



**YOUR FUTURE  
STARTS AT  
GREENWICH**



# ABOUT GREENWICH MANAGEMENT COLLEGE

Greenwich Management College offers high quality business and management courses specially designed for international students.

We offer flexible timetables, interactive lectures and learning support specifically aimed at non-native speakers of English.

Our colleges are located in Sydney CBD, North Sydney and Melbourne's central business district with all the conveniences of transport, shopping, food, and entertainment. Study at Greenwich Management College and get your career on track for success!

## WHY STUDY WITH US?



Flexible timetable options to suit students' needs – day, evening and Saturday options



Modern, attractive campus with comfortable well-lit classrooms, student kitchens, Wi-Fi and Mobile labs



Excellent trainers with current industry experience, regular professional development and a 'customer-service' focus



All courses are nationally accredited through the Australian Skills Quality Authority (ASQA)



Industry engagement opportunities throughout the course



Easy transition from Greenwich English College, Australia's best provider of English language courses, to ensure your English is at the right level to help you excel in your professional studies and career





# ► CAMPUS LOCATIONS

**Greenwich Management College is located in three amazing campus locations.**

Greenwich College's campuses are located in Sydney CBD, North Sydney and Melbourne - within easy walking distance of public transport as well as restaurants, shops and major attractions. All campuses are fully air conditioned, have wi-fi throughout and offer a modern inspiring learning environment.



## SYDNEY

Greenwich College's exciting, modern campus is located in the heart of Sydney's bustling CBD. Transport, shopping, cafes, entertainment hotspots are all within 5 minutes walk and some of the world's best-known beaches are a short bus-ride away – so it's easy to experience the best the city has to offer while you study.



## NORTH SYDNEY

Greenwich College's trendy, boutique campus is located in the heart of North Sydney, Sydney's second largest commercial hub surrounded by many global corporations. It is well-connected by public transport - a quick ten minutes' bus or train ride in to the city - with access to great cafes, restaurants and pubs.



## MELBOURNE

Greenwich College's state-of-the-art, modern campus is located in the centre of vibrant Melbourne. It's easily accessible via public transport - with the free tram stop and Southern Cross train station on its doorstep. Better yet – you'll be spoiled for choice with a host of dining options, bars, buzzing laneways, world-class shops, and major attractions.





► FREE CAREER SUPPORT



Greenwich Management College is committed to providing you with every opportunity to succeed in your professional life, and to ensure that you have all the skills you need to start working in Australia as quickly as possible. Career Hub can help you be ready to find both casual and professional work through a range of workshops focusing on giving you all the essential tools - from CV and cover letter writing to interview practice and all the English vocabulary necessary for the type of work you want to apply to.



STUDENT JOBS

Student Jobs is a one-stop online platform for all the job searching tools, research and connections you will need. With our Student Jobs platform, you can go from writing your CV to applying for jobs - all in one session!



SPEAKING CLUB  
PROFESSIONAL

Speaking Club Professional has been designed to suit the different stages of your life, both personal and professional paths. Speaking Club Professional has a focus on developing your skills and language suited to a professional work environment and an established career.



GREENWICH  
INTERNSHIP PROGRAM

Greenwich Internship Program offers you the opportunity for an unpaid internship that compliments your chosen career path and interests. The internship will run alongside your studies to give you a competitive advantage in an English speaking work environment.



EMPLOYMENT  
WORKSHOPS

Employment Workshops are available throughout the year to offer you the chance to learn valuable workplace skills that will build and support you in your chosen career path in an English-speaking workplace environment.



INDUSTRY INSIDER

Greenwich is committed to giving you as much current industry exposure as possible through guest talks and professionals who can provide greater insight.

► TAKE YOUR SKILLS TO THE NEXT LEVEL WITH  
FREE DIGITAL MARKETING COURSES IN:

- Social Media Marketing Fundamentals
- Search Engine Optimisation (SEO) Fundamentals
- Digital Marketing Fundamentals
- Content Marketing Fundamentals

You will be given access to each course when you arrive at Greenwich Management College. Total course value of \$400 is free for all students of Greenwich Management College.



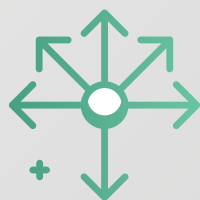
Greenwich Management College has partnered with The LeftBank School, Australia's leading digital marketing college to give all our students free courses in cutting edge digital marketing techniques. Each course is 10 hours long and features interactive exercises, case studies and practical training.



► LIVE AND STUDY IN AUSTRALIA



Greenwich Management College offers you fantastic support as you settle in to your new country. Regular events help you to adjust quickly and effectively to your new life. On campus there are over 9 hours of FREE learning support per week so that you can excel in and out of the classroom.



FUTURE  
FIRST FAIR

The Future First Fair connects you directly to more than 30 of Australia’s leading universities and colleges. You can discover more information about their courses and discuss your options for further study in Australia. There is a wide range of courses on offer, ranging from Vocational certificates to Post-Graduate degrees.



INFO SESSION

Info Sessions are held each month and give you the opportunity to receive and have access to important and useful details on key aspects of life in Australia. Sessions will include topics such as your work rights, visa information, tax processes, how to find a job and how best to settle in Australia. The sessions will help you to thrive in your new home and make your experience the best it can be.



► GREENWICH MANAGEMENT COLLEGE PATHWAYS

Greenwich Management College is able to offer our graduates great pathways to higher education through our partnerships with universities such as Central Queensland University (CQU). All graduate from our Diplomas are guaranteed a full 1 year credit to CQU, and 1,5 year credit from our Advanced Diploma.

