

Business

macleay college



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Welcome to Macleay and thank you for considering studying with us. Choosing where to study is a big decision so we hope this brochure helps you decide not only where you'd like to study, but just as importantly, how you'd like to study.

Before we go any further, we think it's important to talk about why studying at Macleay might be different to perhaps studying somewhere else. It's important because our approach to education is different.

Our approach is to focus very much on offering premium learning experiences for our students which includes understanding that everyone's learning experience is different and individual. We do this because it works. It works for us because it gives us lots of student success stories and it works for our students because they are the success stories. Simple really.



Creative learning

The way you'll be learning with us is also different.

For a start, most of your studies will be centred around project based learning. This means you'll be working on authentic real-life projects with your peers and with your industry based teachers in a creative learning environment where everyone has a voice and where everyone can make a contribution.

It's an environment which also provides plenty of opportunity for you to express your individuality. You could for example be pitching business ideas to entrepreneurs or a marketing idea to a property developer. You could be researching Gen Z's attitude to globalisation or you could be managing the establishment of a social enterprise like Orange Sky Laundry. Maybe you'll be building the brand for a start-up or managing the sale of a waterfront mansion. Or maybe you'll be writing your own event management blog or setting up an on-line business.

Another reason why studying at Macleay is different is that we actively encourage our students to be as entrepreneurial as they would like. By this we mean we're excited about ideas and the inspiration they bring. We're excited about seeing ideas come to life and the joy that comes from discovery.

We support the principles behind design thinking which tackles problem solving through research, problem definition, ideas generation, prototyping and testing. We're comfortable with the idea that it's OK to fail fast and fail often because it's an important part of the road to success.

Individual pathways

We understand that different people are looking for different outcomes when they come to Macleay. We also understand that everyone's journey is different. That where we've come from is different and where we're hoping to go is different.

Perhaps you're finishing high school and you're looking to start building a career. Maybe you're at university but would either like to expand your view of the world by learning from industry based teachers or would like to shrink the class sizes you're in and be part of a more intimate environment. Maybe you're already working and would like to change the world but need to change your world first by learning something new. And maybe it's none of these things. Maybe you just simply want to learn about something you're interested in and then see where your journey takes you.

POSITIVE EDUCATION | We adopt the principles and practices of positive education at Macleay.

We teach students how to adopt a growth mindset and how to capitalise on their strengths.

Students develop skills that support relationship development, enhance personal reliance, adopt mindfulness and gratitude and encourage a healthy lifestyle. These qualities will help them respond constructively to challenges in their studies as well as their broader personal and work life.

This empowers individuals to realise their potential and flourish.



And your journey can take you anywhere

Whilst the world of business may be a unifying thread, you might be interested in discovering the world by being part of the travel industry. Maybe you're intrigued by the way Apple has managed to sell us 360 million iPads when we didn't know we wanted them until we saw the first one in 2010. Maybe you're hoping to find out how much more exciting selling a property in Knightsbridge might be compared to when you've sold your properties in Monopoly. Maybe you're fascinated by how brands make their mark on the world and you're hoping to make your mark on the brands of the world. Maybe it's the wide world of sports. Or it may be you're itching with ideas and the best way to scratch them means studying entrepreneurship.

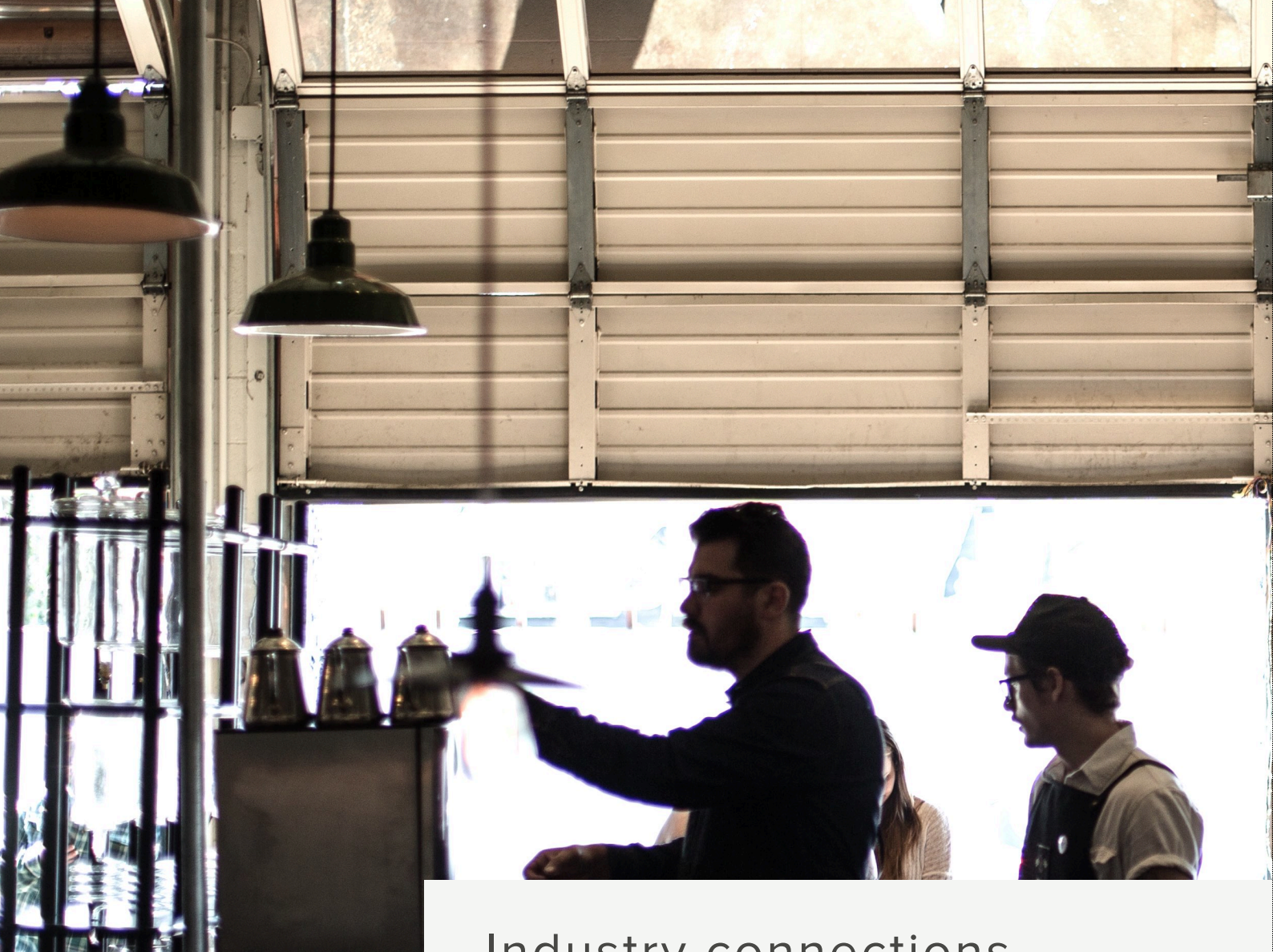
Different pathways also recognises that everyone learns in different ways. Some people prefer learning by doing while others are more academically inclined. If you enjoy learning in a more practical hands-on way, you could study one of our Diplomas. Graduating with a Diploma gives you an industry entry level qualification and just as importantly, it gives you a pathway into a Degree. Graduating with a one-year Diploma means you're halfway towards a Degree.

