



# Bridge Business College

Course Guide 2020

*Find your way  
at Bridge*

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## Find your way at Bridge

Bridge is a unique college and I know that you are unique as well.

Success comes from the skills that all of us possess but many of us rarely use: curiosity, belief in yourself, resilience, problem solving, creativity and the ability to communicate effectively. With these skills you will land on your feet every time... I guarantee it.

When I reflect on my own life experience, the quality that has stood me in good stead is the ability to accept and adapt to change as it occurs. In my youth I travelled the world and Australia and, despite many close calls and hair raising experiences, was never without a meal or a bed – learning how to be resilient has given me the confidence to know that I was always going to succeed.

In my working life I have never been unemployed. My commitment to the job at hand and curiosity to learn from my boss, to understand the workings of their business has always led to promotion. I was the person who could be relied on.

Workers and entrepreneurs now need to be lifelong learners. With the pace of technological change in our modern world we need to rapidly acquire new knowledge in small doses more often. The days of one lumpy course of study that takes many years to complete are now long gone.

At Bridge, as well as our catalogue of nationally accredited training qualifications, we have over 10,000 courses via our partnership with Linked In. Our programs will provide you with the hard knowledge you need to understand the world of work and the soft skills that allow you to negotiate change and win over the people you are likely to meet. The best thing of all is that we design a learning pathway that matches your interests and ability.

Our programs are designed to deliver a return on your investment which means a job now and confidence for a lifetime.  
The team at Bridge and I look forward to working with you in the future.

  
Kiaran Green  
Principal



## Welcome to BRIDGE BUSINESS COLLEGE



### Location

Study business in a corporate setting. Located inside the Sydney Start-Up Hub, above Wynyard station. It's only a 5 minute walk to Barangaroo, the Sydney Harbour Bridge and the Sydney Opera House



### Skills focused

Bridge focuses on real world skills. Combining hard knowledge with professional communication and negotiating skills



### Flexible programs

With a combination of accredited programs and a library of short courses we tailor-make a learning pathway to suit your ability and interests.



### Work placement

Our industry partners will welcome qualified students into their workplace to gain real work experience.



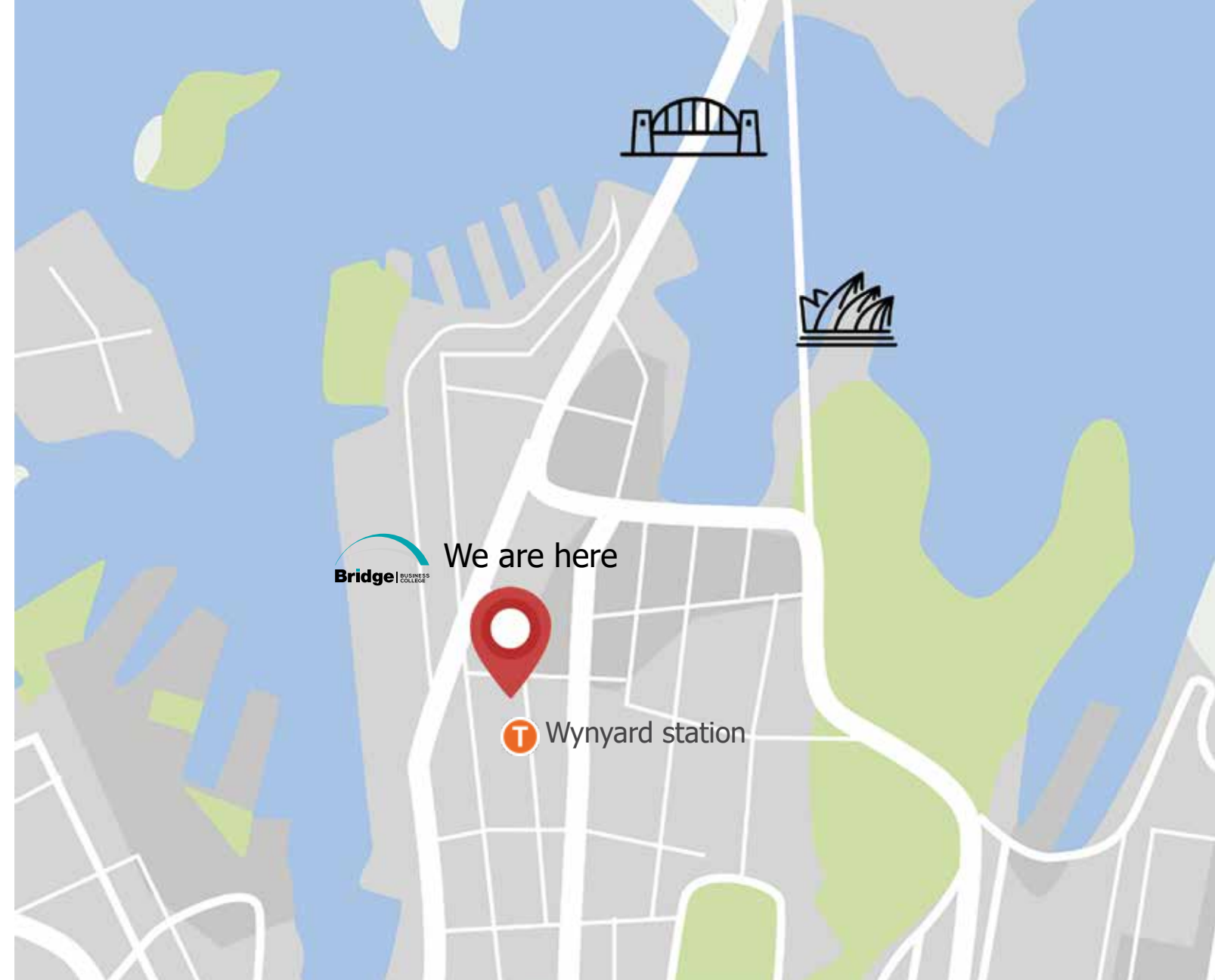
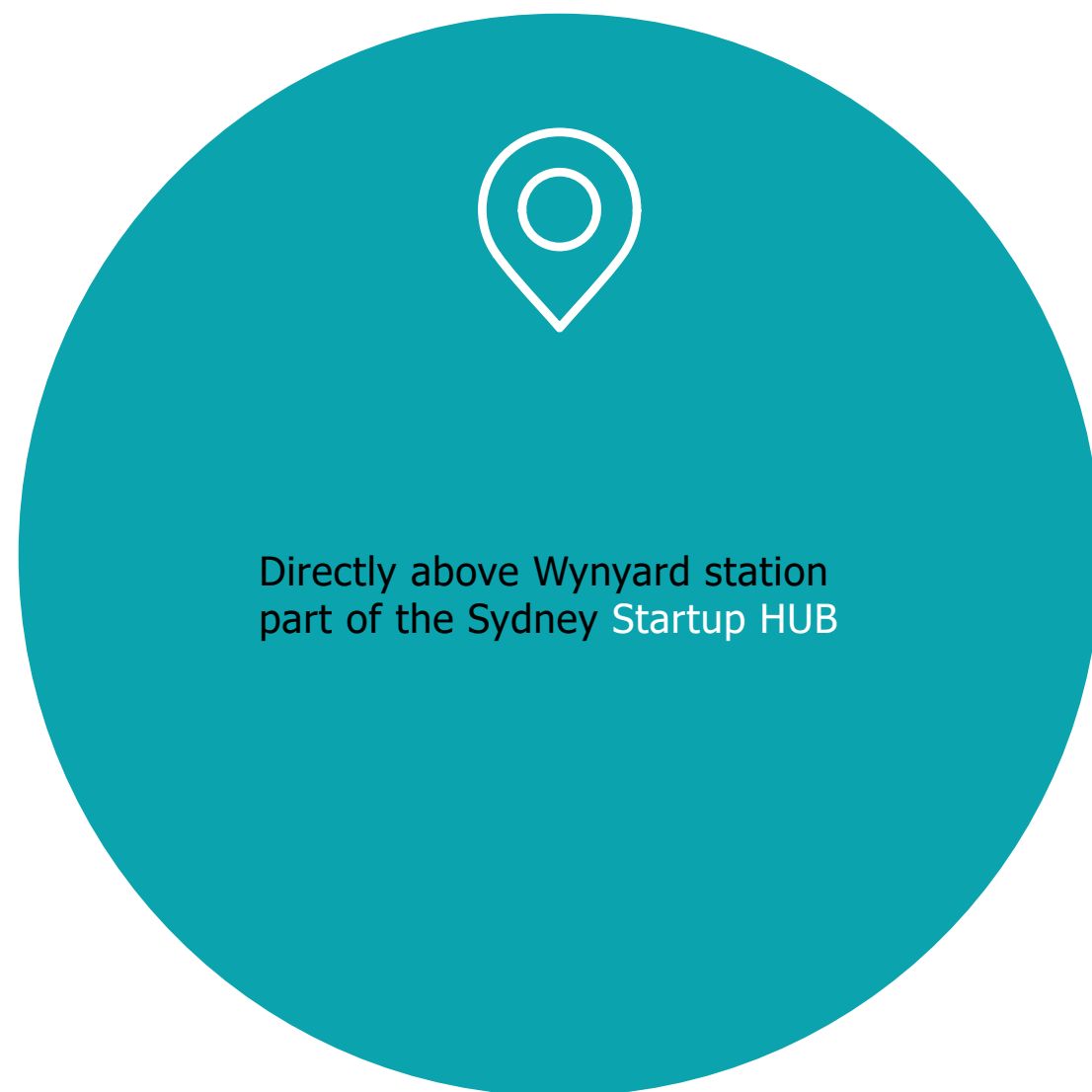
### Career support

Our commitment to you is to support you until such time as you are employed.



### Australian-owned

Established in 1991, Bridge is one of Sydney's largest and longest running fully accredited Vocational Education Training (VET) providers.  
ISO 9001:2015 quality certified, RTO 90451



Bridge is located at 11 York Street in the heart of Sydney's CBD - inside the Sydney Start-Up Hub. We are directly above Wynyard train station providing easy, convenient access for all.







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I use what I learn in the class in my current job as a visual merchandiser. The trainer also helped me prepare for interviews and the Australian workforce. Studying at BBC is awesome, you really feel like you are a part of the Bridge family.

Susana  
Diploma of Business



Bridge occupies 4 levels of expansive, innovative learning environments, from open space to traditional classrooms and computer labs accessible to all. With views overlooking parks and the harbour, the learning environment at Bridge is versatile and uplifting, creating a productive atmosphere for all type of learners.

# Our programs tailored to your needs

## VET Programs



### Business

(BSB - Business Services Training Package)

Certificate II - 4 terms (24 weeks)  
Certificate III - 8 terms (48 weeks)  
Certificate IV - 4 terms (24 weeks)  
Diploma - 8 terms (48 weeks)  
Advanced Diploma - 12 terms (72 weeks)

### Marketing & Communication

(BSB - Business Services Training Package)

Certificate IV - 8 terms (48 weeks)  
Diploma - 8 terms (48 weeks)  
Advanced Diploma - 12 terms (72 weeks)

### Leadership & Management

(BSB - Business Services Training Package)

Certificate IV - 8 terms (48 weeks)  
Diploma - 8 terms (48 weeks)  
Advanced Diploma - 12 terms (72 weeks)

### Human Resources

(BSB - Business Services Training Package)

Certificate IV - 5 terms (30 weeks)  
Diploma - 8 terms (48 weeks)  
Advanced Diploma - 12 terms (72 weeks)

### Accounting

(FNS - Financial Services Training Package)

Certificate II - 4 terms (24 weeks)  
Certificate III - 8 terms (48 weeks)  
Certificate IV - 8 terms (48 weeks)  
Diploma - 8 terms (48 weeks)

### Travel and Tourism

(SIT - Tourism, Travel and Hospitality Training Package)

Certificate III - 10 terms (60 weeks)  
Diploma - 12 terms (72 weeks)

## LinkedIn Learning Resource Library



Bridge supplements our classroom learning experience with integration to LinkedIn Learning library. All of our students get full access to the LinkedIn Learning portal, an on-demand library of high-quality instructional videos covering a vast range of software, business and creative skills.

