's online Portals feature world class learning material in digestible portions, customised to serve content most relevant to your program. Through ALA Percipio you will:

➤ access your eLearning content

Through ALA Training Portal you will:

➤ complete your enrolment & USI

➤ access your program templates & instructions

➤ upload identified business improvement documentation

➤ undertake and upload assessments

➤ receive feedback from your assessor

➤ track your progress / access your training plan

What learning materials are included with this course?

Your learning materials are accessed through ALA Training Portal. These include:

➤ participant handbook & fact sheets

➤ instructions / templates

➤ video lessons

➤ eLearning resources (Percipio)

How is the program assessed?

During the course, you will undertake:

➤ online research tasks

➤ tools to build your one page business plan

➤ workplace application

➤ competency conversation / review presentation

Some assessments may include a component for participants to record a video on your smartphone or webcam. The requirements for these videos vary, depending on the assessment. Your assessor may also choose to provide feedback to you via video recording

What about Recognition of Prior Learning (RPL)?

We understand that you may already have many skills and areas of expertise that you have obtained in different ways, and these are recognised through our Recognition of Prior Learning (RPL) process. ALA has developed a streamlined, online, self-evaluation RPL process for this course. The Participant Handbook, available on the ALA website and Training Portal, provides more information about our RPL process. Alternatively, you can contact an ALA project officer to discuss your RPL options.

What is the duration of the course?

The maximum duration for the program is 12 months

Certificate IV in Entrepreneurship & New Business

What will I learn?

You will learn how to Research and develop business plans, implement an operational plan, establish legal and risk management requirements of new business ventures, plan finances for new business ventures, investigate business opportunities, market new business ventures and implement customer service strategies. Establish operational strategies and procedures for new business ventures will be taught as well as how to develop and present business proposals

What are the admission requirements for the course?

Minimum age requirements
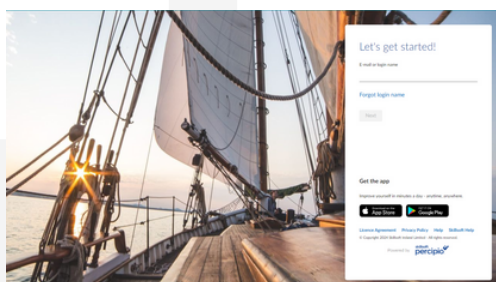You will need to be at least 18 years old

Education requirements
While there are no formal education entry requirements, ALA suggests you should have completed schooling to Year 10 and a minimum of one year of vocational experience, or a nationally recognised qualification at the Certificate II level or higher, or at least two years of relevant vocational experience.

English language requirements
This program requires you to read comprehensive online content, undertake a range of written assessments and engage in online discussion forums. Furthermore, the delivery mode relies on the extensive use of written communication.

As such, entry to the program requires English proficient to Year 10 level or a NRT or Trade qualification at the Certificate II level or higher, or 2 years of work experience in a role that requires the use of written documentation and communication, or the completion of an approved English language test.

Computing requirements

You will need access to a computer and the internet, and you must have basic computing skills.

Minimum specifications for your computer are:

- Microsoft Office 2013 or equivalent
- broadband internet connection
- 2GB of RAM
- Adobe Reader XI or equivalent
- Adobe Flash Player 10 or higher.
- Latest version of the following browsers: Chrome, Safari, Firefox, or Internet Explorer
- JavaScript and cookies must be enabled

Specific requirements for Windows users

- Microsoft Windows XP or higher (Windows 7 or higher is recommended)
- 2 gigahertz (GHz) or faster processor

Specific requirements for Mac OS users:

- Mac OS X v 10.68 or higher
- 2 gigahertz (GHz) or faster Intel processor

Recommended settings for mobile

- Default Android browser or Mobile Safari
- Android 2.3+ or iOS 7.0+
- Devices: iPad2+, iPhone 4GSM or iPod touch (5th generation)
- Devices: All android, apple or blackberry phones and tablets
- Android 2.3+
- Win8 app
- Devices: All tablets, laptops and desktops
- Windows 8.1+

Audio-visual requirements

You will need access to software to view online videos and images. Software such as Adobe Reader, Windows Media Player, Windows Photo Viewer etc. are available as free downloads from the internet. You will also need access to a digital video recording device and associated software to save and upload video, audio and image files to ALA Training Portal. Many mobile phones and smartphones include this technology.

Certificate IV in Entrepreneurship & New Business "Grow Your Business" Porgram

What support services are available?

During your studies with ALA, you will have access to a comprehensive range of support services. These include:

Academic support

Your experienced trainers are available in ALA Training Portal or via email to answer any questions you may have regarding the learning materials or assessments. Your program coordinator can also provide you with advice and support regarding the overall course.

Participant support

The Participant support team is your one-stop service centre for all participant administrative issues – including enrolment, change of contact details, ALA Percipio or Training Portal support, assessment results and certificate. You can access the participant support team email or phone.

Learning support

The learning support team is a dedicated team of specialists that provide you with a comprehensive induction to studying with ALA as well as specific support if you encounter learning difficulties during your studies. Learning support resources, such as writing guides, are available if required. You can access the learning support team via your trainer or the participant support team.

Peer support

As a participant of ALA you can also access our study buddy system. This enables you to connect with other ALA participants studying your program. Participants find this is a great way to keep motivated and build lasting relationships and networks.

More information?

The Participant Handbook, available on the ALA website & Training Portal, provides more detailed information on the support services available to participants. We recommend that you read the Participant Handbook prior to enrolling with us.

What will I obtain on completion of the course?

Upon successful completion of this program, you will receive a nationally recognised BSB40320 Certificate IV in Entrepreneurship & New Business. ALA is a Registered Training Organisation (RTO ID: 41012).