If you already know you'd like to study for a higher qualification, you can enrol straight into our two-year Degree. As you know, most Degrees are three years but 3 can go into 2. We've checked. And it was industry we checked with. It's industry that's telling us having a qualification is essential - not necessarily because of the qualification but because of what you learn during your studies. From their point of view, if a two-year Degree is more disciplined and industry focused than a three-year Degree that can only be a good thing.

The idea that everyone's journey is different also applies to our entry criteria. There are a number of different pathways to enrolment and all the information you'll need can be found on our website by clicking [here](#). However, as with most things, it pays to do the research. And the best way to find out about enrolling is to get in touch with us and we can talk you through what your options are. It's also a really good way for you to keep finding out what's different about us and for us to start finding out what's different about you...and in the process, be reminded that being different is what unites us all.

Course overviews

	INTAKES	DURATION	NO OF SUBJECTS	FEES	INTERNSHIPS
DIPLOMA OF BUSINESS MANAGEMENT	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR TWO YEARS PART-TIME	12	12 SUBJECTS @ \$2,500	84 HOURS
BACHELOR OF BUSINESS	FEBRUARY MAY SEPTEMBER	2 YEARS FULL-TIME OR 4 YEARS PART-TIME	24 OR 12 + 12 SUBJECTS FROM THE DIPLOMA	24 SUBJECTS @\$2,500 OR 12 SUBJECTS @ \$2,500 FROM THE DIPLOMA + 12 SUBJECTS @ \$2,500	168 HOURS OR 84 HOURS + 84 HOURS FROM THE DIPLOMA
DIPLOMA OF MARKETING	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR 2 YEARS PART-TIME	12	12 SUBJECTS @ \$2,500	84 HOURS
DIPLOMA OF MARKETING + CERTIFICATE IV OF PROPERTY MANAGEMENT	FEBRUARY MAY SEPTEMBER	1 YEAR FULL-TIME OR 2 YEARS PART-TIME	12	12 SUBJECTS @ \$2,500	84 HOURS



Industry connections

The whole point of a professional qualification is to help you join the industry you'd like to be a part of, or to become better qualified in an industry you're already in. Either way, getting as much industry exposure as you can while you're studying is always going to be a good thing.

On the basis that it's not only what you know, but also who you know, learning from as many industry people as possible is really important. That's why all our teachers are industry professionals who work in businesses which relate to the subjects they teach. This means they deliver their subjects from an industry perspective.



As well, our industry based teachers, you'll also meet and hear from a range of industry guest speakers and you'll have the opportunity to go on a number of industry visits.

Another important way to connect with industry is through internships. We'll help find you an internship that's suited to you and which is going to help you keep learning. Internships not only provide you with valuable work experience, there's always the chance they might lead to an amazing job opportunity.

Industry based teachers, industry guest speakers, industry visits and internships are an essential part of your studies and combine to provide you with a wide range of professional insights. They're also an excellent way to help you build an industry network.

Industry specialisations

We've chosen these specialisations because we believe they provide really interesting and exciting career opportunities. All you have to do is choose which one is going to help you the most with your career ambitions.

Each industry specialisation is centred around being as creative and innovative as possible. They give you a solid foundation of the knowledge and skills you'll need to help set you up for a career.

Entrepreneurship

This specialisation will help you develop the capacity to be a dynamic, creative entrepreneur capable of transforming a business concept into a viable business proposition. It will also help you learn about the commercial aspects of generating employment and how to avoid business failure.

Topics include the entrepreneurial mindset, design thinking, finance for start-ups, technology entrepreneurship, market research and the customer journey. You'll also learn how to develop your presentation skills and will experience what it's like to pitch ideas to real investors.

Job opportunities include:

BUSINESS LEADER | TECHNOLOGY
ENTREPRENEUR | MANAGING DIRECTOR OR CEO |
FOUNDER AND PARTNER | START-UP
CONSULTANT

Marketing

This specialisation provides insights into the value of various communication models and the strategies of influence and persuasion used by business. It focuses on developing your skills in the coordination and integration of all marketing communication (advertising, public relations, sales promotions and personal selling) and how to maximise their impact on customers and stakeholders.

You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

Job opportunities include:

MARKETING ASSISTANT | PRODUCT/BRAND
MANAGER | RETAIL MARKETER | MARKET
RESEARCHER | SOCIAL MEDIA MANAGER |
MARKETING EXECUTIVE

Public Relations

Social media management, publicity skills, crisis communications, PR writing and campaign development form the bedrock of the public relations specialisation. Topics include the role of sponsorship, leveraging advertising campaigns, crisis PR, corporate social responsibility and internal communications.

You'll be learning how to prepare media material, understand mass media as well as the importance and impact of social media in relationship building. The specialisation also explores PR in the context of other communication fields, including journalism, marketing and advertising.

Job opportunities include:

PUBLICIST | PR CONSULTANT | PUBLIC AFFAIRS
OFFICER | ACCOUNT MANAGER | SOCIAL MEDIA
MANAGER | PR MANAGER

ENTREPRENEURSHIP

MARKETING

PUBLIC RELATIONS

SPORTS BUSINESS

EVENT MANAGEMENT

TRAVEL + TOURISM

REAL ESTATE

Industry specialisations

Real world projects, internships and industry engagement lie at the heart of our specialisations. Each one will help you learn how to work successfully in business and even how to set up a business of your own.

They'll encourage you to step out of your comfort zone and explore new ideas thereby helping you to develop resilience, adaptability and self-confidence.

Sports Business

Sports management, sports marketing club and team administration, broadcasting rights and merchandising are some of the key elements of this specialisation. You'll be developing the skills you need to build a sustainable career in the global sports industry.