### Learn from industry experts

With more than 10,000 courses taught by industry experts - and more added every week - LinkedIn Learning is designed for all level of learners, and it's available 24/7 from the Bridge Business College Blended learning management system [BLMS].

### Experience learning tailored to you

LinkedIn contents are mapped to our courses, which means you will be directed to relevant content via our blended learning management system.

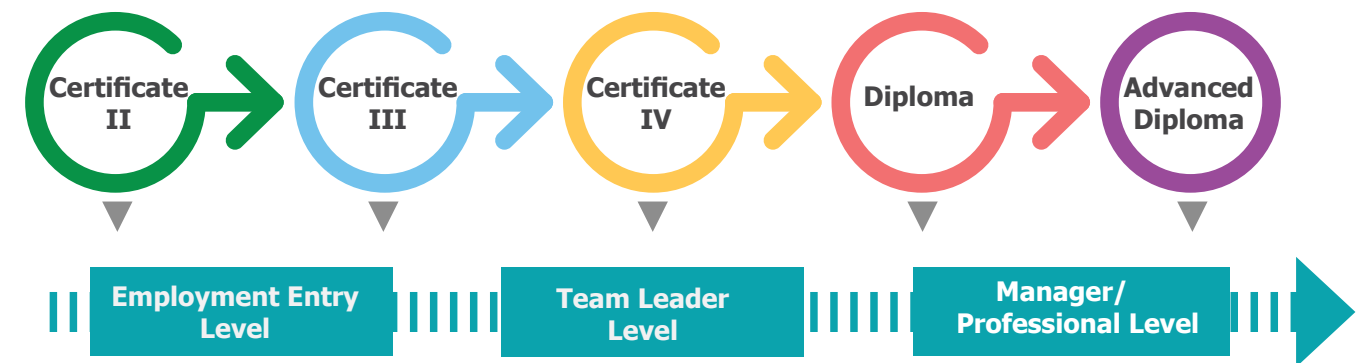
### Suits your schedule

You can access LinkedIn Learning courses from our BLMS on any device - anytime and anywhere.



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Enter and exit at the level that matches your goals.



You can select and study more than one Vocational course to develop and upgrade your skills and obtain multiple qualifications.

\* Sample packages

- **Global Professional** (1 year program)  
Certificate IV in Business + Certificate IV in HR
- **Global Manager** (1.5 year program)  
Certificate IV in Business + Diploma of Business
- **Global Executive** (2.5 year program)  
Certificate IV in Marketing & Communication + Diploma of Marketing & Communication  
+ Advanced Diploma of Marketing & Communication

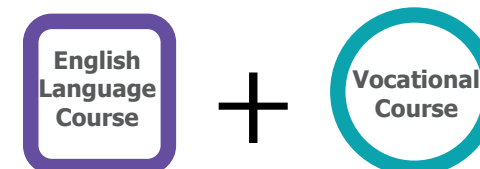


For International Students



## English Course + Vocational Course Package Program

You can combine English Language Courses with Vocational Courses.



\* Sample packages

- **Global Manager** (2 year program)  
4 month English  
+ Certificate IV in Human Resources  
+ Diploma of Human Resources




BSB20115  
Certificate II in Business

The qualification reflects the role of individuals in a variety of junior administrative positions who perform a range of mainly routine tasks using limited practical skills and fundamental operational knowledge in a defined context. Individuals in these roles generally work under direct supervision.

**Duration: 4 terms (24 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 086773K



**Entry Requirements:**

**Academic (Preferred):**

- Certificate I in Business or other relevant qualification
- Completed Year 10 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent

OR

- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Career Outcomes

- Administration Assistant
- Clerical worker
- Data entry operator
- Information desk clerk
- Receptionist

Get started



Program

Workplace Safety Procedures

Contribute to health and safety of self and others (BSBWH5201)

In this module, students will learn all aspects of workplace safety including: the difference between hazards and risks and the process of hazard identification and risk reduction. Students will then be able to explain emergency procedures for fires be able to define the meaning of commonly used hazard signs and safety symbols as well as duty holder responsibilities.

Work Experience

Work effectively with others (BSBWOR203)

Organise and complete daily work activities (BSBWOR202)

Process and maintain workplace information (BSBINM201)

Work effectively in a business environment (BSBIND201)

In this module students will learn about working in the Australian business environment by understanding employee and employer rights and responsibilities. Students will also be introduced to basic Human Resources by understanding the organisational chart and roles and responsibilities of staff.

Technology, Design and Sustainability

Build simple websites using commercial programs (ICTWEB302)

Use business technology (BSBWOR204)

Identify and use basic current industry specific technologies (ICTICT211)

Participate in environmentally sustainable work practices (BSBSUS201)

In this module students will design a website for a business using web authoring tools to create, modify and test simple web pages. Students will create a site map, drop down menus as well as linking their website to other social media applications. When finished, students will have a ready to use website fit for small and medium size business. This module also covers the efficient use of resources including reducing the negative environmental impact of work practices.

Innovation and Social Media

Contribute to workplace innovation (BSBINN201)

Use social media tools for collaboration and engagement (ICTWEB201)

Manage personal stress in the workplace (BSBWOR201)

Communicate in the workplace (BSBCMM201)

In this module you will learn to set up and use Facebook for a business as well as designing advertisements and messages using graphics software. Students will have fun initiating social networking interaction. In the second part of this module students will look at recognising the symptoms of stress in the workplace and learn methods of stress management.

Career Skills and Business Software

Plan skills development (BSBLED101)

Produce digital text documents (BSBITU211)

Create and use spreadsheets (BSBITU212)

Use digital technologies to communicate remotely (BSBITU213)

In this module students will develop the skills and knowledge of career planning and skills development in preparation for working in a range of jobs, this module also covers the resume writing, cover letter writing using word processing applications as well as interview techniques in preparation for your important career job interviews. The second part of this module students will learn how to use spreadsheets and managing email.



Note: Further course and study information is available on your orientation day.

BSB30115  
Certificate III in Business

The qualification reflects the varied roles of individuals across different industry sectors who apply a broad range of competencies using some discretion, judgment and relevant theoretical knowledge. They may provide technical advice and support to a team.

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 086810K



**Entry Requirements:**

**Academic (preferred):**

- Certificate II in Business or other relevant qualification
- Completed Year 10 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Get skilled and get a job

Career Outcomes

- Customer Service Adviser
- Data Entry Operator
- Word Processing Operator
- Payroll Officer



Program

Customer Experience

Process Customer Complaints (BSBCMM301)	In this module students will practice the communication skills used to establish rapport and build relationships with customers. Students will also learn how to handle formal and informal negative feedback and complaints from customers.
Deliver and monitor a service to customers (BSBCUS301 )	

Workplace Information

Organise workplace information (BSBINM301)	In this module students will learn to manage and maintain the organisation's knowledge management and document management systems. This involves the management of work processes and digital data and documents.
Organise personal work priorities and development (BSBWOR301)	

Small Business Startup

Identify suitability for micro business (BSBSMB201)	In this module students will develop their own small business ideas. Students will learn how to conduct a competitor analysis, identify gaps in the market and complete a basic business plan and budget. Students will then consider how to describe, sell and distribute their product or service.
Recommend products and services (BSBPRO301)	

Professional Document Design

Design and produce business documents (BSBITU306)	Designing and producing documents is a highly sought after skill essential in many job roles. In this module, students will be introduced to the basic principles of design and document layout to then produce a range of business documents.
Produce desktop published documents (BSBITU309)	

Workplace Learning

Contribute to team effectiveness (BSBFLM312)	Students working in teams, develop a presentation on the benefits of work-place learning to the individual to develop their own skill set and the flow on effect to the organisation. Students will also assess each other roles during the course of the modules and use peer feedback to develop their own learning plan.
Support a workplace learning environment (BSBFLM311)	

Intellectual Property and Management Systems

Utilise a knowledge management system (BSBINM302)	Knowledge is power. This module covers two important areas of business governance, the protection and lawful use of Intellectual Property for your organisation and the strategies, methods and techniques used by to collect, organise, store and retrieve organisational information.
Comply with organisational requirements for protections and use of intellectual property (BSBIPR301)	

Diversity in Australia

Work effectively with diversity (BSBDIV301)	This unit recognizes diversity in the Australia Workplace in relation to gender, culture and other personal characteristics, this module also covers how we should recognize and respond to individual difference. The second part of the unit looks specifically at Australia's indigenous Culture and includes a field trip.
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Creative Thinking

Develop and extend critical and creative thinking skills (BSBCRT301)	Think outside the square....In this module, students will develop the habit of thinking in a more creative way by looking at things differently, musing, testing, experimenting and challenging existing thought patterns. Students will then learn how to present their ideas using presentation software.
Create electronic presentations (BSBITU312)	

WHS Legislation

Apply knowledge of WHS legislation in the workplace (BSBWHS302)	In this module students will learn the skills and knowledge required to implement and monitor an organisation's work health and safety (WHS) policies, procedures and programs in the relevant work area in order to meet legislative requirements.
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Note: Further course and study information is available on your orientation day.



BSB40215  
Certificate IV in Business

The qualification reflects the role of individuals in a variety of junior administrative positions who perform a range of mainly routine tasks using limited practical skills and fundamental operational knowledge in a defined context. Individuals in these roles generally work under direct supervision.

Duration: 4 terms (24 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 086887M



Entry Requirements:

- Academic (preferred):
- Certificate III in Business or other relevant qualification
  - Completed Year 11 or overseas equivalent

English:

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Career Outcomes

- Administrator
- Project Officer

Develop leadership skills



Program

WHS Policies and Procedures

Implement and monitor WHS policies, procedures and programs to meet legislative requirements (BSBWH5401)

This module describes the performance outcomes, skills and knowledge required to implement and monitor the organisation’s work health and safety (WHS) policies and programs. Students will learn the ‘hierarchy of hazard’ control as a system used in industry to minimise or eliminate exposure to hazards.

Digital Solutions

Make a presentation (BSBCMM401)

Write complex documents (BSBWRT401)

Apply digital solutions to work processes (BSBMGT407)

Going digital...This module describes the skills and knowledge required to introduce and integrate digital technologies into common management practice. Using a business scenario, the student as business consultant undertakes a review of business needs, makes recommendations by selecting the appropriate social or digital technologies.

Business Development

Organise meetings (BSBADM405)

Develop Product Knowledge (BSBPRO401)

Create a digital technology plan for small business (BSBSMB423)

This module describes the skills and knowledge required to develop a plan to install digital technologies to develop business goals. Using a step by step approach students identify target market needs, assess competitors online strengths to finally identify potential opportunities. Students then use digital tools to develop these new opportunities. This is a module ideal for small or medium size business.

Innovation

Promote innovation in a team environment (BSBINN301)

Develop teams and individuals (BSBLED401)

Establish networks (BSBREL401)

In this module, students will use innovative work place scenarios to practice the skills and knowledge required to be an active member of an innovative ideas team. Students will also learn to develop and maintain effective work relationships and networks through communication and negotiation skills.

