



**Australian Government**

# **BSB40707 Certificate IV in Franchising**

**Release 3**

## BSB40707 Certificate IV in Franchising

### Modification History

| Release   | Comments  |
|-----------|---|
| Release 3 | <p>New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i>.</p> <p>BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent.</p>   |
| Release 2 | <p>New release of this Qualification with <i>BSB07 Business Services Training Package version 6.0</i>.</p> <p>Outdated advice removed.</p> <p>Unit codes updated:</p> <ul style="list-style-type: none"><li>• BSBCUS401A now BSBCUS401B</li><li>• BSBCUS402A now BSBCUS402B</li><li>• BSBITS401A now BSBITS401B</li></ul> |
| Release 1 | Initial release of this Qualification.  |

### Description

This qualification reflects the role of individuals who apply well-developed skills and a broad knowledge base in relation to the franchising industry. They may act as a franchisee in any industry area and have managerial responsibilities for the franchise and the relationship with a franchisor.

#### Job roles

- Franchisee – of one or more sites of a franchise operation within any industry sector.

## **Pathways Information**

### **Pathways into the qualification**

Preferred pathways for candidates considering this qualification include:

- BSB30112 Certificate III in Business or other relevant qualification/s

OR

- with vocational experience in small business, management or industry but without formal business qualifications.

Examples of indicative job roles for candidates seeking entry based upon their vocational experience include:

- Accounts Clerk
- Customer Service Advisor
- Import/Export Clerk
- Office Administrator.

This breadth of expertise would equate to the competencies required to undertake this qualification.

### **Pathways from the qualification**

After achieving this qualification candidates may wish to undertake:

- BSB50507 Diploma of Franchising
- BSB51107 Diploma of Management.

## **Licensing/Regulatory Information**

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

## **Entry Requirements**

There are no entry requirements for this qualification.

## Employability Skills Summary

*The following table contains a summary of the Employability Skills required by industry for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.*

| Employability Skill       | Industry/enterprise requirements for this qualification include:   |
|---------------------------|--|
| Communication             | <ul style="list-style-type: none"><li>communicating the organisation's business practices systems and processes to individuals and teams</li><li>negotiating and resolving disputes with franchisors</li></ul>   |
| Teamwork                  | <ul style="list-style-type: none"><li>forming networks of franchisees to inform best practice</li><li>using systems and strategies to actively encourage the team to conduct franchise business processes</li></ul>  |
| Problem-solving           | <ul style="list-style-type: none"><li>developing strategies for compliance with franchisee obligations and legislative requirements</li><li>solving problems and disputes arising in the course of business operations and with franchisors</li></ul>            |
| Initiative and enterprise | <ul style="list-style-type: none"><li>exercising initiative to contribute to continuous improvement</li><li>generating a range of options to overcome common operational difficulties</li></ul>  |
| Planning and organising   | <ul style="list-style-type: none"><li>developing a financial plan to support business viability</li><li>planning for the management of a multiple site franchise by implementing and monitoring the plan</li></ul>   |
| Self-management           | <ul style="list-style-type: none"><li>obtaining feedback on work performance and development</li><li>planning own work schedules</li></ul>   |
| Learning                  | <ul style="list-style-type: none"><li>completing training on meeting franchisee requirements such as first aid, occupational health and safety, food handling</li><li>mentoring and coaching individuals and teams in continuous improvement processes</li></ul> |
| Technology                | <ul style="list-style-type: none"><li>using computer systems and telecommunications devices to meet business needs and to compile activity and financial reports</li></ul>   |

## Packaging Rules

**Total number of units = 10**

**3 core units *plus***

**7 elective units**

At least **5 elective units** must be selected from the elective units listed below.

The remaining **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.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

### Core units

BSBFRA401B Manage compliance with franchisee obligations and legislative requirements

BSBFRA402B Establish a franchise

BSBFRA403B Manage relationship with franchisor

### Elective units

#### Creative Thinking

BSBCRT501A Originate and develop concepts

#### Customer Service

BSBCUS401B Coordinate implementation of customer service strategies

BSBCUS402B Address customer needs

#### Financial Administration

BSBFIA402A Report on financial activity

#### Franchising

BSBFRA301B Work within a franchise

BSBFRA404B Manage a multiple site franchise

#### General Administration

BSBADM409A Coordinate business resources

#### Intellectual Property

BSBIPR405A Protect and use intangible assets in small business

#### Interpersonal Communication

BSBCMM401A Make a presentation

#### IT Support

BSBITS401B Maintain business technology

#### IT Use

BSBITU401A Design and develop complex text documents

#### Learning and Development

BSBLED401A Develop teams and individuals

#### Marketing

BSBMKG413A Promote products and services

BSBMKG414B Undertake marketing activities

#### Work Health and Safety

BSBWHS401A Implement and monitor WHS policies, procedures and programs to meet legislative requirements

**Relationship Management**

BSBREL401A Establish networks

**Research**

BSBRES401A Analyse and present research information

**Risk Management**

BSBRSK401A Identify risk and apply risk management processes

**Sustainability**

BSBSUS301A Implement and monitor environmentally sustainable work practices

**Writing**

BSBWRT401A Write complex documents