This includes developing the skills essential for sports administrators or managers of sporting groups or associations. You'll be learning about the features and characteristics of sports organisations and their role in increasingly integrated social, political and industry environments both in Australia and globally.

Job opportunities include:

SPORTS MARKETER | SPORTS AGENT | SPONSORSHIP MANAGER | SPORTS PROMOTER | MATCH DAY MANAGER | COMPETITION MANAGER

Event Management

The high adrenaline world of events is brought to life in this specialisation through topics including event coordination, budgeting, sponsorship, venue and supplier management, marketing and people management. You'll also cover areas such as risk and profitability and how to develop an event concept from start to finish. Subjects include a complete overview of planning and organising events and festivals, across both the public and private sectors. You'll be learning about industry ethics, the role of technology, impacts of globalisation, social media and sustainability as well as current event trends.

Job opportunities include:

FESTIVAL MANAGER | EVENT COORDINATOR | CONFERENCE MANAGER | EXHIBITION MANAGER | SPONSORSHIP MANAGER | ARTS EVENT MANAGER

Travel + Tourism

The travel industry is one of the world's top five employers and this specialisation will help prepare you for success through topics including the current and future direction of tourism, laws affecting the industry, airline reservation codes, ticketing, eco-tourism and other specialist travel options.

Job opportunities include:

CORPORATE TRAVEL CONSULTANT | TOUR OPERATOR | RESERVATION SALES ASSISTANT | DESTINATION MANAGER | TOUR OPERATOR | TICKETING CONSULTANT | FLIGHT ATTENDANT

Real Estate

Real estate and everything that's associated with it has almost become part of Australia's DNA. It's a fast-moving and dynamic industry which is constantly evolving and constantly presenting new challenges and opportunities.

This Certificate IV exposes you to the day-to-day working environment of a real estate agency. It covers the techniques needed to obtain listings and how agencies market properties. You'll learn how to appraise and value properties, the selling process and how to close a sale. The specialisation also covers the legal and ethical requirements of property sales and property management. Importantly you'll also learn how to establish and build ongoing relationships with clients.

Job opportunities include:

REAL ESTATE SALESPERSON | REAL ESTATE OFFICE MANAGER | REAL ESTATE AGENT | PROPERTY MANAGER



Entrepreneurship

DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

YEAR 1

YEAR 2

	FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
	POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
	BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
	SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
	↓	↓		↓		
INDUSTRY SPECIALISATIONS	ENTREPRENEURIAL MINDSET	TECHNOLOGY ENTREPRENEURSHIP		BUSINESS CONSULTANCY		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Marketing

DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

YEAR 1

YEAR 2

FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
↓	↓		↓		
INDUSTRY SPECIALISATIONS	SALES AND NEGOTIATIONS	INTEGRATED MARKETING COMMUNICATIONS	DIGITAL MARKETING STRATEGY		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Public Relations

DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

YEAR 1

YEAR 2

	FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
	POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
	BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
	SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
	↓	↓		↓		
INDUSTRY SPECIALISATIONS	INTRODUCTION TO PUBLIC RELATIONS	PUBLIC RELATIONS WRITING		PUBLIC RELATIONS STRATEGY		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Sports Business

DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

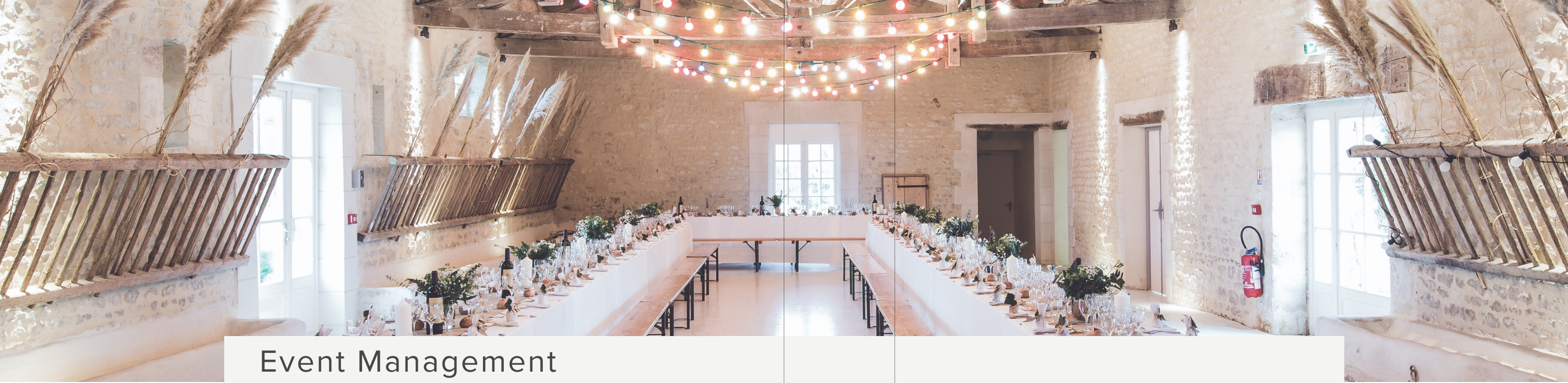
YEAR 1

YEAR 2

	FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
	POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
	BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
	SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
	↓	↓		↓		
INDUSTRY SPECIALISATIONS	INTRODUCTION TO THE SPORTS INDUSTRY	SPORTS MANAGEMENT		SPORTS MARKETING		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Event Management

DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

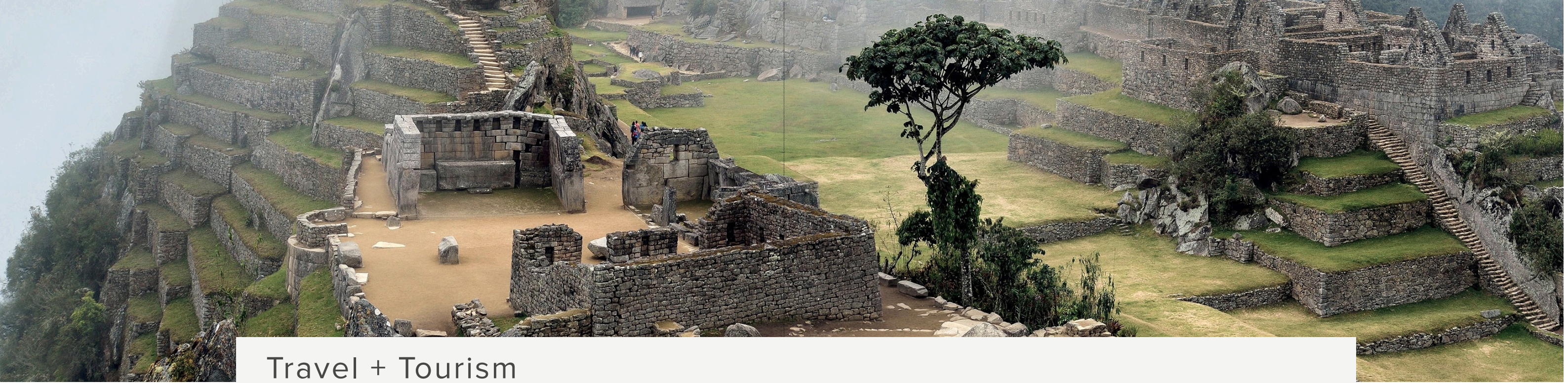
YEAR 1

YEAR 2

FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
INDUSTRY SPECIALISATIONS	INTRODUCTION TO EVENT MANAGEMENT	DESIGN, INNOVATION AND TECHNOLOGY EVENTS	COMMERCIAL AND STAKEHOLDER MANAGEMENT		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Travel + Tourism

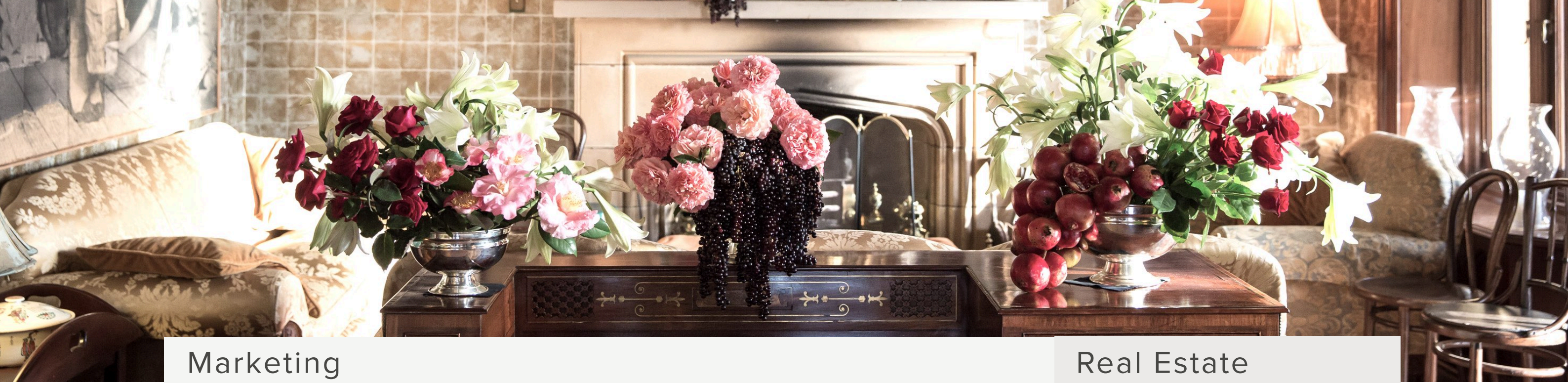
DIPLOMA OF BUSINESS MANAGEMENT SUBJECTS

BACHELOR OF BUSINESS SUBJECTS

	YEAR 1			YEAR 2		
	FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2	APPLIED BUSINESS FINANCE	BUSINESS METRICS	LEADERSHIP AND MANAGEMENT
	POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE	ECONOMICS FOR BUSINESS	ELECTIVE	ETHICS AND DECISION MAKING
	BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS	ELECTIVE	STRATEGIC MANAGEMENT	BUSINESS SUSTAINABILITY AND INNOVATION
	SPECIALIST SUBJECT 1	SPECIALIST SUBJECT 2	INTERNSHIP	SPECIALIST SUBJECT 3	PROJECT MANAGEMENT	INTERNSHIP
	↓	↓		↓		
INDUSTRY SPECIALISATIONS	INTRODUCTION TO TRAVEL AND TOURISM	TOURISM SERVICES, DISTRIBUTION AND TECHNOLOGY		DESTINATION MANAGEMENT		

T4 ELECTIVES
 USER EXPERIENCE | MOBILE COMMUNICATIONS | CREATIVITY AND INNOVATION

T5 ELECTIVES
 BUSINESS IN A GLOBAL CONTEXT | APP DEVELOPMENT | APPLIED MARKETING PSYCHOLOGY



Marketing

DIPLOMA OF MARKETING

Real Estate

CERTIFICATE IV IN PROPERTY SERVICES

Marketing permeates almost every aspect of our lives either directly through the media we use or indirectly through the sometimes subliminal world of brands.

Successful marketing can have an extraordinary effect on the way people interact with a vast array of goods and services. Equally, bad marketing can also have an extraordinary affect but for all the wrong reasons. Learning how to get it right in a world where it sometimes feels like everything is everyone's business couldn't be more important.

By covering the key principles of marketing including planning, sales and negotiation, research and communication strategies, the Diploma of Marketing provides a strong foundation of knowledge and skills for entry-level employment.

YEAR 1

FOUNDATIONS OF MARKETING	RESEARCH AND INSIGHT	ENTERPRISE INNOVATION 2
POSITIVE PSYCHOLOGY	ENTERPRISE INNOVATION 1	BUSINESS, LAW COMPLIANCE AND GOVERNANCE
BUSINESS FUNDAMENTALS	INTRODUCTION TO BUSINESS ACCOUNTING	DIGITAL BUSINESS COMMUNICATIONS
SALES AND NEGOTIATIONS	INTEGRATED MARKETING COMMUNICATIONS	INTERNSHIP

The Certificate IV in Property Services (Real Estate) is made up of a number of specialist Units of Study which are delivered within the Diploma of Marketing.

Core subjects

Trimester 1

Foundations of Marketing

This subject introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. You'll be developing an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free- enterprise society.

ASSESSMENT | Market Report 1 25%; Market Report 2 25%; Market Report 3 35%; In-Class Presentations 15%.

Positive Psychology

In this subject you'll be introduced to the principles of positive psychology such as positive experience, positive individual traits, interventions and practices in a range of environments. The subject provides a contemporary exploration of theoretical and empirical advances in positive psychology by examining theories, experiential activities, presentation of examples and personal reflections. It explores how positive psychology can advance the understanding of human behaviour and the students' own lives. You'll be learning how positive psychology has evolved over time and about the study of positive experiences such as meaning and purpose and the mental states of flow, mindfulness and emotions. You'll also develop an in-depth understanding of the range of positive psychology interventions to strengthen optimism, resilience and self-esteem in personal, academic and professional environments.

