



Wodonga Institute of TAFE

Business management workshops

Professional series

Tailoring workshops to suit your business

The industry training advisors at Wodonga TAFE can help you to identify skills gaps in your workforce, and design a tailored training program to fill those gaps and enhance your workforce capability.

Tailored training may include units from existing training packages or customised delivery to meet the specific needs and issues of your industry or workplace. Training can be delivered in a variety of ways to suit your work flow and production needs and to minimise disruption to your business, for example:

- in the workplace
- at Wodonga TAFE, in our modern classrooms and workshops
- by distance, online, or through workbooks
- a combination of the above in a blended training solution.

We can customise training to suit your needs, whether you want skills sets, whole qualifications, or short courses.

These business management workshops have been developed in consultation with industry to give you an injection of motivation and energy to take action in the workplace. This professional series provides you with effective strategies that you can implement immediately.

Process

Let us know what you need!

- We plan a training program to suit your particular business needs.
- We review the plan with management and modify it to suit.
- We carry out the training and keep management updated on the progress.

Fees

The fees for training depend on whether you meet the funding eligibility criteria of the Victorian Government's Training Guarantee (VTG). Please visit our website for further information about fees and eligibility.

www.wodongatafe.edu.au

Scheduled Workshops

February

Investigate micro business opportunities BSBSMB301A*

You have to distinguish between an idea and an opportunity when you consider a new business venture. Everyone has ideas. Each decision you make is based on an idea. An opportunity, in a business sense, is an idea which can be commercialised in some way, or turned into a business.

This workshop equips you with a tool to evaluate the viability of your business idea, build the skills and knowledge you need to develop a business, and investigate market needs and the factors that affect potential markets.

Dates	Tuesdays 7, 14, and 21 February 2012
Time	6pm to 9pm
Cost	\$109.10 (tuition fee with government funding) to \$213.50 (full tuition fee)
Venue	TAFESpace (activity room 4)

Effective marketing NA09EM

Marketing is not just selling, or advertising, or promotion. It is customer-focused, and requires you to organise your business in such a way that you can:

- identify your potential customers
- identify their needs and wants
- provide products/services to suit these needs and wants
- tell your customers about your business and what it offers
- persuade them to buy your products/services
- make them satisfied with their purchases
- make a profit.

This seven-part series of workshops explores the skills and knowledge you need to coordinate and review the promotion of an organisation's products and services.

Dates	Tuesdays 28 February, 6, 13, 20, and 27 March, 17 and 24 April, and 1 May 2012
Time	6pm-9pm
Cost	\$440.20 (tuition fee with government funding) to \$997.20 (full tuition fee)
Venue	TAFESpace (activity room 4)

Exceed sales targets NA09EST

Develop the skills and techniques you need to satisfy customers' immediate needs at the point of purchase while identifying opportunities to 'add value.' This workshop is ideal for account managers, sales personnel, area sales managers, and customer service representatives.

Date	Tuesday 14 February 2012
Time	9am-12pm
Cost	\$125 (full tuition fee only)
Venue	TAFESpace (activity room 1)

March

Manage your time effectively NA09MYTE

The increased pace of life in the workplace and at home places pressures on everyone.

This workshop looks at how to organise your workload while you achieve a work/life balance. Time, energy, and focus are the three factors addressed during this practical seminar.

Date	Tuesday 6 March 2012
Time	9am-12pm
Cost	\$125 (full tuition fee only)
Venue	TAFESpace (activity room 1)

Communication skills for leaders - part 1 NA09CSL

Effective communication forms the basis of all relationships at work and at home. To be a successful leader, you need effective communication skills in the workplace to make sure that your messages are understood and interpreted as you intended.

The focus on part one of this topic is on communication in the context of relationship building and covers topics including body language, tonality, and language patterns.

Date	Friday 23 March 2012
Time	9am-12pm
Cost	\$125 (full tuition fee only)
Venue	TAFESpace (activity room 1)

Essential MYOB® including payroll units from BSB30407*

The Income Tax Assessment Act requires that you keep sufficient business transactional records so that they can be traced and verified through the accounting system from start to finish. Can your current accounting systems handle the record keeping for information that your business needs to provide to the Australian Tax Office?

