

BSB40320


Certificate IV in Entrepreneurship & New Business



*Build the Skills to Start, Run
and Grow Your Own Business.
Practical | Industry-aligned | 100% Online*



NATIONALLY RECOGNISED
TRAINING



**Resilient
Businesses
Are built by
Lifelong
learners.**

FROM VISION TO BUSINESS

Starting a business takes more than motivation. It takes strategy, systems, financial clarity and confident decision-making.

The Certificate IV in Entrepreneurship and New Business equips you with the practical tools to:

- Validate and refine your business idea
- Build a structured, professional business plan
- Understand compliance and risk requirements
- Manage cashflow, pricing and financial fundamentals
- Develop marketing strategies that attract the right customers
- Implement systems that support sustainable growth

Every assessment is designed around real-world business tasks.

IS THIS COURSE RIGHT FOR YOU?

Calling all aspiring entrepreneurs, side-hustlers & start-ups and small business owners! This course is for you.

This Course Is Designed For People Who:

- ✓ Have a business idea but don't know where to start
- ✓ Want to turn a side-hustle into a structured business
- ✓ Already run a small business and need stronger systems
- ✓ Want to work for yourself but need a practical roadmap
- ✓ Are ready to move from "thinking about it" to "doing it properly"

No previous business experience required | No qualification pre-requisites | No Student ATAR scores needed.

Entry requirements

There are no formal entry requirements. Enrolment includes a pre-training review, digital literacy self-assessment, and where required, an LLN review.

FLEXIBLE STUDY. REAL SUPPORT

Studying online does not mean studying alone.

This qualification is delivered 100% online and designed to fit around work, family and business commitments — without compromising structure or guidance.

Course Snapshot

- ✓ **Qualification:**
BSB40320 Certificate IV in Entrepreneurship & New Business
- ✓ **Delivery:**
Online with 24/7 access to learning portal
- ✓ **Study Style:**
Self-paced
- ✓ **Duration:**
12months. Designed for working professionals
- ✓ **Start Dates:**
Start when it suits you.
- ✓ **Payment Options:**
Flexible payment plans available (no interest charged)

How You Will Be Supported

At NBIA, support is not an add-on — it's built into the experience.

You will have access to:

- Qualified, industry -experienced trainers and assessors
- Practical case studies and real-world scenarios
- Business templates and toolkits you can actually use
- Online learning platform with built-in support chat
- Assessment feedback with clear guidance
- Meet and Greet sessions with assessors
- Recognition of Prior Learning (RPL) Options



WHAT YOU WILL LEARN

Across 10 nationally recognised units, structured into four modules, you will develop practical business capability.

You will learn how to:

- Identify and validate business opportunities
- Develop structured business plans
- Navigate Australian regulatory requirements
- Build risk management and compliance systems
- Manage budgets, pricing and AI to improve productivity
- Develop marketing and branding strategies
- Implement your business plan through a structured project

Assessments focus on practical, applied tasks - not exams

YOUR LEARNING JOURNEY

Module 1



Discovering Business Opportunities & Planning for Success

- Identify business opportunities
- Analyse the market and customers
- Build a professional business plan
- Use digital skills to work online

You will create:

- ✓ A validated business idea
- ✓ Business proposal
- ✓ Foundations of your business plan

Module 2



Set Up Your Business Legally, Safely and Professionally

- Apply Australian regulations
- Identify risk management systems
- Build business relationships

You will create:

- ✓ Compliance Systems
- ✓ Risk Management Plan
- ✓ Legal Framework

Module 3



Finance Fundamentals & Managing Business Money

- Maintain financial health
- Manage cashflow
- Develop accurate budgets
- Pricing strategies for profitability

You will create:

- ✓ Cashflow Projections
- ✓ Budgeting framework
- ✓ Financial Plan

Module 4



Marketing, Branding & Implementing Your Business Plan

- Strategic branding and promotion
- Customer acquisition
- Practical application through a structured project

You will create:

- ✓ Marketing Strategy
- ✓ Promotional Plan
- ✓ Business Implementation Project

WHERE THIS QUALIFICATION CAN TAKE YOU



Business Outcomes

- Launch your own business
- Strengthen and grow an existing venture
- Build scalable systems
- Increase financial clarity and control



Career Pathways

- Small Business Manager
- Business Development roles
- Operations roles within SMEs
- Project or Administration roles



Further Study Pathways

This qualification supports progression into diploma-level business or leadership qualifications and specialist business studies



GRADUATE WITH NBIA

The National Business Institute of Australia (NBIA) is a Melbourne-based Registered Training Organisation (RTO 21476) delivering practical, industry-focused qualifications.

We specialise in developing confident, capable graduates who can apply their skills immediately in real-world settings.

- ✓ Nationally Recognised Qualifications
- ✓ Industry-Experienced Trainers
- ✓ Over 20 years in Education & Industry
- ✓ Real Support from Real People

EXPLORE OUR COURSES



[Advance Diploma of Conveyancing](#)



[Certificate IV in Accounting & Bookkeeping](#)



[Diploma of Accounting](#)



[Advanced Diploma of Accounting](#)



[BAS Agent Registratoin Skill Set](#)



[Accounting Principles Skill Set](#)



[Advanced Accounting Principles Skill Set](#)



[Tax Agent Certification](#)

The support provided throughout the course was outstanding.

The staff and trainer were very supportive, patient, and always available to clarify questions or provide guidance when needed.

This support made a big difference to my overall learning experience.

- NBIA Student Graduate, 2026



Your business vision deserves structure, strategy and professional foundations. Talk with a Course Advisor today to see if this qualification is right for you.

READY TO TAKE THE NEXT STEP?



Talk with a Course Advisor
03 9584 0900



More information:
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To enrol visit our website
www.nbia.edu.au



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