- Diploma of Business
  - Diploma of Leadership and Management
- Diploma of Project Management
  - Diploma of Marketing and Communication
- Diploma of Event Management
- Adv. Diploma of Leadership and Management
  - Adv. Diploma of Program Mgmt.

EXAMPLE ►

Diploma



1 Year credit to the Central QLD University Bachelor of Business



Do you want to know more?  
[greenwichcollege.edu.au](http://greenwichcollege.edu.au)



▶ TIMETABLE

**DURATION:** Cert II = 3 terms (24 weeks); Cert III & Cert IV = 5 terms (40 – 44 weeks); Diploma & Adv Diploma = 6 terms (48 – 52 weeks)

COURSES	DAY			EVENING			FULL DAY		
	Syd	Melb*	N. Syd*	Syd	Melb	N. Syd*	Syd	Melb	N. Syd*
Cert II in Business – BSB20115					✓		✓		
Certificate III in Business – BSB30115					✓		✓		
Certificate IV in Business – BSB40215				✓	✓				
Diploma of Business – BSB50215							✓	✓	
Certificate IV in Leadership & Management – BSB42015				✓	✓		✓		
Diploma of Leadership & Management – BSB51918		✓		✓			✓	✓	✓
Advanced Diploma of Leadership & Management – BSB61015							✓	✓	
Certificate IV in Project Management Practice – BSB41515			✓	✓ <sup>1</sup>	✓	✓			
Diploma of Project Management – BSB51415		✓	✓	✓	✓	✓		✓	✓
Advanced Diploma of Program Management – BSB61218					✓			✓	✓
Certificate IV in Marketing & Communication – BSB42415		✓					✓	✓	✓
Diploma of Marketing & Communication – BSB52415		✓					✓	✓	✓
Diploma of Event Management – SIT50316	✓							✓	

■ TIMETABLES ARE SUBJECT TO AVAILABILITY

1– From March 2020

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes  
Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes  
Full Day timetables will consist of 1 full day session – either Friday all day or Saturday (08:30–19:30) + Skill classes  
A final timetable will be allocated to the student in their orientation pack prior to their commencement (at least 2 weeks before the Orientation Day).




SCAN QR CODE FOR LATEST UPDATES!

▶ ENTRY REQUIREMENTS

<b>STUDENTS MUST BE 16 YEARS OF AGE AND OVER AT TIME OF STUDY</b>
<b>ALL LEARNERS MUST HAVE COMPLETED YEAR 10 OR OVERSEAS EQUIVALENT (YEAR 12 ADVANCED DIPLOMA)</b>
<b>IELTS 4.5 (CERT.II), 5.0 (CERT. III) AND 5.5 (CERT. IV AND DIPLOMA/ADVANCED DIPLOMA)</b> (See <a href="http://www.greenwichcollege.edu.au">www.greenwichcollege.edu.au</a> )
<b>DIRECT ENTRY IS AVAILABLE FOR STUDENTS:</b>

- ▶ Who have successfully completed the following courses with Greenwich English College: General English (Upper Intermediate Level 8 weeks\*), English for Business (12 weeks), Cambridge PET \* FCE and CAE, AEP, EAP and IELTS\* (\*With exit point of 5.5 or higher)
- ▶ Who have successfully completed at least eight weeks of General English (Upper Intermediate to Advanced Level 5.5 exit point) as per the direct entry flyer of other ELICOS colleges
- ▶ Direct entry to students on passing Greenwich English College Placement Test



**SPECIAL**  
Minimum 4 weeks  
Greenwich English College

- \$250 Onshore deposit
- \$500 Offshore deposit
- Enrolment fee waived at both institutions
- Free online Courses in Digital Marketing

**Recognition of Prior Learning (RPL)**  
RPL assesses a person’s skills and knowledge they have achieved through formal, informal and non-formal education and training. RPL is only available for Australian Qualifications Framework (AQF) awards. Credit transfer is the recognition of previously completed formal learning. **Contact us for more information on how to apply.**





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## MARKETING AND COMMUNICATION

INCLUDED IN EACH QUALIFICATION IS SPECIALISED CONTENT IN DIGITAL AND SOCIAL MARKETING



## CERTIFICATE IV

Course Code: BSB42415 - CRICOS Code: 093960D

Are you ready to pursue the world of digital and social marketing and communication? Learn the required skills needed to succeed in the marketing communication industry and build strong technical skills to reach your career goals quickly.

## DIPLOMA

Course Code: BSB52415 - CRICOS Code: 093961C

Do you want to become a savvy digital marketer? Learn the leading social media tools and best practices used in modern business to succeed in the marketing communication industry and gain expertise in communication, marketing concepts, media planning and social media.

## TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate IV in Marketing & Communication - BSB42415		✓					✓	✓	✓	5 TERMS 40 - 44 weeks
Diploma of Marketing & Communication - BSB52415		✓					✓	✓	✓	6 TERMS 52 weeks

### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes

Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes

Full Day timetables will consist of 1 full day session – either Friday all day or Saturday (08:30–19:30) + Skill classes

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## CERTIFICATE IV IN MARKETING AND COMMUNICATION

FROM CUSTOMER TO DIGITAL CONSUMER	BSBMGT407	APPLY DIGITAL SOLUTIONS TO WORK PROCESSES (CORE)
	BSBCUS401	COORDINATE IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES
CONTENT AND CONVERGENCE	BSBMKG417	APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY (CORE)
	BSBWRT401	WRITE COMPLEX DOCUMENTS
PITCHING & BUILDING YOUR BRAND	BSBCMM401	MAKE A PRESENTATION (CORE)
	BSBCRT401	ARTICULATE, PRESENT AND DEBATE IDEAS (CORE)
	BSBMKG418	DEVELOP AND APPLY KNOWLEDGE OF MARKETING AND COMMS INDUSTRY (CORE)
DEVELOP DIGITAL INTELLIGENCE	BSBLDR402	LEAD EFFECTIVE WORKPLACE RELATIONSHIPS
	BSBMKG401	PROFILE THE MARKET
THE CLIENT CREATIVE PROCESS	BSBMKG413	PROMOTE PRODUCTS AND SERVICES
	BSBRES411	ANALYSE AND PRESENT RESEARCH INFORMATION
	BSBCUS402	ADDRESS CUSTOMER NEEDS

## DIPLOMA OF MARKETING AND COMMUNICATION

THE JOURNEY TO THE NEW MEDIA	BSBMKG514	IMPLEMENT AND MONITOR MARKETING ACTIVITIES
	BSBMKG502	ESTABLISH AND ADJUST THE MARKETING MIX
TREND SPOTTING	BSBMKG507	INTERPRET MARKET TRENDS AND DEVELOPMENTS
	BSBMKG515	CONDUCT A MARKETING AUDIT
PLANNING INTERACTIVE MEDIA	BSBLDR502	LEAD AND MANAGE EFFECTIVE WORKPLACE RELATIONSHIPS
	BSBMKG501	IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES
RESEARCH NEW CONSUMER	BSBADN502	MANAGE MEETINGS
	BSBMKG506	PLAN MARKET RESEARCH
SOCIAL AND TRADITIONAL	BSBADV509	CREATE MASS PRINT MEDIA ADVERTISEMENTS
	BSBADV507	DEVELOP A MEDIA PLAN
LINK, EMBED AND ACTIVITY	BSBMG522	UNDERTAKE PROJECT WORK
	BSBMKG523	DESIGN AND DEVELOP AN INTEGRATED MARKETING COMMUNICATION PLAN

■ Prerequisite: Five core units from Certificate IV in Marketing and Communication.

## WHAT WILL I LEARN?

You will learn to build great presentations, perfecting your ability to wow your clients and deliver a compelling pitch. You will also learn a wide range of digital solutions to power your marketing and enhance your communication. You will be adept at implementing customer centric solutions and leading effective workplace relationships. The course will also guide you to profile your market, analyse and present your findings to prepare complex professional documents.

## Students **jobs** Central

A job searching platform that focuses on jobs that you can confidently apply to as international students.

**WHO IS THIS COURSE FOR?** Marketing and Communication is designed for students who want to start a successful career in marketing and communication in a wide variety of business contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.



## CAREER OUTCOMES

**DIRECT MARKETING OFFICER, MARKET RESEARCH ASSISTANT, MARKETING COORDINATOR, MARKETING OFFICER, PUBLIC RELATIONS OFFICER**

Your success starts at Greenwich | [greenwichcollege.edu.au](http://greenwichcollege.edu.au) | [info@greenwichcollege.edu.au](mailto:info@greenwichcollege.edu.au)





## BUSINESS

PREPARE FOR A SUCCESSFUL CAREER  
IN THE BUSINESS AND  
ENTREPRENEURSHIP WORLD

## CERTIFICATE II

Course Code: BSB20115 - CRICOS Code: 099485M

This course equips learners with the required basic skills and knowledge to successfully function in an entry level administrative position where they will perform a range of tasks under direct supervision in a business environment.

The Certificate II in Business is only available when packaged with the Certificate III in Business.

## CERTIFICATE III

Course Code: BSB30115 - CRICOS Code: 099486K

This course prepares learners for a variety of supporting roles where they will apply a broad range of competencies in a business environment, by extending their existing skill set.

## KEY HIGHLIGHTS



### Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



### Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our programs offer students industry internship placement opportunities.

## TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate II in Business - BSB20115					✓		✓			3 TERMS 24 weeks
Certificate III in Business - BSB30115					✓		✓			5 TERMS 40-44 weeks

### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes

Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes

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## CERTIFICATE II IN BUSINESS

BSBWHS201	CONTRIBUTE TO HEALTH AND SAFETY OF SELF AND OTHERS (CORE)
BSBSUS201	PARTICIPATE IN ENVIRONMENTALLY SUSTAINABLE WORK PRACTICES
BSBCMM201	COMMUNICATE IN THE WORKPLACE
BSBCUS201	DELIVER A SERVICE TO CUSTOMERS
BSBIND201	WORK EFFECTIVELY IN A BUSINESS ENVIRONMENT
BSBINM201	PROCESS AND MAINTAIN WORKPLACE INFORMATION
BSBWOR202	ORGANISE AND COMPLETE DAILY WORK ACTIVITIES
BSBWOR203	WORK EFFECTIVELY WITH OTHERS
BSBWOR204	USE BUSINESS TECHNOLOGY
BSBITU211	PRODUCE DIGITAL TEXT DOCUMENTS
BSBITU212	CREATE AND USE SPREADSHEETS
BSBITU213	USE DIGITAL TECHNOLOGIES TO COMMUNICATE REMOTELY

