INSIGHT ACADEMY

iStart

BSB40320 CERTIFICATE IV IN ENTREPRENEURSHIP & NEW BUSINESS

CRICOS Course Code: 105206B

Course Duration: 52 weeks (including holidays)
Location: Melbourne City Campus

This program trains you in everything about creating a new business venture from scratch - from research to developing a business proposal, to finance and legal and basics of marketing.

Self-awareness and teamwork are at the heart of the program, as they are the magic skills that allow entrepreneurs to make everything else happen. By working through a different case study at every stage, you will learn and apply concepts that you can then apply to your own ventures.

WHAT WE DO DIFFERENTLY

- Emphasis on **innovation and teamwork**
- Embed **self-awareness and emotional intelligence**
- Analyse own **skills & aspirations for business opportunities**
- Practical learning through **application and activities**
- Use of **innovative business frameworks and models**

OUTCOMES

- Understanding of **all aspects of a business**
- Enhanced **confidence**
- **Communication and administrative skills**
- Essential, transferable **soft skills** for today's world
- Valuable official **qualification**

CAREER OPPORTUNITIES

- Business administration
- Entrepreneur or Founder
- Join a startup
- Business development

INSIGHT ACADEMY

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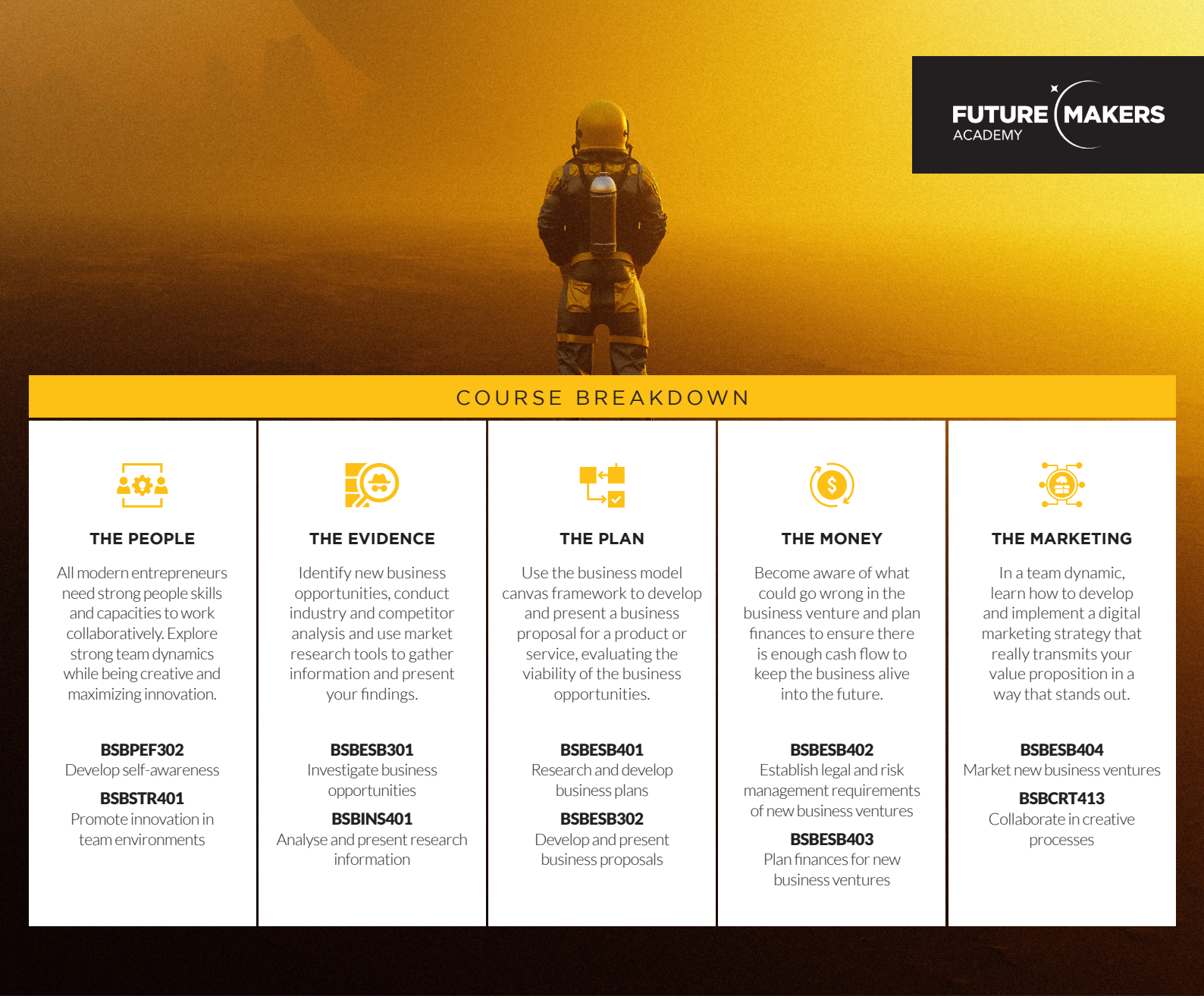

FUTURE MAKERS ACADEMY

COURSE BREAKDOWN

THE PEOPLE

All modern entrepreneurs need strong people skills and capacities to work collaboratively. Explore strong team dynamics while being creative and maximizing innovation.

BSBPEF302
Develop self-awareness

BSBSTR401
Promote innovation in team environments

THE EVIDENCE

Identify new business opportunities, conduct industry and competitor analysis and use market research tools to gather information and present your findings.

BSBESB301
Investigate business opportunities

BSBINS401
Analyse and present research information

THE PLAN

Use the business model canvas framework to develop and present a business proposal for a product or service, evaluating the viability of the business opportunities.

BSBESB401
Research and develop business plans

BSBESB302
Develop and present business proposals

THE MONEY

Become aware of what could go wrong in the business venture and plan finances to ensure there is enough cash flow to keep the business alive into the future.

BSBESB402
Establish legal and risk management requirements of new business ventures

BSBESB403
Plan finances for new business ventures

THE MARKETING

In a team dynamic, learn how to develop and implement a digital marketing strategy that really transmits your value proposition in a way that stands out.

BSBESB404
Market new business ventures

BSBCRT413
Collaborate in creative processes

MORE THAN A COURSE

OUR PROGRAMS INCLUDE

MASTERCLASSES

Regular sessions with industry experts in a wide variety of topics.

ENGLISH SUPPORT

Weekly practical language sessions targeted on for real life application.

NETWORKING

Ad-hoc events and guest speakers participating in classes.

EMPLOYABILITY TRAINING

Professional coaching, personal branding and employment advice.

ENTRY REQUIREMENTS

- Applicant must be minimum 18 years of age at the time of commencement.
- Minimum IELTS score of 5.5 or equivalent*.
- Successful completion of Australian Year 12 equivalent qualification or higher is required for all AQF level 5 (Diploma) & above qualifications*.
- Successful completion of Australian Year 11 equivalent qualification or higher may be acceptable for AQF levels 3 & 4 (Cert III & Cert IV) qualifications*.
- Prospective VET students may be required to undertake LLN test as per the Pre-training review & LLN policy. The outcome of this review will help the trainers and Student Support Staff team to identify the learning needs and make provisions for additional academic support where required.

*Please refer to Insight Academy Admissions & Enrolment Policy to check for IELTS equivalence & for the Australian equivalent qualifications from other countries.
In the absence of formal English qualifications college may offer an English Placement Test. For more information, please contact Insight Academy.