



 NO FEES

# New Zealand Certificate in Business

## (Introduction to Small Business, Level 3)

### Attention all rookies.

Learn about opportunities, operations and feasibility, and gain a nationally recognised business qualification while you are at it.

Boost your confidence and build your expertise in personal, workplace and enterprise management – and apply this practical experience in simulated and real business settings.

**aspire2**

Business  
Management  
Programmes



**40 weeks part time**  
(incl. five 1 week breaks)

# NZ Certificate in Business (Introduction to Small Business, Level 3)

## Programme content

This NZQA programme consists of 4 courses which are each worth 15 credits.

### IDENTIFYING YOUR SMALL BUSINESS OPPORTUNITY

Small Business  
in New Zealand



Matching Skills,  
Interests and  
Personal Goals to  
the Small Business  
Opportunity



Determining a  
Small Business  
Feasibility



Deciding on  
the Best Small  
Business  
Opportunity



Determining  
the Viability  
of the Chosen  
Small Business  
Opportunity



### DEVELOPING YOUR BUSINESS PLAN I FOUNDATIONS AND STAKEHOLDERS

Foundations  
for the Small  
Business Plan



Small Business  
Objectives



Legal  
Requirements



Small Business  
Resources



Small Business  
Stakeholders



# Programme content continued

## DEVELOPING YOUR BUSINESS PLAN II FINANCE AND TECHNOLOGY

Start-up Costs



Finances 2



Technology 1  
Operations



Technology 2  
Administration



Choosing  
the Correct  
Technology



Implementing  
Technology



## DEVELOPING YOUR BUSINESS PLAN III MARKETING AND COMMUNICATIONS

Marketing  
Proposal



Marketing Tools  
Promotion



Professional  
and Ethical  
Marketing



Communication  
Plans



Socially and  
Culturally  
Appropriate  
Communication  
Skills



Personal and  
Interpersonal  
Communication  
Skills



# Entry Criteria:

- **Students must be 16 years of age and over**
- **Students must be residing in New Zealand for the duration of their studies**
- **This programme is only available to New Zealand and Australian citizens and permanent residents.**
- **Students will be required to have NCEA Level 2 or the equivalent, this includes:**
  - ✓ Minimum of 10 numeracy and 10 literacy credits at Level one or higher on the Directory of Assessment Standards; and
  - ✓ 60 credits at Level two or above with at least 12 credits in each of three subjects including a minimum of 8 literacy credits at Level 2 or higher in English or Te Reo Māori.
- **Provisional entry**
  - ✓ Students who have attained the age of 20 years and do not hold the minimum entry requirements for a programme will be eligible to be enrolled as a student where their previous educational, work or life experience indicates they have a reasonable likelihood of success.

## Course Requirements

All of the necessary materials required to successfully complete assessments will be available through the learning platform.

For some assessments, you may like to do additional research through textbooks or the internet, however you won't be required to purchase textbooks. You must have access to a computer, a reliable internet connection, and email.

## Study Commitment

**Total duration: 40 weeks part time or 20 weeks full time**

Part-time study requires 15–20 hours weekly

Full-time study requires 35–40 hours weekly