## CERTIFICATE III IN BUSINESS

BSBWHS302	APPLY KNOWLEDGE OF WHS LEGISLATION IN THE WORKPLACE (CORE)
BSBCMM301	PROCESS CUSTOMER COMPLAINTS
BSBCUS301	DELIVER AND MONITOR A SERVICE TO CUSTOMERS
BSBDIV301	WORK EFFECTIVELY WITH DIVERSITY
BSBWOR301	ORGANISE PERSONAL WORK PRIORITIES AND DEVELOPMENT
BSBWRT301	WRITE SIMPLE DOCUMENTS
BSBITU312	CREATE ELECTRONIC PRESENTATIONS
BSBITU313	DESIGN AND PRODUCE DIGITAL TEXT DOCUMENT
BSBITU314	DESIGN AND PRODUCE SPREADSHEETS
BSBITU306	DESIGN AND PRODUCE BUSINESS DOCUMENTS
BSBPRO301	RECOMMEND PRODUCTS AND SERVICES
BSBFLM312	CONTRIBUTE TO TEAM EFFECTIVENESS

## WHAT WILL I LEARN?

Certificate II and III in Business course equips learners with basic all-round business knowledge and extends your skills so that you can learn the basics of successfully contributing in a business environment. You will learn to communicate in the workplace, produce digital workplace documents, learn to process customer complaints, create presentations and apply knowledge of WHS legislation in the workplace.



A job searching platform that focuses on jobs that you can confidently apply to as international students.

**WHO IS THIS COURSE FOR?** The Certificate II and III in Business is designed for students who want to learn the basic skills to begin a successful career in Business in an English-speaking country. Through our expert trainers and real-life case study approach, our graduates are ready to progress to future courses and work placements faster.



## CAREER OUTCOMES

**ADMINISTRATIVE ASSISTANT, ADMINISTRATIVE WORKER, OFFICE WORKER AND RECEPTIONIST**

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## BUSINESS

PREPARE FOR A SUCCESSFUL CAREER  
IN THE BUSINESS AND  
ENTREPRENEURSHIP WORLD

## CERTIFICATE IV

Course Code: BSB40215 - CRICOS Code: 088284M

This course equips learners with sound business knowledge and extends their skills so that they can learn the basics of successfully contributing in a business. Students will learn to implement customer service strategies and basic leadership skills.

## DIPLOMA

Course Code: BSB50215 - CRICOS Code: 088286J

This course will assist students in enhancing their entrepreneurship skills where they will learn about the process of launching and running a new business. Some of the skills they will learn include developing a business plan, hiring staff and providing leadership.

## KEY HIGHLIGHTS



### Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



### Showcase

Is available to our Business students to display their skill and showcase their ideas to investors and industry.



### Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our programs offer students industry internship placement opportunities.

## TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate IV in Business - BSB40215				✓	✓					5 TERMS 40 - 44 weeks
Diploma of Business - BSB50215							✓	✓		6 TERMS 52 weeks

### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes

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## CERTIFICATE IV IN BUSINESS

BSBCMM401	MAKE A PRESENTATION
BSBCUS401	COORDINATE IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES
BSBCUS402	ADDRESS CUSTOMER NEEDS
BSBCUS403	IMPLEMENT CUSTOMER SERVICE STANDARDS
BSBINN301	PROMOTE INNOVATION IN A TEAM ENVIRONMENT
BSBLE401	DEVELOP TEAMS AND INDIVIDUALS
BSBMKG413	PROMOTE PRODUCTS AND SERVICES
BSBPMG522	UNDERTAKE PROJECT WORK
BSBWRT401	WRITE COMPLEX DOCUMENTS
BSBWHS401	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS TO MEET LEGISLATIVE REQUIREMENTS

## DIPLOMA OF BUSINESS

BSBADM502	MANAGE MEETINGS
BSBHRM513	MANAGE WORKFORCE PLANNING
BSBHRM501	MANAGE HUMAN RESOURCE SERVICES
BSBSUS501	DEVELOP WORKPLACE POLICY AND PROCEDURES FOR SUSTAINABILITY
BSBRISK501	MANAGE RISK
BSBWOR501	MANAGE PERSONAL WORK PRIORITIES AND PROFESSIONAL DEVELOPMENT
BSBHRM506	MANAGE RECRUITMENT, SELECTION AND INDUCTION PROCESSES
BSBMKG502	ESTABLISH AND ADJUST THE MARKETING MIX

## WHAT WILL I LEARN?

As a student of Certificate IV in Business, you will learn wide-ranging skills to launch a successful career in Business in an English speaking country. You can then progress to our Diploma course to gain high level skills such as practical expertise across HR, marketing, risk management policies and operations to advance your career in business or administration. Your new skills will be valuable as you build your own startup or assist the growth of existing business.

Students **jobs** Central

A job searching platform that focuses on jobs that you can confidently apply to as international students.

**WHO IS THIS COURSE FOR?** Business is ideal for students who would like to learn to prepare and deliver an effective and professional presentation. Students will be able to coordinate and implement customer focused projects and develop relationships to grow their business. This course will teach students to develop leadership and project planning skills to help their business.



## CAREER OUTCOMES

**ADMINISTRATOR, OFFICE COORDINATOR, PROJECT OFFICER,  
BUSINESS DEVELOPMENT MANAGER, OFFICE MANAGER OR PROGRAM COORDINATOR**

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## CERTIFICATE IV

Course Code: BSB40215 - CRICOS Code: 088285K

This course helps students to develop skills across a range of areas including: customer service, financial administration and business communication to achieve success in a leadership position.