What funding support options exist?

ALA will work with individuals and organisations to source any available funding for eligible participants (where applicable).

Program Outline

"Grow Your Business"

You will have the opportunity to think about how you can "apply your learning" into your workplace. You will be asked to reflect on your own experiences in your organisation as you progress through each module. There are research questions and tasks you will need to complete in your own workplace.

What you need to do to complete the program:

Designed specifically for startup entrepreneurs to develop core entrepreneurial and small business management skills through engagement with a proprietary set of strategic planning tools which generate a **One Page Business Plan.**

The Blended eLearning Program consists of two phases:

1. PHASE 1 - a self-paced online (eLearning) program including:

- **Global eLearning content** (courses, videos and tools) – ALA Learning Management System called "Percipio"
- **Video Lessons** – guides to using the tools. Provision of Tool templates, Instructions and supporting notes, plus a One Page Plan template
- Completed alongside trainer assessed **Research Tasks & Workplace Activities** (ALA's Student Management System – called 'TOMS).

2. PHASE 2 – Workplace application

- an entrepreneurship project will take place over approximately 8 weeks. Participants can expect to spend about 4 hours per week on developing their project.
- This involves a period of 'Application Phase' of tools in authentic workplace context, completed by a by a **capstone ('Report') and presentation'**
- It also includes **GAS Groups meetings** - at least 2 GAS Group discussions during 'Application' phase ('GAS' means Group Action Sessions), where participants 'check in' with each other and their peers.

- **Feedback and support** via ALA Training Portal, Zoom, MS Teams, emails & phone
- **Nationally accredited** – BSB40320 Certificate IV in Entrepreneurship and New Business

NATIONALLY RECOGNISED TRAINING

Steps and Units

Once you are registered in the program, you will need to attend a virtual introduction prior to enrolment. Access to ALA Training Portal will provide you with your Training Plan and Participant Guide to assist you through the Steps, Tools, Video Lessons, elearning content, 'Research Tasks & Reflection' activities, Application Phase and Program Outcome - Business Plan

STEP 1 – NOW (Situation Analysis)
Unit of Competence

Tools & Lessons	Unit of Competence
• Value proposition • Customer & product / service breakdown • Customer success • Changes affecting my business • Competitor analysis & strategy • WWOWW (We Work on What's Working)	BSBESB301 Investigate business opportunities BSBOPS401 Coordinate business resources BSBOPS404 Implement customer service strategies

STEP 2 - WHERE (Preferred Future)

Tools & Lessons	Unit of Competence
• Vision • Action • Key Goals	BSBESB402 Establish legal and risk management requirements BSBESB406 Establish operational strategies and procedures for new business venture

STEP 3 - HOW (Actions for Implementation)

Tools & Lessons	Unit of Competence
• Creative Action Planning • Impact Ease Understanding Priorities • Setting priorities • Marketing Plan Actions • Marketing Plan Perspectives and Timing • Time Management • Financials & Cash Flow	BSBESB403 Plan finances for new business ventures BSBESB302 Develop and present business proposals BSBESB404 Market new business ventures

STEP 4 - APPLICATION PHASE

Tools & Lessons	Unit of Competence
• Self-paced application of tools • Develop One Page Business Plan • GAS Groups • Business Presentation and Report	BSBESB401 Research and develop business plans BSBCRT512 Originate and develop concepts

STEP 5 – PRESENTATION & ASSESSMENT
HOLISTIC (Summative Aggregation of Tools/Outcomes)

Workplace Evidence:

- HOLISTIC (Summative Aggregation of Tools/Outcomes) – NOW, WHERE & HOW Tools

- Application Phase Evidence - Updated Marketing/Financial Plans

- Business Proposal Presentation / Final Report
- Final GAS Groups Checklist
- Completed One Page Business Plan
- Final assessment – Competency Conversation

For full program competency details visit www.training.gov.au

Studying with ALA

ALA provides you with the flexibility to study wherever and whenever you want. We understand that our participants are constantly juggling multiple priorities, so our unique learning approach has been specifically designed to enable you to fit education and training around your lifestyle.

After you enrol with ALA you will be provided with access to our cutting edge Training Portals. Here are some of the key features and benefits:

Access

Access your eLearning materials, assessments and online resources, wherever you have an internet connection. You can also download your eLearning courses, participant guides and templates so that you can study wherever and whenever it suits you.

Connections

You will have access to your trainers, assessors and mentors virtually through ALA Training Portal, which is also where you will complete & submit your assessment tasks, receive feedback & results.

Our blended programs offer peer group study sessions and 'study buddy' / internal mentors.

Knowledge

ALA Percipio is your link to Courses, Exec Summaries, Case Studies, Videos, Simulations, Audio Books etc. from around the world.

Access to technical support team using the online enquiry feature – Live Help.

ALA Percipio also provides a detailed searchable database of Frequently Asked Questions through Quick Links, so that we can provide you with 24/7 responses to many of the common queries.

How to Enrol

For self-enrol Programs:

Go directly to the ALA website to ENROL NOW – https://australasianleadership.com/entrepreneurs/

For groups and Face-to-Face Programs:

Click the Register an Expression of Interest NOW button on the website or contact one of our friendly program coordinators on info@australasianleadership.com who will assist you to choose the right program to meet your training needs and previous experience.

For RPL:

Contact ALA's admin team to complete the enrolment process and self-evaluation / RPL process.
email: info@australasianleadrship.com

Need more information?

We appreciate that choosing the right program is important. If you would like to discuss your career or program options, please do not hesitate to call the ALA team on 1800 997 304 or email info@australasianleadership.com with your questions.