



**Australian Government**

# **BSB40715 Certificate IV in Franchising**

**Release 3**

## BSB40715 Certificate IV in Franchising

### Modification History

Release	Comments
Release 3	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to update unit list.
Release 1	This version 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:**

- 5 elective units must be selected from the elective units listed below

- 2 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 from any currently endorsed Training Package or accredited course.

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

BSBFIA412 Report on financial activity

BSBFRA301 Work within a franchise

BSBFRA404 Manage a multiple site franchise

BSBIPR405 Protect and use intangible assets in small business

BSBITS411 Maintain and implement digital 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

BSBRES411 Analyse and present research information

BSBRSK401 Identify risk and apply risk management processes

BSBSUS401 Implement and monitor environmentally sustainable work practices

BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements

BSBWRT401 Write complex documents

## Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB40715 Certificate IV in Franchising Release 3	BSB40715 Certificate IV in Franchising Release 2	Updated codes and titles in unit list	Equivalent qualification

## Links

Companion Volume implementation guides are found in VETNet -  
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>