

New Zealand Certificate in Business (Small Business) (Level 4)

Location

Online

Duration

20 weeks full-time | 40 weeks part-time

Delivery

Delivered through the TANZ eCampus. Online activities – readings, discussion forums, research tasks and fact-finding. Study will be mainly self-directed and is flexible to suit your needs

Credits

60

DescLevel

60

Intakes

Monthly

Apply

Anytime

[REGISTER YOUR INTEREST](#)

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Delivered online through [eCampus NZ](#)

Graduates of this programme will have the skills and knowledge to start, operate, grow and sustain a small business in New Zealand. Alternatively, you may wish to pursue further, higher-level study. This fully online qualification includes the following courses - Planning and Finance, Marketing, Small Business Resources and Business Environment.

Please note: Learners under the age of 18 cannot apply for this programme.

What will I learn?

Technical knowledge and skills

- Develop a business plan for small business.
- Develop and implement a system for monitoring and improving business performance.
- Manage the finances for the business.
- Manage the marketing activities of the business.
- Implement technology options for the business.
- Manage staff and human resource processes for the business.

People skills

- Select and apply customer service techniques, to maximise customer satisfaction.
- Develop and maintain effective business relationships with stakeholders.

Affective skills

- Demonstrate professional and ethical behaviour, in a socially and culturally appropriate manner.
- Maintain personal and/or professional growth for the ongoing effectiveness of the business.
- Work independently and show initiative for achieving goals.

Business environment

- Comply with internal policies, and legislation and other external requirements for the business.

Entry requirements

- NCEA (Level 2), OR
- [New Zealand Certificate in Business \(Introduction to Small Business\) \(Level 3\)](#), OR
- New Zealand Certificate in Retail (Level 3), OR
- [New Zealand Certificate in Business \(Administration and Technology\) \(Level 3\)](#), OR
- [New Zealand Certificate in Foundation Skills \(Level 2\)](#), OR
- a qualification at Level 2 or above, with evidence of literacy and numeracy abilities equivalent to NCEA (Level 1), OR
- evidence of relevant knowledge and experience, including literacy and numeracy abilities equivalent to NCEA (Level 2).

In the latter two situations, you will need to participate in an enrolment interview with the purpose of verifying the evidence.

- If English is not your first language, you must provide:
 - New Zealand University Entrance OR
 - Overall Academic IELTS 5.0 with no individual band score lower than 5.0 (achieved in one test completed in the last two years), OR
 - Acceptable alternative evidence of the required IELTS ([see here for NZQA proficiency table](#) and [here for list of recognised proficiency tests](#)).

If you need to improve your English Language skills, we offer a [wide range of English programmes](#).

Recommended requirements

- Computer literacy is highly recommended in order to be able to cope with the online components of the courses.

COVID-19 vaccination information

As this programme is delivered fully online, you do not need to provide us with a My Vaccine Pass.

- You will need to provide us with a valid My Vaccine Pass if you want to visit an Otago Polytechnic site for any reason while you are studying with us (e.g. meetings, events, presentations) or attend graduation in person at the end of this programme.
- You do not need to provide a valid My Vaccine Pass if you are attending on campus health services (e.g. student health, Kowhai Centre).
- In exceptional circumstances, exemptions may be granted to this. You can find out more about this in our [vaccination policy](#). If you think you have grounds to be exempt from our vaccination requirements, please email Covid-19@op.ac.nz

You can find more information about our vaccination requirements [here](#). And, if you still have further questions, please visit our FAQs page which you can find [here](#).

Pathways into this programme

The [New Zealand Certificate in Business \(Introduction to Small Business\) \(Level 3\)](#) provides the perfect pathway into this programme.

Your workload

This programme is made up of four courses with a total of 600 learning hours. This breaks down to approximately 30 hours per week if you're studying full-time and 15 hours per week if you're studying part-time.

Depending on your previous academic online experience this may vary a little.

Programme structure

Course title	Level	Credits	Learning hours
Planning and Finance	4	15	150
Marketing	4	15	150

Small Business Resources	4	15	150
Business Environment	4	15	150
Total		60	600

Course descriptions

1. Planning and Finance

To develop business planning skills including but not limited to financial management strategies

Learning Outcomes:

- Produce a business plan.
- Develop and implement a personal and professional development plan.
- Interpret financial information and control financial activities to effectively manage the finances of a small business.

2. Marketing

To develop strategies for marketing a small business

Learning Outcomes:

- Identify the marketing mix for a small business
- Develop a marketing plan that aligns with the business plan for a chosen business
- Develop strategies to develop lasting and satisfying professional relationships with customers

3. Business Resources

To develop strategies for resourcing a small business.

Learning Outcomes:

- Develop strategies to manage staff and human resource processes for the business
- Develop a plan to employ appropriate technology relevant to a small business.
- Analyse the current financial, reputational and potential position of a small business to enable the development a plan for growth.

4. Business Environment

To develop an understanding of the legal and social environment that impacts on the

establishment and operation of a small business

Learning Outcomes:

- Employ strategies to develop lasting and satisfying professional relationships with stakeholders
- Describe the legal requirements that ensure the chosen small business is compliant with national and local legislation
- Demonstrate professional and ethical behaviour, in a socially and culturally appropriate manner

Further study options

Graduates of this qualification may progress to:

- [New Zealand Diploma in Business \(with strands in Accounting, Administration and Technology, Leadership and Management, and Project Management\) \(Level 5\)](#)
- New Zealand Certificate in Business (Māori Business and Management) (Level 5)*
- *not currently offered through Otago Polytechnic*
- other relevant industry qualifications.

*subject to final approval

Career opportunities for graduates

Graduates of this qualification will have the skills and knowledge to start, operate, and grow a small business in New Zealand.

Student loans and allowances

Full-time **domestic students** of this programme are eligible for student loans and allowances (dependent on age and financial circumstances.) Please contact Studylink for additional information. Phone 0800 88 99 00 or visit: www.studylink.govt.nz

Recognition of prior learning

If you already have extensive knowledge and skills gained from practical experience in this area, enquire about our recognition of prior learning process at Capable NZ. You may have already gained credits towards this qualification in the course of your life.

www.capablenz.ac.nz

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