ASSESSMENT | Continuous Assessment and Reflective Blog Articles 30%; Essay (Personal Analysis) 40%, Presentation 30%.

Business Fundamentals

Effective management happens at three levels within an organisation - organisational management, people management and self-management. When all three align, an organisation's activities become focused on achieving the right objectives in the most appropriate way. This subject provides you with industry focused insights into what management does and how it works effectively within an organisation.

ASSESSMENT | In-Class Quiz 30%; Class Presentation 30%; Written Report (Case Study) 40%.

Specialist Subjects

Entrepreneurship	Page 18 + Page 34
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Marketing	Page 22+ Page 34
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Travel + Tourism	Page 28+ Page 35

Trimester 2

Research and Insight

This subject introduces you to the field of business research and how it's used by business managers to improve their marketing and business decisions. The subject follows the logic of the research process starting with planning, data collection, data analysis and finally the communication of research results to management. The subject will give you the knowledge and skills required to locate and evaluate relevant business and industry information sources and to brief, design and assess business research undertaken in the commercial arena.

ASSESSMENT | Tutorial Quiz 1 25%; Research Project (Group Assignment) 50%; Tutorial Quiz 2 25%.

Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SME's). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

ASSESSMENT | Investigate Enquiry Presentation 20%; Interview with an Entrepreneur 40%; Customer Centred Design Class 15%; Customer Centred Design Presentation 25%.

Introduction to Business Accounting

The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information to assist in key areas such as planning, controlling, reporting and decision making. It introduces you to the concepts and functions of balance sheets, income statements, cash flow statements, techniques for analysing financial statements and investment decisions, full costing and managing working capital.

By the end of the subject you'll have developed the knowledge and skills necessary to help you make informed basic financial management decisions.

ASSESSMENT | Homework 15%; Class Participation 10%; Mid-Trimester Exam 25%; Final Exam 50%.

Specialist Subjects

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Trimester 3

Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning.

Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. On completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business

ventures. It's possible that some of the student-led projects may evolve into the real-life ventures.

ASSESSMENT | Traction Tasks 30%; Exhibition Day 40%; Business Debrief 30%.

Business Law, Compliance and Governance

This subject introduces you to the legal and compliance frameworks for conducting business in Australia. Topics include a background to legal systems, the structure of business entities, the principal business law topics of contracts, insurance, the workplace, the consumer, conventional and new commercial practices and privacy.

ASSESSMENT | Case Study 20%; Report and Class Presentation 30%; Final Exam 50%.

Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

ASSESSMENT | Web Portfolio 30%; Case Study 35%; Final Exam 35%.

Business Internship 1

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

ASSESSMENT | Work, Education and Career Documentation 20%; Creative Portfolio and Blog 40%; Internship Reflective Journal 20%; Host Organisation Evaluation 20%.

Specialist subjects

Entrepreneurship

1 | Entrepreneurial Mindset

This interactive subject is designed to help you if you're interested in starting or owning a business, or if you're interested exploring how entrepreneurs think and innovate. The aim of the subject is to help you develop an entrepreneurial mindset which includes creativity, innovation and diagnostic abilities.

During this subject you'll be learning first-hand from the experiences of successful real-world entrepreneurs. You'll also be immersing yourself in entrepreneurial experiences that help you to develop the skills to help you discover and pursue opportunities. Working in teams, you'll explore creative problem solving and will develop and test problem solutions using an "opportunity discovery canvas" approach.

ASSESSMENT | Entrepreneurial insights 30%; Self-reflection 10%; Case Study reflection 25%; opportunity Discovery 10%; Start-up Reflection 25%.

2 | Technology Entrepreneurship

Technology entrepreneurship involves turning technology ideas into high-potential commercial opportunities. It drives economic growth and facilitates prosperity in individuals, companies and even nations. In this subject you'll have the opportunity to take a creative idea through to launch in order to tap into the potential provided by global marketplaces. You'll also learn how to identify appropriate partners and recognise that creativity is much more important than technical ability. As well as strictly commercial opportunities, you will also be exploring the use of technology in social entrepreneurship.

ASSESSMENT | Portfolio Part 1 10%; Project Feasibility Report and Prototype 25%; Project Presentation 10%; Project and Final Report 40%; Portfolio Part 2 15%.

Marketing

1 | Sales and Negotiation

This subject provides insights into various communication models and their value to salespeople and negotiators.

You'll be learning about the strategies of influence and persuasion used by business negotiators to achieve agreement and compliance. By the end of this subject you'll have developed a strong understanding of the importance of effective communication in business.

ASSESSMENT | Group Presentation and Report 30%; Sales Interview and Negotiation Session 30%; Final Exam 40%.

2 | Integrated Marketing Communications

This subject focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling) and how to maximise their impact on customers and stakeholders. You'll be learning about internal and external communications, traditional and new media planning and how to identify and evaluate the range of marketing communication options and media, allowing you to design an integrated marketing communication plan.

ASSESSMENT | In-Class presentation 20%; Report 30%; In class exam 30%; Media Plan 20%.

Public Relations

1 | Introduction to Public Relations

This subject examines the role and responsibilities of a PR practitioner in the context of business communications. The subject includes mass media and digital media environments in Australia and will help you develop an understanding of the importance of relationship building and various ways this can be achieved. You will also examine a variety of strategic communication tools available to a PR practitioner and the way they are used in professional practice.

ASSESSMENT | Analysis of Media 30%; Report 30%; Creative Response to a Client Brief with Presentation 40%.

2 | Public Relations Writing

This subject will teach you about the range of communication tools available to PR professionals including media releases, fact sheets, briefs, FAQs, speeches and research surveys. You'll be examining the

legal and ethical considerations associated with written material as well as learning how to communicate an idea or concept for a business through persuasive language and presentation of information.

ASSESSMENT | PR Strategy and Development Session 65%; Evaluation Report 35%.

Sports Business

1 | Introduction to the Sports Industry

This subject examines the relationship between the sport industry, the broader community, business and the government. It provides an overview of the various levels and types of sporting organisations involved in Australian sport as well as analysing the role of sport in a contemporary society. At the end of the subject, you will be able to evaluate the future development of sport businesses and associations.

ASSESSMENT | Individual Report and Presentation 30%; Essay 30%; Individual Report and Presentation 40%

2 | Sports Management

In this subject you'll be examining and discussing the various stakeholders that constitute sports associations and organisations. This includes identifying the different governance and policy mechanisms used in the sports industry as well as evaluating the role of governance and policy in the provision of sport services and corporate relations.

ASSESSMENT | Event Analysis 30%; Event Plan 30%; Case Study Report and Presentation 40%.