Regardless of the system you develop, it is important to remember that an effective record system is one which:

- is as simple as possible
- enables information required to be obtained quickly
- contains accurate data
- maps a path to link and cross-check individual records
- separates business and private finances.

Using MYOB®, learn how to maintain a general ledger, post journal entries, and prepare a trial balance. You also gain skills in the maintenance of accounts payable and accounts receivable records, the processing of payments to creditors, and the processing of payroll records.

Dates	Thursdays 1 March to 28 June 2012 (16 evening sessions)
Time	5.30pm-9pm
Cost	\$205 (tuition fee with government funding) to \$759 (full tuition fee)
Venue	Room A116 (flexi lab), Wodonga TAFE

April

Coordinate implementation of customer service strategies BSBCUS401A*

Your clients may not remain your clients if you do not meet their expectations. The focus of this workshop is on the importance of a better understanding of your clients. Setting positive customer experiences is a skill, and has been proven to boost customer engagement levels and increase brand loyalty levels at the same time. Discover innovative ways in which you can positively change your customers' experiences and interactions with your organisation.

Date	Monday 16 April 2012
Time	9am-12.30pm
Cost	\$125 (full tuition fee only)
Venue	TAFESpace (activity room 1)

May

Establish legal and risk management requirements of small business BSB SMB401A*

Operating a successful business can often go beyond having a great product or service. Even when you have all the right ingredients, you can undo all of your hard work if you operate without the correct licence or permit. To make sure that your efforts are rewarded, it is important that you are aware of the licensing requirements that apply to your new business. Federal, state, territory, and local governments are all responsible for the different licences, permits, registrations, and certificates that apply to businesses.

This workshop, held over three evening sessions, explores the skills and knowledge you need to identify and comply with the regulatory, legal, taxation, and insurance requirements, and risk management needs of small business. Topics include:

- business name registrations
- deciding on a business structure
- registering for taxation, for example, ABN, GST, PAYG, superannuation
- Australian consumer law
- regulatory licences and permits
- legal implications of operating a business from home
- business insurances
- negotiating and arranging contracts.

Dates	Tuesdays 8, 15, and 22 May 2012
Time	6pm-9pm
Cost	\$134 (tuition fee with government funding) to \$392 (full tuition fee)
Venue	TAFESpace (activity room 4)

Promote products and services BSB MKG413A*

Promotion is an aspect of marketing. When you have decided on your product/service, your target market, and who your customers will be, you need to develop a promotional strategy that will communicate your business image to the marketplace. A good image has the power to attract customers and this, in turn, increases sales. This eight part workshop explores the skills and knowledge you need to coordinate and review the promotional plan of an organisation's products and services.

Dates	Wednesdays 9, 16, 23, and 30 May, and 6, 13, 20, and 27 June 2012
Time	6pm-9pm
Cost	\$134 (tuition fee with government funding) to \$273 (full tuition fee)
Venue	Room A101, Wodonga TAFE

June

Manage budgets and financial plans BSB FIM501A *

This workshop covers the basics of developing a financial plan for small business operations. Learn about sales, financing, costing, cash flow, and the all-important profit and loss and balance sheets. Successful completion of this workshop means that you can obtain credit towards a Certificate IV in Business or a Certificate IV in Small Business Management.

Dates	Thursday and Friday 21 and 22 June 2012
Time	9am-5pm
Cost	\$359.10 (tuition fee with government funding) to \$500 (full tuition fee)
Venue	TAFESpace (activity room 2)

Undertake small business planning NA09BFP

Apply business forecasting and planning processes to your business and reap the rewards of having the right products available at the right time. 'Availability' is paramount to meeting customer expectations and achieving business goals. Understand the importance of accurately forecasting requirements and how this flows through to the planning for availability process.

This three part series of workshops is ideal for you if you are in a manufacturing, production, wholesale, or retail environment.