Introduction to Marketing

Undertake marketing activities (BSBMKG414)

Promote products and services (BSBMKG413)

Profile the market (BSBMKG401)

This module describes the skills and knowledge required to plan, implement and manage basic marketing and promotional activities. Students will also learn how to profile a target market or market segments and to develop market positioning strategies.

Note: Further course and study information is available on your orientation day.

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*My studies gave me a keen interest in business. I especially liked the regular workshops that BBC offered to all students for free. They gave us valuable insights and skills and made sure we kept up to date with cutting edge trends.*



*Kazu, Certificate IV in Business*



This qualification would apply to individuals with various job titles including executive officers, program consultants and program coordinators. Individuals in these roles may possess substantial experience in range of settings, but seek to further develop their skills across a wide range of business functions. Conversely, it may also apply to those with little or no vocational experience, but who possess sound theoretical skills and knowledge that they would like to develop in order to create further educational and employment opportunities.

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 087151K



**Entry Requirements:**

**Academic (preferred):**

- Certificate IV in Business or other relevant qualification
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Career Outcomes

- Executive Officer
- Program Consultant
- Program Coordinator

Fast-track your career



Program

Recruitment and Workforce Planning

Manage recruitment, selection and induction processes (BSBHRM506)	In this module, students will describe the skills and knowledge required to determine the future human resource needs of the organisation. By reviewing data on staff behaviour and characteristics as well as other factors that might affect workforce supply, students will develop strategies to retain and train staff, as well as strategies to recruit, select and induct staff.
Manage workforce planning (BSBHRM513)	

Marketing Mix

Establish and adjust the marketing mix (BSBMKG502)	In this module students will learn the skills and knowledge required to determine the best marketing mix for a business through analysis of interrelated marketing components such as product pricing, promotion, distribution strategies, customer service and much more. This is a fundamental marketing subject and very important for all students with an interest in marketing.
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Market Research Project

Plan market research (BSBMKG506)	Making the right decision means having all the facts and this means doing your research. In this module, students learn how to plan market research. By identifying research needs, developing objectives and identifying data gathering approaches, students will develop a market research plan. Students will then learn how to develop a project plan, administer and monitor project progress through to finalisation.
Undertake project work (BSBPMG522)	

Marketing Opportunities

Identify and evaluate marketing opportunities (BSBMKG501)	This module describes the skills and knowledge required to identify, evaluate and take advantage of new and exciting marketing opportunities. Students analyse market trends and characteristics and assess the commercial viability of the new opportunities. Students also assess how the current business operation would be effected by the change.
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Customer Service Strategies

Coordinate implementation of customer service strategies (BSBCUS401)	This module describes the process required to identify the needs and priorities of the organisation in delivering a quality service to customers. It includes service delivery, providing advice as well as dealing with customer feedback and complaints and monitoring client satisfaction levels.
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Pay and Perks

Manage remuneration and employee benefits (BSBHRM505)	This module describes the skills and knowledge required to implement an organisation's remuneration and benefit plans. It incorporates salary packaging, salary benchmarking, market rate reviews, bonuses and the legislative aspects of remuneration and employee benefits. Students will also gain knowledge of the Australian Awards system.
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Manage Risk

Manage risk (BSBRSK501)	Managing risk is critical for businesses to effectively cope with unforeseen disasters. In this module, students will learn the key elements of current risk management standards. These elements include possible risks that may occur, what risk mitigation strategies can be used and the various stakeholders who will be involved.
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Manage Employee Relations

Manage employee relations (BSBWRK520)	This module describes the skills and knowledge required to manage employee and industrial relations matters within an organisation. It involves assessing possible employee relations risks and the development of policies, plans and objectives. This module also covers conflict resolution and negotiation.
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Note: Further course and study information is available on your orientation day.

BSB60215  
Advanced Diploma of Business

This qualification reflects the role of individuals with significant expertise in either specialised or broad areas of skills and knowledge who are seeking to further develop expertise across a range of business functions. The qualification is suited to the needs of individuals who possess significant theoretical business skills and knowledge that they like to develop in order to create further educational or employment opportunities.

**Duration: 12 terms (72 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 087462F



**Entry Requirements:**

**Academic :**

- Diploma of Business or other relevant qualification
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Be an executive

Career Outcomes

- Senior Executive
- Senior Administrator

Program

HR Strategic Planning

Manage human resources strategic planning (BSBHRM602)

In advanced economies the delivery of services is overtaking the role of manufacturing and primary industry activities. The management of talented people is key. In this module students will learn the skills and knowledge required to develop, implement and maintain a strategic approach to managing human resources, ensuring that the organisation has the structure and staff to meet current and future business objectives.

Organisational Change

Lead and manage organisational change (BSBINN601)

The world is constantly changing, organisations must develop the skills to be aware of the changing world and how they affect business operations. In this module students will learn the skills and knowledge required to understand change requirements and opportunities; and to develop, implement and evaluate change management strategies.

Organisation Development

Contribute to organisation development (BSBMGT615)

Organisations must continue to develop to remain viable. Students will learn the skills and knowledge required to contribute to the creation of an organisation development plan which ensures that the organisation will become more effective over time in achieving its goals. Students will also learn theories of organisational behaviour and aspects of organisation culture.

Manage the Marketing Process

Manage the marketing process (BSBMKG603)

Students will learn to strategically manage the marketing process and marketing personnel within an organisation. This includes integration of marketing, promotional and sales activities as well as monitoring results against marketing objectives. Students will also learn about allocating roles, responsibilities and accountabilities of staff and contractors involved in the marketing effort.

Develop and Implement a Business Plan

Develop and implement a business plan (BSBMGT617)

A plan is like a map and without a plan you may get lost. This module describes the skills and knowledge required to run a business operation and covers the steps required to develop and implement a business plan. Students will develop their understanding of the business vision, mission, values, objectives, goals, competitors, financial targets, management arrangements, marketing approaches and strategic, business and operational plans.

Develop a Marketing Plan

Develop a marketing plan (BSBMKG609)

Students will learn to research, develop and present a marketing plan for an organisation. Students will also develop the strategies that underpin the plan as well as the detailed tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible.

Manage Market Research

Manage market research (BSBMKG607)

This module describes the skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation. This module includes the principles of market research, starting with the development of a hypothesis, collecting data using qualitative and quantitative methods, data processing, data analysis and finally presenting a report on research findings.

Organisational Leadership

Provide leadership across the organisation (BSBMGT605)

Students will learn the skills and knowledge required to demonstrate senior leadership behaviour and personal and professional competence. Business ethics are also addressed in this module. Students will debate and discuss a leader's role in inspiring and motivating others to achieve organisational goals and to model professionalism in their organisation and industry. Leadership is seen in the context of the organisational mission.

Execute an Advertising Campaign

Execute an advertising campaign (BSBADV604)

This module describes the skills and knowledge required to coordinate and monitor an advertising campaign, including developing an implementing strategy, negotiating media contracts and monitoring the campaign. Students will analyse the creative brief, confirm the media plan, and finally execute the plan.

Develop an Advertising Campaign

Develop an advertising campaign (BSBADV602)

This module describes the skills and knowledge required to develop an advertising campaign in response to an advertising brief, including clarifying and defining campaign objectives, preparing the advertising budget, and scheduling. Students will also learn the principles of effective advertising.

Evaluate Campaign Effectiveness

Evaluate campaign effectiveness (BSBADV605)

This module describes the skills and knowledge required to develop and implement a campaign evaluation strategy to determine whether advertising objectives have been achieved. The evaluation will include all elements of the advertising campaign such as copy content, creative execution and effectiveness of the finished advertisement.

Manage Advertising Production

Manage advertising production (BSBADV603)

This module describes the skills and knowledge required to manage the advertising production of electronic and print advertising. It includes planning and directing the advertising production process, evaluating and selecting suppliers, and evaluating the final production of the advertisement according to the creative brief.

Note: Further course and study information is available on your orientation day.

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The College gave me the opportunity to mould myself to be a competitive individual for my future goals in life as a businessman, equipping me with the best fundamentals the college has to offer.

Dan, Diploma of Business



This qualification reflects the role of individuals who work in a range of support positions in human resources management. In smaller companies they may work across all human resources functional areas and in larger companies they may be assigned responsibilities in units of business areas focused on discrete human resources functions, such as remuneration, workforce planning or human resources information systems.

Duration: 5 terms (30 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 087055K



Entry Requirements:

Academic (preferred):

- Certificate III in Business or other relevant qualification
- Completed Year 11 or overseas equivalent

English:

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Pursue a career  
in human resources

Career Outcomes

- HR Assistant
- HR Coordinator
- HR Administrator
- Executive Personal Assistant



Program

HR Functions

Review human resources functions (BSBHRM404)

Write complex documents (BSBWRT401)

Students will undertake research that supports work across a range of human resource functional areas. The functional areas under research will include recruitment, orientation, employee relations and training and development. Students will then draft a report and present their conclusions.

WHS Policies and Procedures

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

This module describes the performance outcomes, skills and knowledge required to implement and monitor the organisation's work health and safety (WHS) policies, procedures and programs. Students will learn the 'Hierarchy of Hazard' control as a system used in industry to minimise or eliminate exposure to hazards.

Workplace Relations

Support employee and industrial relations procedures (BSBWRK411)

Lead effective workplace relationships (BSBLDR402)

This module describes the skills and knowledge required to communicate and implement industrial relations policies and procedures to effectively represent organisations and employees. This module also covers strategies to facilitate feedback from stakeholders and strengthen relationships. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members.

People Performance

Support performance-management processes (BSBHRM403)

Develop teams and Individuals (BSBLED401)

This module describes the implementation of a performance management system and to facilitate employee performance. Students will learn the principles of the performance management system and their contribution to organisational objectives. Students will also learn how to determine individual and team development needs.

Recruitment

Support the recruitment, selection and induction of staff (BSBHRM405)

Manage the recruitment process for client organisations (BSBEMS404)

Develop and implement strategies to source and access candidates (BSBEMS402)

This module describes the skills and knowledge required to conduct recruitment and selection practices to fit with other human resources functions. Students will learn how to undertake a job analysis, provide advice on salary, conditions and other legislative requirements, write position descriptions, source candidates, conduct interviews, make the final selection and advise all candidates of the outcome of their interview.

Note: Further course and study information is available on your orientation day.



*I have chosen Bridge because they offer a variety of workshops, it gives me an opportunity to gain more practical skills. I am very happy with my college and am excited for my time with Bridge.*

*Valeria, Diploma of Human Resources*



This qualification reflects the role of individuals working in a variety of roles within human resources sector, which have a sound theoretical knowledge base in human resources management and demonstrate a range of managerial skills to ensure that human resources functions are effectively conducted in an organisation or business area. Typically they would have responsibility for the work of other staff.

Duration: 8 terms (48 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 098680E



Entry Requirements:

- Academic (preferred):**
- Certificate IV in Human Resources or other relevant qualification
  - Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Lead a human resource  
department

Career Outcomes

- HR Consultant
- Executive Personal Assistant
- HR Manager
- Senior HR officer



Program

Recruitment and Workforce Planning

Manage recruitment, selection and induction processes (BSBHRM506)

Manage workforce planning (BSBHRM513)

In this module, students will describe the skills and knowledge required to determine the future human resource needs of the organisation. By reviewing data on the characteristics of staff behaviour as well as other factors that might affect workforce supply, students will develop strategies to retain and train staff, as well as strategies to recruit, select and induct staff.