Event Management

1 | Introduction to Event Management

This subject helps you develop your knowledge across different sectors of the events industry. This includes developing an understanding of the roles organisations and associated industry bodies take with staging events. You'll also gain an understanding of the risks associated with managing events including learning about how to

manage and reduce the impacts associated with events. The subject also includes how to determine event milestones and how to manage documents such as budgeting documents.

ASSESSMENT | Mid-Trimester Exam 30%; Group Presentation 20%; Event Report 50%.

2 | Design, Innovation and Technology for Events

In this subject you'll explore and create concepts for outdoor events and festivals as well as examine technological trends and current sustainability practices. You'll also learn about the effective use of e-marketing, promotional and communication materials.

ASSESSMENT | Individual Presentation 30%; Case Study 30%; Final Exam 40%.

Travel + Tourism

1 | Introduction to Travel and Tourism

This subject analyses the organisations, structures, functions and resources and the inter-relationships of the tourism ecosystem. You'll be learning about the social, cultural, political, economic and environmental influences on tourists and the impacts of tourism. using case studies from Australian and international destinations.

ASSESSMENT | Mid-Trimester Exam 20%; Case Study and Presentation 40%; Report 40%.

2 | Tourism Services, Distribution and Technology

This subject examines the electronic distribution and marketing of travel and tourism services. It provides an overview of the airline reservation systems and the travel agency network and then considers the responsibilities and activities of national, state and regional tourism authorities. The subject also examines and evaluates the independent online marketing of services and attractions.

ASSESSMENT | Individual Presentation and Report 30%; Exams 40%; Report 30%.

Core subjects

Trimester 4

Applied Business Finance

This subject introduces you to the fundamentals of finance, addressing areas such as financial markets and basic financial decision-making. You'll learn about the role of borrowers, lenders, equity, security issuers and purchasers and the sources of value for each. It also addresses the quantitative techniques of financial valuation, including discounting, present valuation, determination of rates of return and decision tools such as 'net present value' and 'internal rate of return'.

ASSESSMENT | Homework Quizzes 10%; Class Participation 10%; Case Study 30%; Final Exam 50%.

Economics for Business

This Subject introduces students to the field of Economics including the key fundamentals of economic theory. At the end of the Subject, students will be able to discuss how government economic policies affect both the national economy and individual businesses, inflation, foreign exchange, the international monetary system and how to make informed business decisions in response to the economic environment.

ASSESSMENT | In-Class Exam 20%; Group Assignment 50%; Research Presentation 30%.

Elective

You can select an elective subject that interests you. They're listed on the next page.

Specialist Subject 3

Entrepreneurship	Page 18 + Page 39
Event Management	Page 20+ Page 39
Marketing	Page 22+ Page 39
Public Relations	Page 24+ Page 40
Sports Management	Page 26+ Page 40
Travel + Tourism	Page 28+ Page 40

Trimester 5

Business Metrics

Measuring business performance and analysing internal data is critical to assessing an organisation's competitive performance and for looking for new business markets and opportunities. Selecting and measuring key performance indicators and assessing the effectiveness of an organisation's functional departments is key to good management. Understanding how to collect and use business metrics will assist graduates in making great business cases, persuading managers to back an idea and ultimately be a catalyst for personal and professional success in the business world.

ASSESSMENT | Class Tests 25%; Business Presentation 25%; Case Study and Presentation 50%.

Elective

You can select an elective subject that interests you. They're listed on the next page.

Strategic Management

Strategy is a key part of business management located between goals and tactics. This subject provides you with models of strategy which look at why strategies succeed and fail and the processes of developing strategies. Coupled with management strategy is business development which will provide you with knowledge and skills about expanding markets, new customers and analytics for strategy and growth.

ASSESSMENT | Essay 30%; Group Case Study and Presentation 30%; Group Project 40%.

Project Management

The knowledge and skills required for successful professional practice in project management can be applied to all areas of specialisations within the digital media industries, from game design and video production through to tech start-ups. In this subject you'll be learning about the key issues of project management and look at how they're applied to real-world content. The subject covers project definition, planning, execution, management and control and implementation. Project driven teamwork and focus on individual skills sets, create the foundation of experiential exercises and assessments aimed at developing critical analysis and self-driven learning.

ASSESSMENT | Peer Assessment 20%, Research Project 30%, Group Project Task 50%.

Trimester 6

Leadership and Change Management

In today's business environment, change is constant and the ability to manage change is essential. Good leadership is central to these issues. This subject covers theories and principles around change management with particular emphasis on understanding the context of the organisation and the style of leadership required to be most effective. Key change management theories are explored and you'll undertake a research project that allows you to evaluate these theories and understand their application to business.

ASSESSMENT | Case Study Analysis 20%; Essay 30%; Final Exam 50%.

Ethics and Decision Making

In this subject you'll be developing an understanding of how psychological theories and methods have impacted and influenced the characteristics of successful marketing organisations and individuals, online marketing and branding. Specifically, you'll be learning about the psychology of promotion and persuasion within the context of applied marketing strategy.

ASSESSMENT | In-Class Participation 20%; Case Study Report 20%; Essay 20%; Final Exam 40%.

Business Sustainability and Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

ASSESSMENT | Creativity and innovation Portfolio 30%; In-Class Exam 20%; Tutorial Presentation 50%.

Business Internship 2

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

ASSESSMENT | Personal Profile 30%; Internship Portfolio 40%; Host Organisation Evaluation 30%.

Specialist subjects

Entrepreneurship

3 | Business Consultancy

This subject provides you with the practical hands-on experience of engaging with consultancy projects through the completion of consultancy assignments and final presentation to your clients. It provides you with the principles and processes of business consulting. Typical assignments include preparing a feasibility study, designing marketing plans and market research reports. You'll be able to apply experiential knowledge and concepts learned in the classroom to real-life business situations whilst working in teams. The subject focuses on the role of competition in entrepreneurship and involves team competition and problem solving, as well as test skills in strategy, marketing, negotiation, management, finance and the utilisation of left field thinking. The assessments will be based on actual business and case studies.

ASSESSMENT | Consultancy Report 1 and Client Presentation 30%; Consultancy Report 2 and Client Presentation 30%; Consultancy Report 3 and Client Presentation 30%; Attendance and Contribution 10%.

Marketing

3 | Digital Marketing Strategy

Traditional business disciplines are starting to appreciate the fundamental challenges presented by the application of technology to their knowledge base. In marketing, the most visible agent of change has been the internet and online transacting which has already revolutionised a number of sectors of the global economy. This subject critically analyses marketing and traditional views of marketing in the light of technological change. It explores how marketers can use different ways of understanding, creating, communicating and delivering customer value in the marketplace.

