Australian Government

BSB40715 Certificate IV in Franchising

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

BSB40715 Certificate IV in Franchising

Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

Qualification Description

This qualification is suitable for franchisees operating one or more sites of a franchise operation within any industry sector. In this role, individuals apply well-developed skills and have managerial responsibilities for the franchise and the relationship with a franchisor.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 10
3 core units plus
7 elective units, of which:

- at least 5 elective units must be selected from the elective units listed below
- the remaining elective units may be selected from the elective units listed below, or any currently endorsed Training Package or accredited course at the same qualification level
- if not listed below, 1 unit may be selected from either a Certificate III or Diploma qualification.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Core Units

BSBFRA401 Manage compliance with franchisee obligations and legislative requirements
BSBFRA402 Establish a franchise
BSBFRA403 Manage relationship with franchisor

Elective Units

BSBADM409 Coordinate business resources
BSBCMM401 Make a presentation
BSBCRT501 Originate and develop concepts
BSBCUS401 Coordinate implementation of customer service strategies
BSBCUS402 Address customer needs
BSBFIA402 Report on financial activity
BSBFRA301 Work within a franchise
BSBFRA404 Manage a multiple site franchise
BSBIPR405 Protect and use intangible assets in small business
BSBITS401 Maintain business technology
BSBITU401 Design and develop complex text documents
BSBLED401 Develop teams and individuals
BSBMKG413 Promote products and services
BSBMKG414 Undertake marketing activities
BSBREL401 Establish networks
BSBRES401 Analyse and present research information
BSBRSK401 Identify risk and apply risk management processes
BSBSUS301 Implement and monitor environmentally sustainable work practices
BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements
BSBWRT401 Write complex documents

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Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB40715 Certificate IV in Franchising	BSB40707 Certificate IV in Franchising	Updated to meet Standards for Training Packages	Equivalent qualification

Links

Companion volumes available from the IBSA website:
http://www.ibsa.org.au/companion_volumes - http://www.ibsa.org.au/companion_volumes

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