Dates	Tuesdays 19 and 26 June, and 17 July 2012
Time	6pm-9pm
Cost	\$159 (tuition fee with government funding) to \$332.50 (full tuition fee)
Venue	TAFESpace (activity room 4)

July

Financial forecasting and planning BSB SMB402A* and BSB FIA402A*

It is wise to prepare a cash flow budget to ensure that you always have cash available to make your payments. This helps you to control the pressures of regular tax payments and to make decisions about:

- paying your suppliers at a time that suits you
- buying sales/services when you have the cash
- investigating price changes of inputs and outputs
- investing any GST-related surplus cash.

During this three-part workshop, learn how to develop a financial plan in terms of a summary overview of the way in which your business is likely to operate, and an indication of how profitable and viable it will be in the marketplace.

Dates	Tuesdays 24 and 31 July, 7 and 14 August 2012
Time	6pm-9pm
Cost	\$233 (tuition fee with government funding) to \$500 (full tuition fee)
Venue	TAFESpace (activity room 4)



Scheduled Workshops

August

Dealing with conflict NA09DWC

The focus of this workshop is on applying effective strategies to deal with conflict. Learn to develop strategies for agreement, negotiation, and conflict management with an emphasis on workplace effectiveness.

Date Monday 6 August 2012
Time 9am-12.30pm
Cost \$125 (full tuition fee only)
Venue TAFESpace (activity room 1)

September

Effective hiring – making the right choice the first time NA09EH

The cost of an incorrect recruiting decision can be enormous over time. To avoid these costs, businesses need to undertake workforce planning in order to identify their current and future human resource needs, and the skills and abilities they need to make sure that the workforce is able to meet anticipated changes. This helps businesses to identify and implement sound recruiting procedures and strategies to employ the right people from the start.

Date Monday 3 September 2012
Time 9am-12.30pm
Cost \$125 (full tuition fee only)
Venue TAFESpace (activity room 1)

Manage projects BSBPMG510A*

This two-day workshop is designed to teach you all facets of project management practices. You gain valuable skills, including how to set timelines, manage human resources, quality control, and budgets, and how to cost projects.

Project management skills are essential if you want to become a project coordinator, project management officer, project team member, or project administrator. Courses in project management give you the confidence you need to help your team become successful and achieve its goals.

Dates Thursday and Friday 6 and 7 September 2012
Time 9am-5pm
Cost \$315.50 (tuition fee with government funding) to \$500 (full tuition fee)
Venue TAFESpace (activity room 1)

October

Manage your time effectively NA09MYTE

The increased pace of life in the workplace and at home places pressures on everyone.

This workshop looks at how to organise your workload while you achieve a work/life balance. Time, energy, and focus are the three factors addressed during this practical seminar.

Date Monday 15 October 2012
Time 9am-12pm
Cost \$125 (full tuition fee only)
Venue TAFESpace (activity room 4)

November

Exceed sales targets NA09EST

Develop the skills and techniques you need to satisfy customers' immediate needs at the point of purchase while identifying opportunities to 'add value.' This workshop is ideal for account managers, sales personnel, area sales managers, and customer service representatives.

Date Monday 19 November 2012
Time 9am-12pm
Cost \$125 (full tuition fee only)
Venue TAFESpace (activity room 4)

Other short courses available on request

- Emotional intelligence and relationship building
- Managing people
- Networking for success
- Strategic planning
- Change and innovation
- Positive thinking
- The emerging leader
- Bullying and harassment awareness
- Presentation skills
- Business report writing skills
- Microsoft® Office® suite (beginners to advanced)
- Managing emails with Microsoft® Outlook®
- Change management
- Finance for non-finance people
- Performance management
- Negotiation skills
- Dealing with difficult people
- Train the trainer
- Internal auditing
- Training needs analysis
- Marketing essentials
- Managing debtors
- Coaching and mentoring

For more information or to enrol - Business, Communications, and Service Industries

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NB: TAFESpace is located in the Wodonga CBD directly behind the Library at 158 Lawrence St.