Pay and Perks

Manage remuneration and employee benefits (BSBHRM505)

This module describes the skills and knowledge required to implement an organisation's remuneration and benefit plans. It incorporates salary packaging, salary benchmarking, market rate reviews, bonuses and the legislative aspects of remuneration and employee benefits. Students will also gain knowledge of the Australian Awards system.

Performance Management

Develop and manage performance-management processes (BSBHRM512)

Manage people performance (BSBMGT502)

This module describes the skills and knowledge required to develop an effective performance management process within the organisation. Students will also learn how to measure performance and how to provide staff development options including individual or group learning strategies to manage performance issues and how to lawfully manage poor staff performance.

Manage Risk

Manage risk (BSBRISK501)

Managing risk is critical for businesses to effectively cope with potential disasters. In this module, students acquire the skills and knowledge to identify risks, analyse those risks and then select and implement treatments for the risks. Students will then be able to manage risks across an organisation or for a specific business module.

WHS Policies and Procedures

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

In this module students will learn the skills and knowledge required to implement and monitor an organisation's work health and safety (WHS) policies, procedures and programs in the relevant work area in order to meet legislative requirements.

Manage Employee Relations

Manage employee relations (BSBWRK520)

This module describes the skills and knowledge required to manage employee and industrial relations matters within an organisation. It involves assessing possible employee relations risks and the development of policies, plans and objectives. This module also covers conflict resolution and negotiation.

Human Resource Services

Manage human resources services (BSBHRM501)

This module describes the skills and knowledge required to plan, manage and evaluate delivery of human resource services either internally or through an external service provider. Students will familiarize themselves with basic contract management and service level agreements.

Note: Further course and study information is available on your orientation day.



Back home I used to work in Human Resources department and with this course in BBC has helped to improve my knowledge. Also, I am so glad that experience I have had in BBC doing my internship where I had the opportunity to develop a Linked-In workshop. I really recommend Bridge Business College for who are looking to develop and learn new skills.

Veronica from Brazil, Diploma of HR Management




BSB60915  
Advanced Diploma of  
Management (Human Resources)

This qualification reflects the role of individuals working as human resources directors, strategists and national regional or global human resources managers. They provide leadership and strategic direction in the human resources activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be highly specialised or broad within the human resources field. These individuals are often accountable for group outcomes and for the overall performance of the human resources function of an organisation.

**Duration: 12 terms (72 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 087602K



**Entry Requirements:**

**Academic :**

- Diploma in Human Resources or other relevant qualification
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Become a leader

**Career outcomes**

- Human Resources Director
- Human Resources Strategist

Program

Diversity Policy

Develop and implement diversity policy (BSBDIV601)	In this module students will learn the skills and knowledge required to understand diversity and its importance to organisational activity. Students will also learn to draft, plan and implement a diversity policy. Students will debate and discuss issues around different cultures, ethnicity or religions, multiple generations (boomers, X, Y...) and other forms of diversity in the workforce.
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HR Strategic Planning

Manage human resources strategic planning (BSBHRM602)	In advanced economies the delivery of services is overtaking the role of manufacturing and primary industry activities. The management of talented people is key. In this module students will learn the skills and knowledge required to develop, implement and maintain a strategic approach to managing human resources, ensuring that the organisation has the structure and staff to meet current and future business objectives.
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Organisational Change

Lead and manage organisational change (BSBINN601)	The world is constantly changing, organisations must develop the skills to be aware of the changing world and how they affect business operations. In this module students will learn the skills and knowledge required to understand change requirements and opportunities; and to develop, implement and evaluate change management strategies.
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Organisational Leadership

Provide leadership across the organisation (BSBMGT605)	Students will learn the skills and knowledge required to demonstrate senior leadership behaviour and personal and professional competence. Business ethics are also addressed in this module. Students will debate and discuss a leader's role in inspiring and motivating others to achieve organisational goals and to model professionalism in their organisation and industry. Leadership is seen in the context of the organisational mission.
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Organisation Development

Contribute to organisation development (BSBMGT615)	Organisations must continue to develop to remain viable. Students will learn the skills and knowledge required to contribute to the creation of an organisation development plan which ensures that the organisation will become more effective over time in achieving its goals. Students will also learn theories of organisational behaviour and aspects of organisation culture.
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Strategic Plans

Develop and implement strategic plans (BSBMGT616)	This module describes the skills and knowledge required to establish the strategic direction of the organisation, this subject also explains how to sustain competitive advantage and enhance competitiveness. It covers analysis and interpretation of commercial markets, capability assessment of the organisation and analysis of the organisation's existing and potential competitors and allies.
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Develop and Implement a Business Plan

Develop and implement a business plan (BSBMGT617)	A plan is like a map and without a plan you may get lost. This module describes the skills and knowledge required to run a business operation and covers the steps required to develop and implement a business plan. Students will develop their understanding of the business vision, mission, values, objectives, goals, competitors, financial targets, management arrangements, marketing approaches and strategic, business and operational plans.
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Manage Market Research

Manage market research (BSBMKG607)	This module describes the skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation. This module includes the principles of market research, starting with the development of a hypothesis, collecting data using qualitative and quantitative methods, data processing, data analysis and finally presenting a report on research findings.
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Develop an Advertising Campaign

Develop an advertising campaign (BSBADV602)	This module describes the skills and knowledge required to develop an advertising campaign in response to an advertising brief, including clarifying and defining campaign objectives, preparing the advertising budget, and scheduling. Students will also learn the principles of effective advertising.
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Evaluate Campaign Effectiveness

Evaluate campaign effectiveness (BSBADV605)	This module describes the skills and knowledge required to develop and implement a campaign evaluation strategy to determine whether advertising objectives have been achieved. The evaluation will include all elements of the advertising campaign such as copy content, creative execution and effectiveness of the finished advertisement.
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Develop a Marketing Plan

Develop a marketing plan (BSBMKG609)	Students will learn to research, develop and present a marketing plan for an organisation. Students will also develop the strategies that underpin the plan as well as the detailed tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible.
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Manage Advertising Production



Manage advertising production (BSBADV603)	This module describes the skills and knowledge required to manage the advertising production of electronic and print advertising. It includes planning and directing the advertising production process, evaluating and selecting suppliers, and evaluating the final production of the advertisement according to the creative brief.
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Note: Further course and study information is available on your orientation day.

The Certificate IV in Marketing and Communications will introduce students to the world of digital marketing. This program will equip enterprising entrepreneurs with the skills required to set up and run a successful online business. Students looking for a career in the corporate sector will receive a solid foundation to successfully apply for entry level positions in the digital marketing and communications industry.

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 094138D



**Entry Requirements:**

**Academic :**

- Completed Year 11 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Specialise in digital marketing

**Career Outcomes**

- Direct Marketing Officer
- Market Research Assistant
- Marketing Coordinator
- Marketing Officer
- Public Relations Officer



“ Back in the UK I am a professional hairstylist with a dream of opening my own salon. I believe the certificate IV in Marketing will help develop my skills and business knowledge to enable me to do so!

Charlie from UK, Certificate IV in Marketing and Communication

Program

Introduction to the Marketing and Communication

Develop and apply knowledge of marketing communication industry (BSBMKG418)	Marketing and Communications has changed dramatically, enabled by technology and social media tools, the Advertising, Public Relations and Marketing industries have ceased being separate and have come together (converged) to become the Marketing and Communications industry. This module looks at the industry and the employment opportunities and future trends.
Apply marketing communication across a convergent industry (BSBMKG417)	

Brainstorm and Create Ideas

Articulate, present and debate ideas (BSBCRT401)	In this module students are provided with a scenario where they must provide a digital solution to a workplace problem. After applying some brainstorming methods, students present a workplace proposition. In this module students will also use graphical software to create digital files for storage.
Make a presentation (BSBCMM401)	
Apply digital solutions to work processes (BSBMGT407)	

Product Knowledge

Develop product knowledge (BSBPRO401)	This module will provide students with the knowledge to start their own e-business. Students search the internet for marketing opportunities to buy and sell in an e-business environment such as Amazon or Gumtree. While searching, students identify product purpose, key features, strengths and weaknesses. Students will also consider their market and their buyer profile.
Write complex documents (BSBWRT401)	

Public Relations

Develop public relations campaigns (BSBPUB402)	This module will provide students with the skills and knowledge required to develop and conduct a public relations campaign and be aware of the methods used to evaluate its effectiveness. Students will identify and agree upon communication objectives and messages and even design and write communication documents.
Develop public relations documents (BSBPUB403)	

Customer Service Strategies

Coordinate implementation of customer service strategies (BSBCUS401)	Students will be required to advise, carry out and evaluate customer service strategies. Students will learn how to assess customer needs, identify potential obstacles to service delivery and develop options for improved service. Students will also learn how to implement these strategies within the workplace.
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Media Buying

Review advertising media options (BSBADV408)	Students undertake research into the various advertising media options available and critique the strengths and weaknesses of each. Students will then prepare a media schedule, a budget, book advertising time and space, and lodge advertisements. The schedule will include the distribution the number, size/length and placement/timing of all advertising collateral.
Schedule advertisements (BSBADV404)	

Promotional Activities

Promote products and services (BSBMKG413)	In this module students will learn basic marketing and promotional activities. It is a foundation module covering general and basic marketing and promotional activities. Students will engage in activities where they are required to profile a target market or market segments, analyse consumer behaviour in accordance with a marketing plan and to develop market positioning strategies.
Undertake marketing activities (BSBMKG414)	

Workplace Relationships

Lead effective workplace relationships (BSBLDR402)	This is a lesson in leadership, this module defines the skills knowledge and outcomes required to promote team cohesion. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members. Students are made aware of social and ethical business standards and their use in building and maintaining effective relationships.
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Note: Further course and study information is available on your orientation day.



# Marketing and Communication

## BSB52415 Diploma of Marketing and Communication

This qualification reflects the role of individuals working in a variety of marketing roles across different industry sectors which possess a sound theoretical knowledge base and demonstrate a range of managerial skills. Typically they would have responsibility for the work of other staff and lead teams in conducting marketing campaigns.

### Duration: 8 terms (48 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 094141J



### Entry Requirements:

- Academic :**
- Have completed all core units in Certificate IV in Marketing and Communication (BSB42415)
  - Completed Year 12 or overseas equivalent

### English:

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Lead the marketing department

### Career Outcomes

- Marketing Manager
- Marketing Team Leader
- Product Manager
- Public Relations Manager



## Program

### Market Research Project

Plan market research (BSBMKG506)

Undertake project work (BSBPMG522)

In this module, students will learn the skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data gathering approaches and developing a market research plan. Students then apply these techniques into developing a project using project management methodology.

### Marketing Trends

Interpret market trends and development (BSBMKG507)

This module describes the skills and knowledge required to conduct an analysis of market data in order to interpret future market trends and developments to prepare business forecasts. The information assists in developing an organisation's marketing plan and to determine the current or potential future success of marketing strategies.

### Digital Marketing

Plan direct marketing activities (BSBMKG508)

Plan e-marketing communications (BSBMKG510)

Plan social media engagement (BSBMKG527)

Plan measurement of marketing effectiveness (BSBMKG522)

This module focuses on digital marketing. Firstly, you will learn about the types of direct marketing approaches that can be successfully implemented in the digital marketing environment. The next step is developing a website with the right content components to capture your audience. Then, you will compare the numerous social media networks and see how these can be utilised to engage your target audience. No marketing activity can escape the rationale of being assessed against expected results. Accordingly, this module concludes by measuring the effectiveness of marketing activities using a range of marketing metrics. You will gain an overview of the most commonly used metrics that are applicable to different marketing tools and techniques. Based on a scenario, we will undertake a practical test selecting those metrics most suitable for the chosen mix of digital activities.