## DIPLOMA

Course Code: BSB51918 - CRICOS Code: 098725G

This course will take you to a new level in developing advanced aspects of leadership and management including how to plan, organise, implement and monitor the success of teams within an organisation.

## ADVANCED DIPLOMA

Course Code: BSB61015 - CRICOS Code: 097921A

The Advanced Diploma of Leadership and Management provides you with the knowledge and initiative to lead your company, your business or your team from the front, and guide them to success. Learn how to recruit, train and manage your teams with success and confidence.

### KEY HIGHLIGHTS



#### Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



#### Career Kickstart

Perfect if you are fresh out of college or looking to fast-track and reboot your career path. You will learn key skills to apply in the workplace and accelerate your progress.



#### Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our programs offer students industry internship placement opportunities.

### TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate IV in Leadership & Management - BSB42015				✓	✓		✓			5 TERMS 40 - 44 weeks
Diploma of Leadership & Management - BSB51918		✓		✓			✓	✓	✓	6 TERMS 52 weeks
Advanced Diploma of Leadership & Management - BSB61015							✓	✓		6 TERMS 52 weeks

#### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

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Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes

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## CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT

BSBLDR401	COMMUNICATE EFFECTIVELY AS A WORKPLACE LEADER
BSBLDR402	LEAD EFFECTIVE WORKPLACE RELATIONSHIPS
BSBLDR403	LEAD TEAM EFFECTIVENESS
BSBMGT402	IMPLEMENT OPERATIONAL PLAN
BSBINN301	PROMOTE INNOVATION IN A TEAM ENVIRONMENT
BSBMGT403	IMPLEMENT CONTINUOUS IMPROVEMENT
BSBWS401	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS TO MEET LEGISLATIVE REQUIREMENTS
BSBWOR404	DEVELOP WORK PRIORITIES
BSBCMM401	MAKE A PRESENTATION
BSBCUS401	COORDINATE IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES
BSBLED401	DEVELOP TEAMS AND INDIVIDUALS
BSBMKG413	PROMOTE PRODUCTS AND SERVICES

## DIPLOMA OF LEADERSHIP AND MANAGEMENT

BSBLDR511	DEVELOP AND USE EMOTIONAL INTELLIGENCE
BSBMGT517	MANAGE OPERATIONAL PLAN
BSBLDR502	LEAD AND MANAGE EFFECTIVE WORKPLACE RELATIONSHIPS
BSBWOR502	LEAD AND MANAGE TEAM EFFECTIVENESS
BSBCUS501	MANAGE QUALITY CUSTOMER SERVICE
BSBHRM405	SUPPORT THE RECRUITMENT, SELECTION AND INDUCTION OF STAFF
BSBPMG522	UNDERTAKE PROJECT WORK
BSBRISK501	MANAGE RISK
BSBWOR501	MANAGE PERSONAL WORK PRIORITIES AND PROFESSIONAL DEVELOPMENT
BSBADM502	MANAGE MEETINGS
BSBHRM512	DEVELOP AND MANAGE PERFORMANCE MANAGEMENT PROCESSES
BSBHRM513	MANAGE WORKFORCE PLANNING

## ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

BSBFIM601	MANAGE FINANCES (CORE)
BSBINN601	LEAD AND MANAGE ORGANISATIONAL CHANGE (CORE)
BSBMGT605	PROVIDE LEADERSHIP ACROSS THE ORGANISATION (CORE)
BSBMGT617	DEVELOP AND IMPLEMENT A BUSINESS PLAN (CORE)
BSBDIV601	DEVELOP AND IMPLEMENT DIVERSITY POLICY
BSBMGT608	MANAGE INNOVATION AND CONTINUOUS IMPROVEMENT
BSBMGT615	CONTRIBUTE TO ORGANISATION DEVELOPMENT
BSBMGT616	DEVELOP AND IMPLEMENT STRATEGIC PLANS
BSBMKG609	DEVELOP A MARKETING PLAN
BSBMGT619	IDENTIFY AND IMPLEMENT BUSINESS INNOVATION
BSBHRM602	MANAGE HUMAN RESOURCES STRATEGIC PLANNING
BSBRISK501	MANAGE RISK

## WHAT WILL I LEARN?

You will learn to motivate, mentor and coach high performing teams. You will also be taught effective communication and how to work with many types of people. You will become an effective leader and be able to work seamlessly with other departments and stakeholders. You will be an expert at prioritising the needs of the company and how to get the very best out of your resources.

**WHO IS THIS COURSE FOR?** Leadership and Management is an ideal course choice for students that want to learn the skills and expertise required to achieve success in roles involving management and leadership responsibilities.

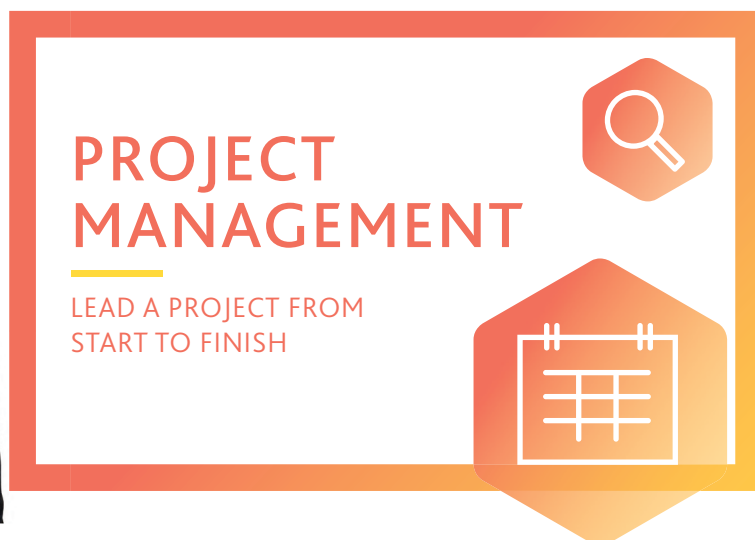
Students will learn and practice a wide range of skills and develop abilities that will enable them to thrive in larger companies and organisations.



