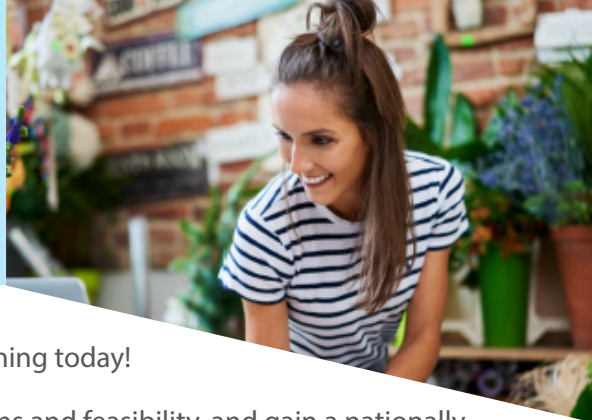


# FEES FREE NEW ZEALAND CERTIFICATE IN BUSINESS (Introduction to Small Business, Level 3)

**ATTENTION  
ALL ROOKIES.**



Enroll in our fully-funded online training today!

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.

## PROGRAMME CONTENT

This NZQA recognised programme is worth a total of 60 NZQA credits.

Each of the four courses completed during this programme are 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 | FOUNDATIONS AND STAKEHOLDERS

- Foundations for the Small Business Plane
- 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 Communications
- Personal and Interpersonal Communication Skills

## STUDY COMMITMENT

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

Part-time requires 15-20 hours study weekly

Full-time requires 35-40 hours study weekly



## COURSE REQUIREMENTS

You must have access to a computer and a reliable internet connection to complete these studies, we will provide you with Office 365.

## 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:
  1. Minimum of 10 numeracy and 10 literacy credits at Level one or higher on the Directory of Assessment Standards; and
  2. 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
  1. 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.