### Plan Marketing Communication and Media

Design and develop an integrated marketing communication plan (BSBMKG523)

Develop a media plan (BSBADV507)

This module describes the skills and knowledge required to evaluate a range of marketing and media communication options for a media plan. Students compile a marketing communication brief according to their client needs and then design an integrated marketing communication plan.

### Create an Advertising Campaign

Develop an advertising campaign (BSBADV602)

Create mass print media advertisements (BSBADV509)

Create mass electronic media advertisements (BSBADV510)

This module describes the skills and knowledge required to develop an advertising campaign. Based on the advertising brief, students define the campaign objectives, prepare the advertising budget and schedule the media plan. Students prepare artwork for print media advertisements as well as radio, TV, cinema, internet and other e-marketing options....get your creative on.

### Australian Marketing Institute (AMI) Endorsed Program

**Mentor** – One on one with a trainer or small working groups

**Portfolio** – Students are guided to produce a professional portfolio, designed for successful job interview outcomes.

**Enterprise Skills** – Covers many technical and knowledge skills including most workplace IT packages, sales techniques, finance and productivity enhancement.

**3 Months Internship** – Your internship place is organised.


**AMI Student Membership** – Job Hub & networking events

Note: Further course and study information is available on your orientation day.

This qualification reflects the role of individuals working as marketing directors, marketing strategists and national, regional or global marketing managers. Individuals in these positions provide leadership and strategic direction in the marketing activities of an organisation. They analyse, design and execute judgments using wide-ranging technical, creative, conceptual and managerial competencies. Their knowledge base may be highly specialised or broad within the marketing field. These individuals are often accountable for group outcomes and for the overall performance of the marketing function of an organisation.

**Duration: 12 terms (72 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 094139C



**Entry Requirements:**

**Academic :**

- Completed all core units in Diploma of Marketing and Communication (BSB52415)
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Be an executive

Career Outcomes

- Marketing Director
- Marketing Strategist
- National, Regional or Global Marketing Manager

Program

Diversity Policy

Develop and implement diversity policy (BSBDIV601)	In this module students will learn the skills and knowledge required to understand diversity and its importance to organisational activity. Students will also learn to draft, plan and implement a diversity policy. Students will debate and discuss issues around different cultures, ethnicity or religions, multiple generations (boomers, X, Y..) and other forms of diversity in the workforce.
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HR Strategic Planning

Manage human resources strategic planning (BSBHRM602)	In advanced economies the delivery of services is overtaking the role of manufacturing and primary industry activities. The management of talented people is key. In this module students will learn the skills and knowledge required to develop, implement and maintain a strategic approach to managing human resources, ensuring that the organisation has the structure and staff to meet current and future business objectives.
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Organisational Change

Lead and manage organisational change (BSBINN601)	The world is constantly changing, organisations must develop the skills to be aware of the changing world and how they affect business operations. In this module students will learn the skills and knowledge required to understand change requirements and opportunities; and to develop, implement and evaluate change management strategies.
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Organisational Leadership

Provide leadership across the organisation (BSBMGT605)	Students will learn the skills and knowledge required to demonstrate senior leadership behaviour and personal and professional competence. Business ethics are also addressed in this module. Students will debate and discuss a leader's role in inspiring and motivating others to achieve organisational goals and to model professionalism in their organisation and industry. Leadership is seen in the context of the organisational mission.
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Organisation Development

Contribute to organisation development (BSBMGT615)	Organisations must continue to develop to remain viable. Students will learn the skills and knowledge required to contribute to the creation of an organisation development plan which ensures that the organisation will become more effective over time in achieving its goals. Students will also learn theories of organisational behaviour and aspects of organisation culture.
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Strategic Plans

Develop and implement strategic plans (BSBMGT616)	This module describes the skills and knowledge required to establish the strategic direction of the organisation, this subject also explains how to sustain competitive advantage and enhance competitiveness. It covers analysis and interpretation of commercial markets, capability assessment of the organisation and analysis of the organisation's existing and potential competitors and allies.
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Develop and Implement a Business Plan

Develop and implement a business plan (BSBMGT617)	A plan is like a map and without a plan you may get lost. This module describes the skills and knowledge required to run a business operation and covers the steps required to develop and implement a business plan. Students will develop their understanding of the business vision, mission, values, objectives, goals, competitors, financial targets, management arrangements, marketing approaches and strategic, business and operational plans.
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Manage Market Research

Manage market research (BSBMKG607)	This module describes the skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation. This module includes the principles of market research, starting with the development of a hypothesis, collecting data using qualitative and quantitative methods, data processing, data analysis and finally presenting a report on research findings.
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Develop an Advertising Campaign

Develop an advertising campaign (BSBADV602)	This module describes the skills and knowledge required to develop an advertising campaign in response to an advertising brief, including clarifying and defining campaign objectives, preparing the advertising budget, and scheduling. Students will also learn the principles of effective advertising.
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Evaluate Campaign Effectiveness

Evaluate campaign effectiveness (BSBADV605)	This module describes the skills and knowledge required to develop and implement a campaign evaluation strategy to determine whether advertising objectives have been achieved. The evaluation will include all elements of the advertising campaign such as copy content, creative execution and effectiveness of the finished advertisement.
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Develop a Marketing Plan

Develop a marketing plan (BSBMKG609)	Students will learn to research, develop and present a marketing plan for an organisation. Students will also develop the strategies that underpin the plan as well as the detailed tactics to implement each marketing strategy in terms of scheduling, costing, accountabilities and persons responsible.
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Manage Advertising Production

Manage advertising production (BSBADV603)	This module describes the skills and knowledge required to manage the advertising production of electronic and print advertising. It includes planning and directing the advertising production process, evaluating and selecting suppliers, and evaluating the final production of the advertisement according to the creative brief.
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Manage the Marketing Process

Manage the marketing process (BSBMKG603)	Students will learn to strategically manage the marketing process and marketing personnel within an organisation. This includes integration of marketing, promotional and sales activities as well as monitoring results against marketing objectives. Students will also learn about allocating roles, responsibilities and accountabilities of staff and contractors involved in the marketing effort.
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Execute an Advertising Campaign

Execute an advertising campaign (BSBADV604)	This module describes the skills and knowledge required to coordinate and monitor an advertising campaign, including developing an implementing strategy, negotiating media contracts and monitoring the campaign. Students will analyse the creative brief, confirm the media plan, and finally execute the plan.
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Originate and Develop Concepts

Originate and develop concepts (BSBCRT501)	This module requires that you use your imagination to originate and develop concepts for products, programs, processes or services to an operational level. Students use a range of creative thinking techniques to generate innovative and creative concepts to address client needs. Students work with other students to further refine and critique each other ideas.
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Note: Further course and study information is available on your orientation day.



This qualification reflects the role of individuals working as developing and emerging leaders and managers in a range of enterprise and industry contexts. As well as assuming responsibility for their own performance, individuals at this level provide leadership, guidance and support to others. They also have some responsibility for organising and monitoring the output of their team. They apply solutions to a defined range of predictable and unpredictable problems, and analyse and evaluate information from a variety of sources.

Duration: 8 terms (48 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0101643



Entry Requirements:

Academic (preferred):

- Certificate III in Business or other relevant qualification
- Completed Year 11 or overseas equivalent

English:

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Develop leadership skills

Career Outcomes

- Team Leader
- Production Supervisor
- Sales Team Manager
- Coordinator (Business Operations)

Program

Being a Leader

Communicate effectively as a workplace leader (BSBLDR401)

Implement operational plan (BSBMGT402)

This module describes the skills and knowledge required to communicate effectively as a workplace leader, including understanding the context, choosing methods of communication and follow up to suit the audience, and how to implement the operational plan by monitoring and adjusting operational performance, planning and acquiring resources and providing reports on performance as required

Leading the Team

Lead effective workplace relationships (BSBLDR402)

Lead team effectiveness (BSBLDR403)

This module defines skills, knowledge and outcomes required to use leadership to promote team cohesion. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members as well as how to plan and supervise the performance of the team and develop team cohesion.

Implementing your Plan

Implement continuous improvement (BSBMGT403)

Develop work priorities (BSBWOR404)

This module covers the organisation's continuous improvement systems and processes. It covers systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements. How to monitor and obtain feedback on own work performance and access learning opportunities for professional development.

Diversity in the Workplace

Mentor in the workplace (TAEDEL404)

Lead a diverse workforce (BSBLDR404)

This module describes the skills and knowledge required to establish and develop a professional mentoring relationship with an individual in a workplace. We also look at the behaviours, skills and knowledge required to lead a diverse workforce. It covers identifying, analysing and engaging with a diverse workforce to maximise the benefit of diversity to the organisation.

Identify and Manage Risk

Identify risk and apply risk management processes (BSBRISK401)

This module describes the skills and knowledge required to identify risks and to apply established risk management processes to a defined area of operations that are within the responsibilities and obligations of the role.

Promote Innovation

Promote innovation in a team environment (BSBINN301)

Develop teams and individuals (BSBLED401)

This module describes the skills and knowledge required to be an effective and proactive member of an innovative team. This module also describes the skills and knowledge required to determine individual and team development needs and to facilitate the development of the workgroup.

Managing Your Clients

Coordinate implementation of customer service strategies (BSBCUS401)

Address customer needs (BSBCUS402)

This module describes the skills and knowledge required to advise, carry out and evaluate customer service strategies as well as how to manage an ongoing relationship with a customer over a period of time. This includes helping customers articulate their needs and managing networks to ensure customer needs are addressed.

Business Networks

Build client relationships and business networks (BSBREL402)

Establish networks (BSBREL401)

This unit describes the skills and knowledge required to establish, maintain and improve client relationships and to actively participate in networks to support attainment of key business outcomes. We also cover the skills to develop and maintain effective work relationships and networks required by workers within an organisation as well as freelance or contract workers.

WHS Policies and Procedures

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

In this module students will learn the skills and knowledge required to implement and monitor an organisation's work health and safety (WHS) policies, procedures and programs in the relevant work area in order to meet legislative requirements.

Note: Further course and study information is available on your orientation day.

This qualification reflects the role of individuals who apply knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts. Individuals at this level display initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. They use communication skills to support individuals and teams to meet organisational or enterprise requirements. They plan, design, apply and evaluate solutions to unpredictable problems, and identify, analyse and synthesise information from a variety of sources.

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0101644



**Entry Requirements:**

**Academic (preferred):**

- Certificate IV in Leadership and Management or other relevant qualification
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

## Lead and manage

**Career Outcomes**

- Legal Practice Manager
- Operations Manager
- Corporate Services Manager
- Business Development Manager
- Public Sector Manager

## Program

### Risk Assessment

Manage quality customer service (BSBCUS501)

Manage risk (BSBRSK501)

This module describes the skills and knowledge required to develop strategies to manage organisational systems that ensure products and services are delivered and maintained to standards agreed by the organisation. The module also covers managing risks in a range of contexts across an organisation or for a specific business unit or area in any industry setting.

### Managing Human Resources

Support the recruitment, selection and induction of staff (BSBHRM405)

Manage people performance (BSBMGT502)

This module describes the execution of tasks associated with the recruitment cycle and how recruitment and selection practices fit with other human resources functions such as managing the performance of staff who report to them directly. Development of key result areas and key performance indicators, coupled with regular and timely coaching and feedback.

### Effective Workplace Relationships

Lead and manage effective workplace relationships (BSBLDR502)

Develop and use emotional intelligence (BSBLDR511)

This module describes the skills and knowledge required to lead and manage effective workplace relationships. This module also covers the development and use of emotional intelligence to increase self-awareness, self-management, social awareness and relationship management in the context of the workplace.