## CAREER OUTCOMES

**SALES MANAGER, OPERATIONAL COORDINATOR, TEAM LEADER, OPERATIONS MANAGER, SMALL BUSINESS MANAGER/OWNER, SENIOR MANAGEMENT**

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## CERTIFICATE IV

Course Code: BSB41515 - CRICOS Code: 092142B

Gain valuable knowledge and skills to manage a range of projects across a range of industries, all taught using real-world case studies and projects. Learn the processes behind developing efficient and systematic ways to delivering projects on time and on budget.

## DIPLOMA

Course Code: BSB51415 - CRICOS Code: 092143A

Develop the knowledge and skills to effectively lead a project through from start to finish - including all aspects of a project from budget setting and tracking progress to managing development, controlling communication and managing human resources.

## ADVANCED DIPLOMA

Course Code: BSB61218 - CRICOS Code: 098971E

This course will provide students with a solid foundation in Program Management across a range of industry contexts. Individuals at this level use initiative and judgement to direct, plan and lead a range of program functions.

## KEY HIGHLIGHTS



### Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



### Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our programs offer students industry internship placement opportunities.



### Pathway to a career

Transition from Certificate IV to Diploma and finally the Advanced Diploma to lead you into your career as a high level Program and Project Manager.



### Program vs. Project

A program is defined as a set of interrelated projects, each of which has a Project Manager. A 'program' of projects refers to a number of related projects managed by the same person.

## TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Certificate IV in Project Management Practice - BSB41515			✓	✓ <sup>1</sup>	✓	✓				5 TERMS 40 - 44 weeks
Diploma of Project Management - BSB51415		✓	✓	✓	✓	✓		✓	✓	6 TERMS 52 weeks
Advanced Diploma of Program Management - BSB61218					✓			✓	✓	6 TERMS 52 weeks

### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

1- From March 2020

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes

Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes

Full Day timetables will consist of 1 full day session – either Friday all day or Saturday (08:30–19:30) + Skill classes

A final timetable will be allocated to the student in their orientation pack prior to their commencement (at least 2 weeks before the Orientation Day).



## CERTIFICATE IV OF PROJECT MANAGEMENT

BSBPMG409	APPLY PROJECT SCOPE MANAGEMENT TECHNIQUES
BSBPMG410	APPLY PROJECT TIME MANAGEMENT TECHNIQUES
BSBPMG411	APPLY PROJECT QUALITY MANAGEMENT TECHNIQUE
BSBPMG412	APPLY PROJECT COST-MANAGEMENT TECHNIQUES
BSBPMG413	APPLY PROJECT HUMAN RESOURCES MANAGEMENT APPROACHES
BSBPMG414	APPLY PROJECT INFORMATION MANAGEMENT AND COMMUNICATIONS TECHNIQUES
BSBPMG415	APPLY PROJECT RISK-MANAGEMENT TECHNIQUES
BSBADM405	ORGANISE MEETINGS
BSBWHS401	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS TO MEET LEGISLATIVE REQUIREMENTS

## DIPLOMA OF PROJECT MANAGEMENT

BSBPMG511	MANAGE PROJECT SCOPE
BSBPMG512	MANAGE PROJECT TIME
BSBPMG513	MANAGE PROJECT QUALITY
BSBPMG514	MANAGE PROJECT COST
BSBPMG515	MANAGE PROJECT HUMAN RESOURCES
BSBPMG516	MANAGE PROJECT INFORMATION AND COMMUNICATION
BSBPMG517	MANAGE PROJECT RISK
BSBPMG521	MANAGE PROJECT INTEGRATION
BSBINN502	BUILD AND SUSTAIN AN INNOVATIVE WORK ENVIRONMENT
BSBMGT516	FACILITATE CONTINUOUS IMPROVEMENT
BSBSUS501	DEVELOP WORKPLACE POLICY AND PROCEDURES FOR SUSTAINABILITY
BSBWOR502	LEAD AND MANAGE TEAM EFFECTIVENESS

## ADVANCED DIPLOMA OF PROGRAM MANAGEMENT

BSBPMG610	ENABLE PROGRAM EXECUTION (CORE)
BSBPMG621	FACILITATE STAKEHOLDER ENGAGEMENT (CORE)
BSBPMG622	IMPLEMENT PROGRAM GOVERNANCE (CORE)
BSBPMG623	MANAGE BENEFITS (CORE)
BSBPMG614	ENGAGE IN COLLABORATIVE ALLIANCES
BSBPMG615	MANAGE PROGRAM DELIVERY
BSBPMG616	MANAGE PROGRAM RISK
BSBPMG617	PROVIDE LEADERSHIP FOR THE PROGRAM
BSBINN601	LEAD AND MANAGE ORGANISATIONAL CHANGE
BSBMGT608	MANAGE INNOVATION AND CONTINUOUS IMPROVEMENT
BSBLDR511	DEVELOP AND USE EMOTIONAL INTELLIGENCE
BSBMGT520	PLAN AND MANAGE THE FLEXIBLE WORKFORCE

■ Prerequisite: Diploma of Project Management or two years of relevant work experience.