### The Learning Organisation

Lead and manage team effectiveness (BSBWOR502)

Manage operational plan (BSBMGT517)

This module describes the skills and knowledge required to lead teams in the workplace and to actively engage with the management of the organisation. The module also covers how to develop and monitor implementation of the operational plan to provide efficient and effective workplace practices within the organisation's productivity and profitability plans.

### Recruitment and Workforce Planning

Manage recruitment, selection and induction processes (BSBHRM506)

Manage workforce planning (BSBHRM513)

This module describes the skills and knowledge required to manage all aspects of recruitment selection and induction processes in accordance with organisational policies and procedures. The requirements to manage planning in relation to an organisation's workforce including researching requirements, developing objectives and strategies, implementing initiatives and monitoring and evaluating trends.

### Manage Workplace Learning

Develop a workplace learning environment (BSBLED501)

Manage meetings (BSBADM502)

This module describes the skills and knowledge required to encourage and support the development of a learning environment in which work and learning come together. This module also describes the skills and knowledge required to manage a range of meetings including meeting preparation processes, chairing meetings, organising and reporting meeting outcomes.

### Professional Development

Manage personal work priorities and professional development (BSBWOR501)

Facilitate continuous improvement (BSBMGT516)

This module describes the skills and knowledge required to lead and manage continuous improvement systems and processes, as well as the analysis of information to monitor and adjust performance strategies. This module also describes the skills and knowledge required to create systems and process to organise information and prioritise tasks.

### Manage Project

Ensure a safe workplace (BSBWHS501)

Undertake project work (BSBPMG522)

This module describes the skills and knowledge required to undertake a project. It covers developing a project plan, administering and monitoring the project, finalising the project and reviewing the project to identify lessons learned for application to future projects. This module also describes the requirements to establish, maintain and evaluate the organisation's work health and safety (WHS) policies, procedures.

Note: Further course and study information is available on your orientation day.



# Leadership and Management

BSB61015

## Advanced Diploma of Leadership and Management

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts. Individuals at this level use initiative and judgement to plan and implement a range of leadership and management functions, with accountability for personal and team outcomes within broad parameters. They use cognitive and communication skills to identify, analyse and synthesise information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.

### Duration: 12 terms (72 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0101645



### Entry Requirements:

#### Academic (preferred):

- Diploma of Leadership and Management or other relevant qualification
- Completed Year 12 or overseas equivalent

#### English:

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

### Career Outcomes

- Business Analyst
- Senior Executive
- Business Development Director
- Department Manager
- Managing Director

*Be a leader*



## Program

### Managing Business and Finance

Manage finances (BSBFIM601)

Develop and implement a business plan (BSBMGT617)

This module describes the skills and knowledge required to undertake budgeting, financial forecasting and reporting for the business unit. It includes contributing to financial bids and estimates, allocating funds, managing budgets and reporting on financial activity. The module also covers requirements to run a business operation and covers the steps required to develop and implement a business plan.

### Leading the Change

Provide leadership across the Organisation (BSBMGT605)

Lead and manage organisational change (BSBINN601)

This module describes the skills and knowledge required to demonstrate senior leadership behaviour and personal and professional competence. Business ethics are also addressed as well as the skills and knowledge required to determine strategic change requirements and opportunities; and to develop, implement and evaluate change management strategies.

### Business Sustainability

Develop workplace policy and procedures for sustainability (BSBSUS501)

Manage risk (BSBRISK501)

This module describes the skills and knowledge required to develop and implement a workplace sustainability policy and to modify the policy to suit changed circumstances. This module also describes skills and knowledge required to manage risks in a range of contexts across an organisation or for a specific business unit or area in any industry setting.

### Execute an Advertising campaign

Execute an Advertising campaign (BSBADV604)

This module describes the skills and knowledge required to coordinate and monitor an advertising campaign, including developing an implementation strategy, negotiating media contracts and monitoring the campaign.

### Organisation Development

Contribute to Organisation development (BSBMGT615)

This module describes the skills and knowledge required to contribute to the creation of an organisation development plan which ensures that the organisation will become more effective over time in achieving its goals.

### Innovation and Development

Manage innovation and continuous improvement (BSBMGT608)

This module describes the skills and knowledge required to sustain and develop an environment in which continuous improvement, innovation and learning are promoted and rewarded.

### HR Strategic Planning

Manage human resources strategic planning (BSBHRM602)

This module describes the skills and knowledge required to develop, implement and maintain a strategic approach to managing human resources in an organisation ensuring that the organisation has the structure and staff to meet current and foreseeable business and performance objectives

### Manage the Marketing Process

Manage the Marketing Process (BSBMKG603)

This module describes the skills and knowledge required to strategically manage the marketing process and marketing personnel within an organisation.

### Diversity Policy

Develop and implement diversity policy (BSBDIV601)

This module describes the skills and knowledge required to research diversity and its importance to organisational activity and to draft, plan and implement diversity policy.

### Develop a Marketing Plan

Develop a marketing plan (BSBMKG609)

This unit describes the skills and knowledge required to research, develop and present a marketing plan for an organisation

### Strategic Plans

Develop and implement strategic plans (BSBMGT616)

This module describes the skills and knowledge required to establish and implement the strategic direction of the organisation, sustain competitive advantage and enhance competitiveness. It covers analysis and interpretation of relevant markets, capability assessment of the organisation and analysis of the organisation's existing and potential competitors and allies.

### Manage Market Research

Manage market research (BSBMKG607)

This module describes the skills and knowledge required to prepare for, manage and evaluate market research projects across an organisation.

Note: Further course and study information is available on your orientation day.

This qualification is intended to meet the financial literacy and basic financial skill needs of Australian Businesses or new entrants wishing to build potential pathways into the industry, particularly through VET programs.

**Duration: 4 terms (24 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 086413A



**Entry Requirements:**

**Academic (preferred):**

- Vocational experience assisting in a range of work settings without a formal qualification
- Completed Year 10 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Get started in a finance career

**Career outcomes**

- Customer Service Trainee
- Sales Clerk
- Administrator



**Program**

**Micro Business and Savings**

Develop and use a savings plan (FNSFLT202)

Identify suitability for micro business (BSBSMB201)

In this module students will develop a small business idea. Students will learn how to conduct a competitor analysis, identify gaps in the market and complete a basic business plan and budget. Students will also conduct a self-assessment to determine what skills they will have to learn to run a successful business.

**Financial Services Industry**

Work effectively in the financial services industry (FNSINC301)

Work effectively with others (BSBWOR203)

Use business technology (BSBWOR204)

In this module students will learn the key features of the financial services industry, the way it operates and the various industry codes of practice. Students will also learn valuable communication techniques, business technology and how to work effectively in a team environment.

**Financial Systems and Taxation**

Develop knowledge of the Australian financial system and markets (FNSFLT205)

Develop knowledge of taxation (FNSFLT206)

In this module students will learn the role of taxation in the Australian economy, including why and how tax is levied and collected, types of taxes paid by business and individuals and its impact on investment choices. This module also describes the financial systems and markets operating in Australia, including identifying the main participants in financial markets, key factors that influence the Australian economy and the role of financial regulators.

**Workplace Health and Safety**

Contribute to health and safety of self and others (BSBWHS201)

In this module, students will learn all aspects of workplace safety including: the difference between hazards and risks and the process of hazard identification and risk reduction. Students will then be able to explain emergency procedures for fires, be able to define the meaning of commonly used hazard signs and safety symbols as well as duty holder responsibilities.

Note: Further course and study information is available on your orientation day.



*BBC never fails to bring out the fun in every classroom. Definitely an exciting school which offers superb services to keep their students on track.*

*Jed, Diploma of Accounting*




FNS30317  
Certificate III in  
Accounts Administration

This qualification reflects the job roles of employees with functions that could include financial data entry, processing accounts and payrolls, providing customer service in financial transactions and producing reports. They apply knowledge and skills to demonstrate autonomy and judgement and to take limited responsibility in known situations under general supervision.

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0100034



**Entry Requirements:**

**Academic (preferred):**

- Certificate II in Financial Services or other relevant qualification
- Completed Year 10 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent
- OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

Understand the numbers, grow your business

Career Outcomes

- Bank Customer Service Assistant
- Collections Clerk
- Insurance Broking Clerk
- Insurance Claims Officer
- Insurance Clerk
- Mercantile Agents Officer (Repossession)
- Payroll and Accounts Clerk
- Personal Injury Claims Assistant
- Process Server
- Superannuation Assistant

Program

Introduction to Accounting 1

Perform financial calculations (FNSACC313)

Students will learn the skills and knowledge required to write simple letters to potential and existing clients in a simulated work environment using skills and knowledge required to plan, draft and finalise a basic document. Students will also learn routine financial calculations and transactions such as GST, simple interest, compound interest, basic loan calculations and depreciation schedules.

Write Simple Documents (BSBWRT301)

Introduction to Accounting 2

Process financial transactions and extract Interim Reports (FNSACC311)

Students will learn the skills and knowledge required to prepare and process routine financial documents, prepare journal entries, post journals to ledgers and extract a trial balance and interim reports.

Subsidiary Accounts

Administer subsidiary accounts and ledgers (FNSACC312)

Students will learn the skills and knowledge required to reconcile and monitor financial account receivable systems, identify bad and doubtful debts, and remit payments to sundry creditors.

Process Payroll

Process Payroll (BSBFIA302)

Students will learn the skills and knowledge required to process payroll using computerised payroll systems (MYOB). Students will enter employee data taking into consideration any deductions, entitlements or allowances then calculate payment due. Students then check and save records and respond to any inquiries. Students will also learn the skills and knowledge to design and produce business documents using a range of functions.

Design and produce business documents (BSBITU306)

MYOB 1

Conduct business activities using a computerised accounting system (FNSACC304)

Students will learn the skills and knowledge required to conduct business activities using a computerised accounting system. This work is conducted under supervision and encompasses entering information into the system, processing transactions in the system, and producing reports. Student's will set up an organisation's chart of accounts, process transactions and generate reports.

Business Planning

Undertake Small Business Planning (BSBSMB404)

Students will learn the skills and knowledge required to develop an integrated business plan to achieve business goals and objectives, students will provide for finance, marketing and provision of products or services to achieve all business goals and objectives. During the process of constructing a business plan students will reflect on those areas of personnel development that need addressing.

Organise personal work priorities and development (BSBWOR301)

Workplace Safety Procedures

Contribute to health and safety of self and others (BSBWH5201)

This module describes the performance outcomes, skills and knowledge required to implement and monitor the organisation's work health and safety (WHS) policies and programs. Students will learn the 'hierarchy of hazard' control as a system used in industry to minimise or eliminate exposure to hazards.

Financial Services Industry

Work effectively in the financial services industry (FNSINC301)

In this module students will learn the key features of the financial services industry, the way it operates and the various industry codes of practice.

Note: Further course and study information is available on your orientation day.

# Certificate IV in Accounting and Bookkeeping

This qualification reflects accounting job roles in financial services and other industries requiring accounting support functions such as completing Business Activity Statements (BAS) and other office taxes, operational reporting, producing non-complex management reports, compiling data for job costing reports, supervising the operation of computer-based financial systems, classifying, recording and reporting accounting information, managing a small office and ensuring relevant legal requirements are adhered to.

## Duration: 8 terms (48 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0100035



## Entry Requirements:

### Academic (preferred):

- Certificate III in Accounts Administration or other relevant qualification
- Completed Year 11 or overseas equivalent

### English:

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

# Every business needs an accountant

## Career outcomes

- Accounting Support Officer
- Assistant Financial Broker
- Banking Sales Consultant
- Bookkeeper
- Credit Manager
- Credit Officer
- Financial Markets Administrative Officer
- Financial Planner's Assistant
- Injury Claims Team Leader

- Insurance Officer
- Lending Officer
- Life Insurance Broking Officer
- Life Insurance Officer
- Mobile Banking Consultant
- Personal Injury Underwriter
- Return to Work Team Leader
- Superannuation Fund Administrator
- Trustee and Estate Administrator

## Program

### Digital Technologies in the Accounting Industry

Use digital technologies to collaborate in the workplace (BSBITU422)

Work effectively in the accounting and bookkeeping industry (FNSACC408)

Students will learn to understand the fundamentals of using digital technologies to collaborate in a workplace context, including working as part of a remote team. It involves undertaking a basic review of organisational processes to identify opportunities for using digital technologies to complete work tasks more efficiently and effectively. Students will also learn to work autonomously and in teams to complete work activities relating to the provision of accounting and bookkeeping services.

### Client Services

Deliver and monitor a service to customers (BSBCUS301)

Implement customer service standards (BSBCUS403)

Students will learn to identify customer needs, deliver and monitor customer service and identify improvements in the provision of customer service. Students will also learn to contribute to quality customer service standards within an organisation.

### Accounting Analysis and Reporting

Prepare financial reports (BSBFIA401)

Prepare financial statements for non-reporting entities (FNSACC414)

Students will learn the skills and knowledge required to maintain an asset register, and calculate a depreciation register. Students will also record general journal entries for balance day adjustments and prepare final general ledger accounts and end of period financial reports. Finally students will produce the balance sheet to reflect the financial position of the business.

### BAS

Complete business activity and instalment activity statements (FNSTPB401)

Students will learn the skills and knowledge required to identify and apply compliance requirements to effectively process and complete business activity statements (BAS), instalment activity statements (IAS) and other required reports. Students will also be required to reconcile figures completed on the BAS form with other journal entries.

### MYOB 2

Set up and operate a computerised accounting system (FNSACC416)

Students will learn the skills and knowledge required to establish, operate, and modify an integrated computerised accounting system (MYOB). This is generally under supervision and encompasses processing transactions in the system, maintaining the system, producing reports, and ensuring system integrity. Student's will set up an organisation's chart of accounts, process transactions and generate reports.

### Payroll Systems

Establish and maintain a payroll system (FNSTPB402)

Students will learn the skills and knowledge required to record and prepare payroll documentation, respond to enquiries and process accurate payroll data for manual and computerised systems. Students will need to calculate and input data for payments and then produce payroll reports for verification and approval.

### Introduction to Accounting 2

Process financial transactions and extract Interim Report (FNSACC311)

This unit describes the functions involved in preparation and processing of routine Financial documents, preparing journal entries, posting journals to ledgers, preparing, banking and reconciling financial receipts and extracting a reconciling financial receipts, and extracting a trial balance and interim reports.

### Process Payroll

Process Payroll (BSBFIA302)

Design and produce business documents (BSBITU306)

This unit describes the skills and knowledge required to process payroll using computerised payroll systems (MYOB). Students will enter employee data taking into consideration any deductions, entitlements or allowances then calculate payment due. Students then check and save records and respond to any inquiries.

### Subsidiary Accounts

Administer subsidiary accounts and ledgers (FNSACC312)

Students will learn the skills and knowledge required to reconcile and monitor financial account receivable systems, identify bad and doubtful debts, and remit payments to sundry creditors.


Note: Further course and study information is available on your orientation day.



This qualification reflects professional accounting job roles in financial services and other industries, such as Registered Accountants (i.e. Tax Agents) and Specialised Accountants (i.e. Management Accountants).

**Duration: 8 terms (48 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 0100036



**Entry Requirements:**

**Academic:**

- Completion of the FNSSS00014 Accounting Principles Skill Set; OR
- Completion of FNS40615 Certificate IV in Accounting or equivalent; OR
- Completion of FNS40215 Certificate IV in Bookkeeping or equivalent
- For the module Corporate Accounting, the prerequisite units are: BSBFIA401 Prepare financial reports and FNSACC301 Process financial transactions and extract interim reports are required
- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Manage business finances

- Career outcomes**

  - Assistant Accountant
  - Banking Services Manager
  - Case Manager (Injury Management)
  - Case Manager (Personal Injury Management)
  - Client Adviser (Financial Markets)
  - Credit Manager
  - Financial Planner
- Financial Services (Loss Adjusting)
  - General Insurance Supervisor
  - Life Insurance Team Leader
  - Personal Trustee
  - Risk Management Coordinator
  - Superannuation Adviser and Manager
  - Workplace Insurance Claims Manager



Program

Corporate Accounting

Prepare financial reports for corporate entities (FNSACC514)	Students will learn the skills and knowledge required to prepare financial reports for a reporting entity that encompasses compiling and analysing data and meeting statutory reporting requirements. Students may be required to use charts or diagrams to ensure that reports are clear and conform to statutory requirements.
(Prerequisite units BSBFIA401 and FNSACC311)	

Management Accounting

Provide management accounting information (FNSACC517)	Students will learn the skills and knowledge required to gather, record and analyse operating and cost data, prepare budget reports and review costing systems integrity to calculate and record the costs of products and services. Students will then produce reports and analyse results against budget projections.
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Tax Returns

Prepare tax documentation for individuals (FNSACC512)	Students will learn the skills and knowledge required to prepare non-complex income tax returns for individuals in accordance with statutory requirements, this also encompasses gathering and verifying data, calculating taxable income and reviewing compliance. Students are then able to provide tax advice to clients.
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Manage Budgets

Manage budgets and forecasts (FNSACC513)	Students will learn the skills and knowledge required to prepare, document and manage budgets and forecasts this includes monitoring budgeted outcomes. Students will also discuss the key purpose and objective of budgets and forecasts, including relevance of milestones and key performance indicators.
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Internal Control

Implement and maintain internal control procedures (FNSACC516)	Students will learn the skills and knowledge required to review corporate governance requirements, implement operating procedures and monitor policy as well as understanding the financial delegations of authority, accountabilities, corporate governance requirements. Students will also use leadership to promote team cohesion. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members.
Lead effective workplace relationships (BSBLDR402)	

Business Performance and Law

Provide financial and business performance information (FNSACC511)	Students will learn the skills and knowledge required to analyse and report on a broad range of financial and business performance information. It encompasses assessing client needs, analysing data, and preparing advice, this subject requires students to assess client needs, analyse and report on a broad range of financial and business performance information as well as analysing data and preparing advice. Students will also provide advice to clients on contract and consumer law issues.
Apply legal principles in contract and consumer law (FNSTPB503)	

Accounting Analysis and Reporting

Prepare financial reports (BSBFIA401)	In this module, students will learn to maintain an asset register, and calculate a depreciation register. Students will also record general journal entries for balance day adjustments and prepare final general ledger accounts and end of period financial reports. Finally students will produce the balance sheet to reflect the financial position of the business.
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Digital Technologies in the Accounting Industry

Use digital technologies to collaborate in the workplace (BSBITU422)	Students will learn to understand the fundamentals of using digital technologies to collaborate in a workplace context, including working as part of a remote team. It involves undertaking a basic review of organisational processes to identify opportunities for using digital technologies to complete work tasks more efficiently and effectively. Students will also learn to work autonomously and in teams to complete work activities relating to the provision of accounting and bookkeeping services.
Work effectively in the accounting and bookkeeping industry (FNSACC408)	

Note: Further course and study information is available on your orientation day.



This qualification reflects the role of individuals who use a range of well-developed retail travel or outbound wholesale sales and operational skills. They use discretion and judgement and have a sound knowledge of industry operations. They work with some independence and under limited supervision and may provide operational advice and support to team members. Individuals with this qualification are able to work in the retail travel sector, covering all types of retailers, including those that cover or specialise in leisure, corporate, domestic and international sales. At this level, retail travel personnel can operate in domestic or international sales and this qualification allows for both.

### Duration: 10 terms (60 weeks)

Nationally recognised, Australian Qualifications Framework standards, CRICOS 090945E



### Entry Requirements:

#### Academic:

- Completed Year 12 or overseas equivalent

#### English:

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Intermediate Level or above from any NEAS accredited ELICOS provider

### Career Outcomes

- Sales Agent
- Corporate Consultant

*Get skilled and get a job*



## Program

### Working in the Tourism Industry A and B

Access and Interpret product Information (SITTTSL002)

Provide advice on international destinations (SITTTSL003)

Source and use information on the tourism and travel industry (SITTIND001)

Provide advice on Australian destinations (SITTTSL004)

Working in the Tourism Industry Part A and Part B provides an overview of the tourism Industry highlighting all the exciting areas students may wish to work in. This subject includes industry structures, the interrelationships of the different sectors as well as the technology, laws and ethical issues specifically relevant to a career in travel and tourism. Students will integrate this knowledge to work effectively in the industry. Students will also conduct research in order to develop a general destination knowledge database on local Australian or International tourist locations for use in the selling process. Students will then develop the skills and knowledge to provide customer information and advice on tourist attractions and products available in their customers chosen destination. The subject will also cover the health and safety requirements of overseas travel.

### Travel Sales 1, 2 and 3

Travel Sales 1  
Provide service to customers (SITXCCS006)

Travel Sales 2  
Sell tourism products and services (SITTTSL005)  
Prepare quotations (SITTTSL006)

Travel Sales 3  
Book supplier products and services (SITTTSL008)  
Process travel-related documentation (SITTTSL009)  
Enhance customer service experiences (SITXCCS007)  
Show social and cultural sensitivity (SITXCOM002)

Travel Sales 1, 2 and 3 provide the skills and knowledge required to sell travel and tourism products to customers in a travel agency. It requires the ability to identify specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information, provide a quotation and close the sale. Travel Sales 2 and 3 follows on from Travel Agency Sales I, where students are required to make and administer customer bookings for products and services with suppliers. It requires the ability to identify customer booking requirements from previous quotations or offers issued and then reconfirm them with suppliers. The sale must be recorded by raising invoices and receipts and then issuing documents to customers such as airline tickets or accommodation vouchers. Travel Sales 3 also covers dealing with diversity issues that may arise when dealing with a broad array of customers and their special needs or characteristics.

### Airfares

Construct promotional international airfares (SITTTSL013)

Construct normal international airfares (SITTTSL012)

In this module students will learn what is required to create a customer's flight itinerary when calculating and constructing normal or special promotion airfares that may be available for international or domestic airfares. This module requires the ability to interpret flight information and conditions that apply to specific fares and to construct these airfares according to International Air Transport Association (IATA) regulations.

### Galileo

Use a computerised reservations or operations system (SITTTSL010)

Students will learn to use 'Galileo', a computerised reservations system used to create, administer and maintain airline bookings. In addition to airline reservations, the Galileo CRS is also used to book train travel, cruises, car rental, and hotel rooms.

### Tour Guiding

Work as a Guide (SITTGDE002)

This module describes the performance outcomes, skills and knowledge required to work as a Tour Guide. Tourism has been identified as a growth area for employment and opportunities over the 2015-2019 period. Tour Guiding offers a wonderful small business opportunity for foreign students to develop markets amongst their own country people in Australia, or to guide foreigners in their home countries, either way there are great opportunities by learning this subject. This subject also covers key legal, ethical, safety, environmental and professional development issues that Guides must consider in their day-to-day work.....enjoy!