## WHAT WILL I LEARN?

You will learn to control the scope of a project by identifying objectives and outcomes. You will become adept at scheduling, budget management and planning all areas of your project. You will learn how to liaise with internal and external stakeholders to ensure success. You will learn complex plus diverse methods for improvement along the project lifecycle. You will learn additional complex techniques as you progress to the Advanced Diploma.

**WHO IS THIS COURSE FOR?** Project Management is ideal for those looking to diversify their current skillset, or to launch a career. Being able to apply Project Management skills in the workplace will enable students to become more effective and efficient.

For those wanting to succeed as a Project Manager, these courses are vital. Students will cover a wide range of skills that will set them apart from their peers.



## CAREER OUTCOMES

**PROJECT ADMINISTRATOR, QUALITY OFFICER, BUSINESS OPERATOR, CONTRACT OFFICER, PROJECT MANAGER, PROJECT MANAGER, PROJECT LEADER, PROJECT TEAM LEADER, PROJECT CONTRACT MANAGER, PROGRAM MANAGER, SENIOR PROJECT MANAGER, PROGRAM LEADER, PROGRAM COORDINATOR**

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## DIPLOMA OF EVENT MANAGEMENT

TAKE A STEP INTO YOUR DREAM  
CAREER IN EVENTS

## DIPLOMA

Course Code: SIT50316 - CRICOS Code: 097920B

Develop the industry knowledge and know-how to become an expert Event Manager. Learn the core practical skills and technical insights and add this to your creative instincts and intuition to plan and host incredible events and make your mark on the industry. Learn from experienced industry trainers and become an expert in your field.

### CERT IV

- Business
- Project Management

### DIPLOMA OF EVENT MANAGEMENT

## KEY HIGHLIGHTS



### Industry Engagement

We offer students the chance to engage with, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



### Practical Experience

Through our expert trainers and real-life case study approach, our graduates are job-ready faster. Our programs offer students industry internship placement opportunities.



### Career Kickstart

Perfect if you are fresh out of college or looking to fast-track and reboot your career path. You will learn key skills to apply in the workplace and accelerate your progress.

## TIMETABLE

COURSES	DAY			EVENING			FULL DAY			DURATION
	SYD	MELB	N. SYD	SYD	MELB	N. SYD	SYD	MELB	N. SYD	
Diploma of Event Management - SIT50316	✓						✓			6 TERMS 52 weeks

### ■ TIMETABLES ARE SUBJECT TO AVAILABILITY

Day Timetables will consist of 2 morning sessions – either Mon & Thurs or Tue & Wed (8:30–13:30) + Skill classes

Evening timetables will consist of 2 evening sessions – either Mon & Thurs or Tue & Wed (16:00–21:00) + Skill classes

Full Day timetables will consist of 1 full day session – either Friday all day or Saturday (08:30–19:30) + Skill classes

A final timetable will be allocated to the student in their orientation pack prior to their commencement (at least 2 weeks before the Orientation Day).



## DIPLOMA OF EVENT MANAGEMENT

SITEEVT001	SOURCE AND USE INFORMATION ON THE EVENTS INDUSTRY (CORE)
SITEEVT003	COORDINATE ON-SITE EVENT REGISTRATIONS (CORE)
SITEEVT008	MANAGE EVENT STAGING COMPONENTS (CORE)
SITEEVT010	MANAGE ON-SITE EVENT OPERATIONS (CORE)
SITXCCS007	ENHANCE CUSTOMER SERVICE EXPERIENCES (CORE)
SITXFIN003	MANAGE FINANCES WITHIN A BUDGET (CORE)
SITXHRM003	LEAD AND MANAGE PEOPLE (CORE)
SITXMGT001	MONITOR WORK OPERATIONS (CORE)
SITXMGT002	ESTABLISH AND CONDUCT BUSINESS RELATIONSHIPS (CORE)
SITXMGT003	MANAGE PROJECTS (CORE)
SITXWHS002	IDENTIFY HAZARDS, ASSESS AND CONTROL SAFETY RISKS (CORE)
SITEEVT005	PLAN IN-HOUSE EVENTS OR FUNCTIONS
SITEEVT006	DEVELOP CONFERENCE PROGRAMS
SITEEVT007	SELECT EVENT VENUES AND SITES
CUAFOH504	MANAGE FRONT OF HOUSE SERVICES
SITXHRM004	RECRUIT, SELECT AND INDUCT STAFF
SITXHRM006	MONITOR STAFF PERFORMANCE
SITXMPR004	COORDINATE MARKETING ACTIVITIES
SITXMPR006	OBTAIN AND MANAGE SPONSORSHIP
SITXMPR008	PREPARE AND PRESENT PROPOSALS

## WHAT WILL I LEARN?

You will learn how to prepare and plan your event proposals and how best to pitch them to your clients. You will discover how to book the ideal venue for each event, ensuring that you are able to showcase your clients in the perfect setting. The course will also guide you in how to recruit and build your own dream team to staff your event. You will also learn elements of marketing, sponsorship, operations, budgets and how to maximise customer service experience.

Students **jobs** Central

A job searching platform that focuses on jobs that you can confidently apply to as international students.

**WHO IS THIS COURSE FOR?** The Diploma of Event Management is the perfect choice for students who want to begin or further a career in tourism and travel, hospitality, sport, cultural, and community sectors.

This course will provide the practical and industry skills for students to be successful in the Events Industry. Students will learn how to select the perfect venue, how to obtain event sponsorship and how to assess and minimise risk. Students will also develop skills to market their events and how to prepare and plan event proposals.



## CAREER OUTCOMES

**EVENT PLANNER, EVENT COORDINATOR, EVENT OR EXHIBITION PLANNER, EVENT SALES COORDINATOR, FUNCTION COORDINATOR, STAGING COORDINATOR, VENUE MANAGER, CONFERENCE COORDINATOR, ONSITE EVENTS MANAGER, IN-HOUSE EVENTS MANAGER, EVENTS PROJECT TEAM LEADER AND MORE**

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Become an expert in

## DIGITAL MARKETING

and be awarded a Diploma of Business (BSB50215)

Australia's first vocational Diploma of Business to specialise in Digital Marketing.

Join a practical, hands-on course that will arm you with the knowledge and skills to design, implement and optimise powerful end-to-end Digital Marketing strategies. Become an expert in a fast moving and highly sought after industry.

On successful completion of this course you will be awarded the Diploma of Business (BSB50215) by the Academy of Information Technology (RTO 90511; CRICOS 02155J), delivering under the brand of Left Bank.



## Price: \$7,200

+ \$250 enrolment fee (non-refundable)



### English Packages (minimum 4 weeks)

- CoE Deposit \$250 Onshore | \$500 Offshore
- Enrolment fee waived at both institutions

### Course subjects

Introduction to Digital Marketing and Marketing Philosophies  
Email Marketing  
Content Marketing  
Social Media Marketing  
Search Engine Optimisation  
Digital Advertising  
Data Driven Marketing  
MarTech & Automation

*Units of Competency for subjects on reverse*

### Intake Dates

16 March 2020  
06 July 2020  
26 October 2020

22 March 2021  
12 July 2021  
1 November 2021

21 March 2022  
11 July 2022  
21 October 2022

### Campus Locations

Melbourne CBD, Sydney CBD

### Course Duration

42 Weeks of study delivered over 48 Weeks

### Timetable

8:30am - 3:00pm two days a week  
3:30pm - 9:30pm two days a week\*  
\*Sydney only

### Delivery Method

70% on campus / 30% online

### Nationally Recognised and Accredited

Yes

### Pathway

Upon the successful completion of this Diploma, students may be eligible to enter directly into the second year of a Bachelor of Business at Torrens University

### Equipment

BYO Laptop

### English Language Proficiency (International Students)

English language requirements IELTS 5.5 no band less than 5.0



[theleftbank.edu.au/campus](http://theleftbank.edu.au/campus)



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## 53% OF MARKETERS ARE CONCERNED ABOUT A DIGITAL SKILLS SHORTAGE IN THE INDUSTRY<sup>1</sup>

## Get #FutureReady

### Why Digital Marketing is the Right Career Path

1. Become an in-demand professional, earning more than your peers in an industry where jobs outnumber the supply of qualified Digital Marketers.
2. Embrace the flexibility of the 'laptop lifestyle' with the option of working remotely as a Digital Marketing consultant.
3. Study the entire Digital Marketing mix to open up a wealth of different career paths to choose from, with roles including:
  - Digital Marketing Manager
  - Social Media Manager
  - Digital Advertising Manager
  - Digital Content Manager
  - Digital Strategist



Left Bank is a brand of Academy of Information Technology; RTO 90511, PRV12005, CRICOS 02155J.

### Units of Competency delivered in this course:

BSBMKG502, BSBWRT501,  
BSBMKG510, BSBMKG537,  
BSBMKG535, BSBADV507,  
BSBMKG501, BSBINM501.

More details on our website.  
Terms & Conditions Apply.

### 6 Reasons You Should Study With Left Bank



#### Study EVERY aspect of Digital Marketing

The most comprehensive and industry relevant Digital Marketing course, designed to give you a holistic view of the entire Digital Marketing landscape.

Topics include: SEO, Digital Advertising, Social Media, Content Marketing and much more.



#### Get certified

Deepen your understanding of Digital Marketing with a platform certification you are passionate about - including Google Ads, Google Analytics, HubSpot, Hootsuite, and YouTube (choose up to two).

*These are optional and not required to be awarded your Diploma.*



#### Get Invaluable work experience

Put theory into practice throughout the course with our Client-Connect program.

You'll work on real projects for real clients and gain invaluable work experience.



#### Pathway to Bachelors

Upon the successful completion of this Diploma, you may be eligible to enter directly into the second year of a Bachelor of Business at Torrens University.



#### Graduate with your own website demonstrating your portfolio

As the course progresses we'll help you build an online portfolio of your own Digital Marketing work that addresses real client briefs, which you can show to prospective employers.



#### Learn from industry experts

1:1 mentorship, and career coaching all delivered by industry experts who have held senior Digital Marketing roles at global brands including MTV, Virgin, and Sony.



**GREENWICH**  
Management College



**GREENWICH**  
Management College



**Greenwich Management College**  
**Greenwich English College Pty Ltd**  
ABN 31 114 584940 CRICOS Provider Code 02672K RTO 91153

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**North Sydney Campus**  
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**Melbourne Campus**  
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Greenwich English College PTY LTD also trades as  
Greenwich Management College