### Introduction to Spreadsheets

Create and use spreadsheets (BSBITU202)

In this module student will develop the skills and knowledge required to correctly create and use spreadsheets and charts using spreadsheet software. The unit will include formatting a spreadsheet, develop and test formula, create chart and text, save and send.

### Participate in Safe Work Practices

Participate in safe work practices (SITXWHS001)

This module covers the skills and knowledge required to incorporate safe work practices into your own workplace activities. It requires the ability to follow health, safety and security procedures and to participate in organisational work health and safety (WHS) management practices. Students will learn how to recognize hazards and potential emergency situations and then report WHS issues as they arise.

Note: Further course and study information is available on your orientation day.





SIT50116  
Diploma of  
Travel and Tourism Management

This qualification reflects the role of individuals who use sound knowledge of industry operations and a broad range of managerial skills to coordinate tourism and travel operations or marketing and product development activities. They operate independently, have responsibility for others and make a range of operational business decisions. Individuals with this qualification are able to work in any sector of the tourism industry as a senior departmental manager or owner-operator of any style of small tourism business. Some managers at this level will specialise in certain fields; in the tourism industry personnel tend to specialise in operational functions or marketing and product development roles.

**Duration: 12 terms (72 weeks)**

Nationally recognised, Australian Qualifications Framework standards, CRICOS 094140K



**Entry Requirements:**

**Academic:**

- Completed Year 12 or overseas equivalent

**English:**

- Minimum score of IELTS 5.5 or equivalent OR
- an English proficiency of Upper-Intermediate Level or above from any NEAS accredited ELICOS provider

Manage a travel agency

Career Outcomes

- Inbound Sales
- Inbound Groups Manager
- Incentives Manager
- Tourism Manager

Program

Working in the Tourism Industry A

Access and Interpret product information (SITTTSL002)	Working in the Tourism Industry Part A and Part B provides an overview of the Tourism Industry highlighting all the exciting areas students may wish to work in. This subject includes industry structures, the interrelationships of the different sectors as well as the technology, laws and ethical issues specifically relevant to a career in travel and tourism. Students will integrate this knowledge to work effectively in the industry.
Provide advice on international destinations (SITTTSL003)	

Working in the Tourism Industry B

Source and use information on the tourism and travel industry (SITTIND001)	Students will also conduct research in order to develop a general destination knowledge database on local Australian or International tourist locations for use in the selling process. Students will then develop the skills and knowledge to provide customer information and advice on tourist attractions and products available in their customers chosen destination. The subject will also cover the health and safety requirements of overseas travel.
Provide advice on Australian destinations (SITTTSL004)	

Travel Sales 2

Sell tourism products and services (SITTTSL005)	Travel Sales 2 and 3 provide the skills and knowledge required to sell travel and tourism products to customers in a travel agency. It requires the ability to identify specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information, provide a quotation and close the sale.
Prepare quotations (SITTTSL006)	

Travel Sales 3

Book supplier products and services (SITTTSL008)	Travel Sales 2 and 3 follows on from Travel Sales 1, where students are required to make and administer customer bookings for products and services with suppliers. It requires the ability to identify customer booking requirements from previous quotations or offers issued and then reconfirm them with suppliers. The sale must be recorded by raising invoices and receipts and then issuing documents to customers such as airline tickets or accommodation vouchers. Travel Sales 3 also covers dealing with diversity issues that may arise when dealing with a broad array of customers and their special needs or characteristics.
Process travel-related documentation (SITTTSL009)	
Enhance customer service experiences (SITXCCS007)	
Show social and cultural sensitivity (SITXCOM002)	

Business Operations

Monitor work operations (SITXMGTO01)	Being a manager requires a range of skills all of which can be learned and practiced. This module provides students with valuable insights into the manager's role of monitoring the operation to ensure all business targets are met and building a sustainable long term business. The role starts by understanding the internal day-to-day work activities to be done then how to lead and support team members, plan and organise operational functions and solve problems. It also covers the requirements to use high-level communication and relationship building skills to conduct formal negotiations and make commercially significant business-to-business agreements.
Establish and conduct business relationships (SITXMGTO02)	
Implement and monitor work health and safety practices (SITXWHS003)	

Financial Management

Interpret financial information (SITXFIN002)	Much of a business's success will come down to how the money is managed. Budgeting is a key activity to determine how much money is expected to come in and how much is expected to be spent. When preparing a budget, managers will look at their competitors, the way the market is moving and projected sales forecasts. In this module students will learn how to prepare a budget and how to maintain and monitor the budget against budget forecasts. Students will also learn how to interpret reports and financial information.
Manage finances within a budget (SITXFIN003)	
Prepare and monitor budgets (SITXFIN004)	

Quality Customer Service

Develop and manage quality customer service practices (SITXCCS008)	This module provides guidance on how a manager develops, monitors and adjusts customer service practices to maintain customer satisfaction. It requires the ability to consult with colleagues and customers and to resolve complex or escalated complaints and disputes. Students will also develop policies and procedures for quality service provision by front line staff and manage the delivery of customer service.
Manage conflict (SITXCOM005)	

Human Resources

Lead and manage people (SITXHRM003)	More and more, modern business understands the importance and value of the right staff to drive the business mission. In this module, students will learn to manage all aspects of the recruitment selection and induction process. This module also covers the role of leaders to communicate the mission, manage and reward staff as well as provide opportunities for staff development.
Recruit, select and induct staff (SITXHRM004)	
Manage diversity in the workplace (BSBDIV501)	

Tourism Promotion

Create a promotional display or stand (SITXMPR002)	One of the most effective ways to promote your business is by participating in industry events or seminars with a visually appealing stand often with a special deal or a promotion. Even your shop front will require an attractive display to promote the sale of your service. This module explains the skills and knowledge required to develop brochures and other marketing materials. Students will identify the objectives of the promotion, determine who the audience will be, develop content, select all display components and finally assemble the display or stand.
Coordinate production of brochures and marketing materials (SITXMPR001)	

Note: Further course and study information is available on your orientation day.

# How to Enrol



**www.bridgebc.edu.au**

Enrolment can be done online. It is simple, easy and fast.



## Step 1: Submit your application

Once you have chosen your course, proceed to the enrolment section:

<https://coms.bridgebc.edu.au/EnrolApplication.aspx>

Start your application by filling in all required fields.

Upload your documents – depending whether you are in Australia or overseas, you will need to upload the following documents along with your application:

### For domestic students:

- A copy of your passport or other official proof of identity
- Previous education certificates and transcripts (if applicable)

### For international students:

- A copy of your passport
- A copy of your visa
- English proficiency documents e.g. IELTS Test certificate or equivalent (For VET course entry)
- Previous education certificates and transcripts (if applicable)
- BBC Document check list (if applicable)
- Genuine Temporary Entrant Statement (if applicable)
- Release confirmation (if applicable)
- Current CoE/s (if applicable)
- OSHC (if applicable)

### ✓ Please note

- All supporting documents must be certified and translated into English.
- Further documentation/s may be requested by BBC Admin team.
- Please note that these documents must be certified by a Bridge Business College representative or authorised education agent, a Public Notary or a Justice of the Peace in Australia.

### Online enrolment is simple & easy

- APPLICATION
- OFFER LETTER and WRITTEN AGREEMENT
- PAYMENT
- CoE (Confirmation of Enrolment)

## Step 2: Offer letter and Written agreement

1. You will receive an ID and password in your email, which will allow you to login to the student portal and check on the progress of your application (go to [www.bridgebc.edu.au](http://www.bridgebc.edu.au) and click 'LOG IN')

2. We will issue an Offer Letter within 2-3 working days. Please note that an Offer Letter does not secure a place in the College, until your payment has been processed and a Confirmation of Enrolment is issued. Should any information or documents be missing, we will issue a Conditional Offer Letter.

From the student portal, please download the Conditional Offer Letter from the 'Notification' window. Upload any missing support documents using the 'Upload a document' function in Documents>General Documents section.

A full Offer Letter will be issued when all outstanding information and documents are provided.

3. Download the 'Written Agreement' and read the Written Agreement carefully, checking that all the details are correct. Please click 'Accept' if you are happy with all the details.

## Step 3: Payment

Once you have accepted the Offer Letter and Written Agreement please make a payment. The available payment methods can be chosen from the options below:

### Option 1. Credit Card

You can pay by Visa or MasterCard at the college's payments desk or complete a Credit Card Authorisation Form.

### Option 2. Cash

You can pay by cash at college's payments desk between 9:00am to 5:00pm.

### Option 3. Direct Bank Deposit

Bridge Business College Bank Details:

**Bank Name:** St George  
**Bank Address:** 4-16 Montgomery Street, Kogarah, NSW 2217  
**Account Name:** Bridge Business College  
**Account Number:** 467587175  
**BSB Number:** 112 879  
**Swift Code:** SGBLAU2S

### Option 4. Western Union (If you are outside Australia)

You can transfer your payment to the College's bank account via Western Union. To make an off shore payment free of bank charges, please go to Western Union <http://www.geoforeducation.com/BBC> and complete the online payment application.

## Step 4: Confirmation

After you have made your payment, please scan and upload a receipt of your payment/remittance advice to your Document Library > Payment documents using the function 'Upload Documents'.



## Applying for an Australian Student Visa

To study in Australia, you'll need to apply for both admission to Bridge Business College and also for a student visa from the Australian Government.

A Student Visa in Australia is a temporary visa issued to non-Australian residents and is granted to students who are enrolled in a CRICOS registered, full time course in Australia. As international students student visa can be issued with a multiple entry visa for the duration of their study in Australia. You can travel to and from Australia within the visa period.

\*More details about Student Visa requirement please refer to the Department of Home Affairs website.

<https://immi.homeaffairs.gov.au/visas/getting-a-visa/visa-listing/student-500>



### Application process:

- Deciding on your preferred course
- Submitting your application to Bridge Business College
- Receiving and accepting a Letter of Offer/Written Agreement
- Receiving your Confirmation of Enrolment (CoE)
- Applying for your student visa

The **Written agreement** is a legal contract which must be accepted by the student. Students are then aware of our terms and conditions. All Colleges are required by law to keep these agreements on file. (National Code of Practice for Providers of Education and Training to Overseas Students 2018.)

Your **CoE/s** will be issued and uploaded to your Documents > CoEs in the student portal within 2-3 working days from receiving your payment confirmation.

There are entry requirements that you will need to meet both for Bridge Business College application and your visa application.



- Academic requirements
- English language requirements
- Genuine Temporary Entrant (GTE) requirements
- Overseas Student Health Cover (OSHC)

Bridge places great importance on providing superior customer service. If you speak with any of our students, you will find that we are always there to help with college issues or any other matter. We also have multilingual staff so communication is not a problem.



## Our Services

Our dedicated team are trained to assist with all College related issues.

- Course planning
- Issuing relevant correspondence and documentation
- Handling complaints and grievances
- Minimising the student communities problems generated by student life
- Consultation with College stakeholders

## Graduation Ceremony

After completion of your formal program, celebrate your success at the Graduation Ceremony.







Be part of 'Bridge'



You can enjoy a wide range of fun activities during your studies



“

I feel like Bridge is my home away from home. The facilities are top shelf and all the staff are amazingly helpful. An awesome place to study!

Angela, Diploma of Marketing and Communication





## Contact Information

Bridge Business College

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Sydney NSW 2000 Australia

Tel: +61 2 9299 4999

E-mail: [admin@bridgebc.edu.au](mailto:admin@bridgebc.edu.au)

[www.bridgebc.edu.au](http://www.bridgebc.edu.au)

CRICOS Code 01107C RTO Code 90451 ABN 98 054 574 819