ASSESSMENT | Assignment 1 40%; Assignment 2 60%.

Public Relations

3 | Public Relations Strategy

This subject introduces you to the steps required to develop creative strategies for PR businesses. You'll be analysing and evaluating creative ideas and strategies in response to a PR brief. You'll also be formulating concepts and make decisions on the best communication strategies to be used in the development of a professional PR strategy presentation and learn how to deliver this confidently. You'll be learning about client pitch processes including how to deliver key messages and ideas with influence and confidence. You'll be learning about evaluation methodologies which analyse the success of campaigns and you'll be undertaking research to identify audiences, behaviours and perceptions during the campaign process.

ASSESSMENT | PR Strategy and Development Session 65%; Evaluation Report 35%.

Sports Business

3 | Sports Marketing

This subject introduces you to the business of sport. You'll be learning about the thinking behind organising a large scale event, what it takes to be a sports manager, the importance of social media in sport and the basic skills behind writing a sponsorship proposal.

ASSESSMENT | Presentation 50%; Case Study Report 20%; Report 30%.

Event Management

3 | Commercial and Stakeholder Management

In this subject you'll be exploring how to build partnerships as a key strategy for developing an effective event management and delivery model for all events. Specific attention is given to relationships events have with the public sector in the delivery of major events.

ASSESSMENT | Report 50%; Report and Presentation 50%.

Travel + Tourism

3 | Destination Management

This subject helps you develop your knowledge of the key features of international and Australian destinations. Having an understanding of destinations underpins the ability to prepare and construct flights, transfers, accommodation and other essential travel items. You'll also be learning how to recognise and analyse the use of media campaigns to manage a tourism destination and put together a marketing plan for an Australian destination.

ASSESSMENT | Case Study 20%; Mid-Term Exam 45%; Marketing Plan 35%.

BACHELOR OF BUSINESS

Electives

Trimester 4

User Experience

In this subject you'll be learning how to create and develop better User Experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.

ASSESSMENT | Analysing Effective Experience Design 10%; Researching a Design Concept 30%; Prototyping a Concept 30%; Detailed Design Presentation 30%.

Mobile Communications

This subject focuses on the use of advertising on mobile platforms. It introduces you to the various types of mobile ads and their distinct differences from desktop web-based ads. You'll be learning about different advertising models and how they're applied to mobile devices through stand-alone apps, mobile web and mobile social media. The subject analyses the current state of play for mobile advertising and leading

agencies providing mobile ads. You'll be learning about the different mobile advertising channels (mobile web, app-based and social) and the benefits of each channel.

ASSESSMENT | Written Exam 33%; Written Report 33%; Presentation 33%.

Creativity and Innovation

This subject focuses on the role of creativity and innovation within the business environment. Theoretical frameworks which underpin the creative process are examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined using case studies.

ASSESSMENT | Creativity and innovation portfolio 30%; In-Class exam 20%; Tutorial Presentation 50%.

Trimester 5

Business in a Global Context

The dynamics of contemporary global social change and its cultural, political and economic impacts are a big part of modern business. In this subject you'll be gaining the skills and knowledge essential for working in international business. In particular, you will be developing your understanding of Australia's place in the international marketplace and developing an understanding of strategic approaches to entering the international business arena.

ASSESSMENT | In-Class exam 20%; Group Assignment 60%; Research Presentation 20%.

App Development

In this subject you'll be learning how to conceptualise, design and create mobile apps for iOS and Android devices. You'll be synthesising and evaluating the various processes involved in app creation including user journeys, wire framing, interface design, testing strategies and iterative development models. You'll be learning how to analyse the scope of an app development project and draw up strategies to ensure the project achieves the intended results. This includes

going through the entire app development process, from the original concept to the app's release and testing on iOS and Android platforms. While coding will be discussed, no coding knowledge is required. The subject will emphasise user-interface (UI) and user-experience (UX) design, as well as app promotion and sustainability.

ASSESSMENT | Class Participation 20%; Report and Presentation 20%; Presentation 30%; Presentation 30%.

Applied Marketing Psychology

Based on the themes of Product, Place, Person, Process and Purchase, this subject examines the psychology of branding (product); psychological aspects driving online marketing (place); the psychology behind successful marketers (person); the psychology of persuasion (process) and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies.

ASSESSMENT | In-class exam 30%; Seminar Presentation 50%; Book Review 20%.

Marketing (inc Real Estate)

DIPLOMA OF MARKETING + CERTIFICATE IV IN PROPERTY SERVICES

Core Subjects

Trimester 1

Foundations of Marketing

This subject introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. You'll be developing an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free- enterprise society.

ASSESSMENT | Market Report 1 25%; Market Report 2 25%; Market Report 3 35%; In-Class Presentations 15%.

Positive Psychology

In this subject you'll be introduced to the principles of positive psychology such as positive experience, positive individual traits, interventions and practices in a range of environments. The subject provides a contemporary exploration of theoretical and empirical advances in positive psychology by examining theories, experiential activities, presentation of examples and personal reflections. It explores how positive psychology can advance the understanding of human behaviour and the students' own lives. You'll be learning how positive psychology has evolved over time and about the study of positive experiences such as meaning and purpose and the mental states of flow, mindfulness and emotions. You'll also develop an in-depth understanding of the range of positive psychology interventions to strengthen optimism, resilience and self-esteem in personal, academic and professional environments.

ASSESSMENT | Continuous Assessment and Reflective Blog Articles 30%; Essay (Personal Analysis) 40%, Presentation 30%.

Business Fundamentals

Effective management happens at three levels within an organisation - organisational management, people management and self-management. When all three align, an organisation's activities become focused on achieving the right objectives in the most appropriate way. This subject provides you with industry focused insights into

what management does and how it works effectively within an organisation.

ASSESSMENT | In-Class Quiz 30%; Class Presentation 30%; Written Report (Case Study) 40%.

SPECIALIST SUBJECT | Sales and Negotiation

The subject description is on page 34.

Trimester 2

Research and Insight

This subject introduces you to the field of business research and how it's used by business managers to improve their marketing and business decisions. The subject follows the logic of the research process starting with planning, data collection, data analysis and finally the communication of research results to management. The subject will give you the knowledge and skills required to locate and evaluate relevant business and industry information sources and to brief, design and assess business research undertaken in the commercial arena.

ASSESSMENT | Tutorial Quiz 1 25%; Research Project (Group Assignment) 50%; Tutorial Quiz 2 25%.

Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

ASSESSMENT | Investigate Enquiry Presentation 20%; Interview with an Entrepreneur 40%; Customer Centred Design Class 15%; Customer Centred Design Presentation 25%.

Introduction to Business Accounting

The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information to assist in key areas such as planning, controlling, reporting and decision making. It introduces you to the concepts and functions of balance sheets, income statements, cash flow statements, techniques for analysing financial statements and investment decisions, full costing and managing working capital.

By the end of the subject you'll have developed the knowledge and skills necessary to help you make informed basic financial management decisions.

ASSESSMENT | Homework 15%; Class Participation 10%; Mid-Trimester Exam 25%; Final Exam 50%.

SPECIALIST SUBJECT | Integrated Marketing

Communications

The subject description is on page 34.

Trimester 3

Enterprise Innovation 2

In recent years the high-profile success of young Australian entrepreneurs in building profitable business has been inspiring. Creating a new venture is a challenging task, one that requires specific knowledge as well as general business and entrepreneurial skills. The process of transforming creative ideas into commercially viable businesses continues to be a major challenge. Successful entrepreneurship requires more than merely luck and money. It is a cohesive process of creativity, risk taking and planning.

Enterprise Innovation 2 exposes you to the process of entrepreneurship and creativity. This module is about learning by doing - applying entrepreneurial thinking to the development of viable business concepts. On completion, you'll know how to develop and evaluate innovative, sustainable, investment - ready business ventures. It's possible that some of the student-led projects may evolve into the real-life ventures.

ASSESSMENT | Traction Tasks 30%; Exhibition Day 40%; Business Debrief 30%.

Business Law, Compliance and Governance

This subject introduces you to the legal and compliance frameworks for conducting business in Australia. Topics include a background to legal systems, the structure of business entities, the principal business law topics of contracts, insurance, the workplace, the consumer, conventional and new commercial practices and privacy.

ASSESSMENT | Case Study 20%; Report and Class Presentation 30%; Final Exam 50%.

Digital Business Communications

This subject explores the exciting and evolving world of digital communications including the key tactics and tools used for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You'll learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.

ASSESSMENT | Web Portfolio 30%; Case Study 35%; Final Exam 35%.

Business Internship 1

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (eg. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

ASSESSMENT | Work, Education and Career Documentation 20%; Creative Portfolio and Blog 40%; Internship Reflective Journal 20%; Host Organisation Evaluation 20%.



How to enrol

Choosing where you'd like to study is one of the most important decisions you'll make towards starting your career. It's no less important if you're already working and thinking about learning new skills or if you're thinking about changing careers.

Speak to us today

We are here to support you with all the information you need to select the right course for you. Our Admissions Team is always available to answer your questions on the courses we offer and our enrolment process. Get in touch today – we are here to help! (link to [contact page](#)).

Apply now

We accept direct applications and you can start the process now. You can complete an application at any time throughout the year so you don't have to wait to secure a place in our next intake (apply to enrol [here](#)).

You can also preference Macleay College on UAC or VTAC, however you don't need to wait for this process to confirm your place with us. You can complete a direct application now.

Admission criteria

The admission criteria differ for each course. We encourage you to speak to our Admissions Team who can walk through the criteria for your course and how they're applied to your individual circumstances.

FEE-HELP

FEE-HELP is a Commonwealth Government loan scheme available to eligible students to help pay for part or all of their fees.

As an approved higher education provider, FEE-HELP is available for our Diploma and Degree courses. For more information about FEE-HELP please click [here](#) to go the Government FEE-HELP website.

Frequently asked questions

Enrolment and deferment

Q | What is the Admissions Policy at Macleay?

A | The criteria for admission to our courses are detailed in our Admissions Policies. You can view the Admissions Policy for Domestic Student [here](#).

Q | If I enrol as a full-time student, can I change to part-time study after I've started the course?

A | You may change your study load from full-time to part-time, and vice versa, during your studies. However, to avoid academic and/or financial penalty, you should make any changes to your enrolment prior to Census Date for that trimester.

Applications to change your study load can be accessed [here](#) or by calling 1300 939 888 to speak to your Faculty Coordinator if you have any questions.

Q | Can I defer the start of my course?

A | You can defer the start of your course for up to a maximum of 12 months. If you want to defer for a longer duration, you'll be required to withdraw from the course and re-apply when you are ready to recommence your study at Macleay College.

Applications to defer your enrolment should be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application to Defer the Commencement of Study.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

Q | What is the longest time I can take to complete a course?

A | How long you take to complete your course of study at Macleay depends on a number of factors such as the duration of your course, your study load, your academic progression and if you take any time away from your studies. Generally, the maximum number of subjects you can take per trimester is four (for a full-time study load); and the minimum number of subjects per trimester is two (for a part-time study load).

For more information about course progression and study loads, call 1300 939 888 to speak to your Faculty Coordinator.

Q | Can I enrol in two courses of study at the same time?

A | You are only allowed to enrol in one course at a time, however you may transfer courses by contacting registrar@macleay.edu.au

Q | Can I take a break from my course to travel overseas?

A | You can suspend your enrolment to take a leave of absence (to go travelling for example) for up to 12 months. If you want to suspend your enrolment for longer, you'll be required to withdraw from the course and re-apply when you're ready to continue with your studies.

Applications to suspend your enrolment should be made no later than five working days before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for a Leave of Absence.

For more information about deferring your enrolment, click [here](#) for the Enrolment Policy or call 1300 939 888 to speak to your Faculty Coordinator to discuss your enrolment options.

Q | What is a Census Date?

A | Census Dates are the official deadline for finalising your enrolment and fees without incurring any academic and/or financial penalties. For example, if you wish to withdraw your enrolment or change to a part-time study load, you must do so before the relevant Census Date to avoid a 'Withdrawn Fail' on your academic transcript and incurring a fee liability for those subjects.

Each trimester has its own Census Date and these are listed in the Academic Calendar and Student Handbook. Click [here](#) to see the 2018 Census Dates.

Course Credit and RPL

You may be eligible for course credit via recognition of prior learning (RPL) for the subjects you have completed.

Q | I have completed subjects at another institution, can I get credit towards my course at Macleay College?

A | If you have studied at a university or other tertiary institution, you may be eligible for course credit for the subjects you have completed. This is known as Recognition of Prior Learning (or RPL) and may result in course credit via the grade 'Advanced Standing'. Advanced Standing recognises your previous study and may reduce the number of subjects required to complete your course at Macleay College.

For more information you can view the Course Credit for RPL Policy [here](#) or call 1300 939 888 to speak to our Course Advisors about how to apply for course credit.

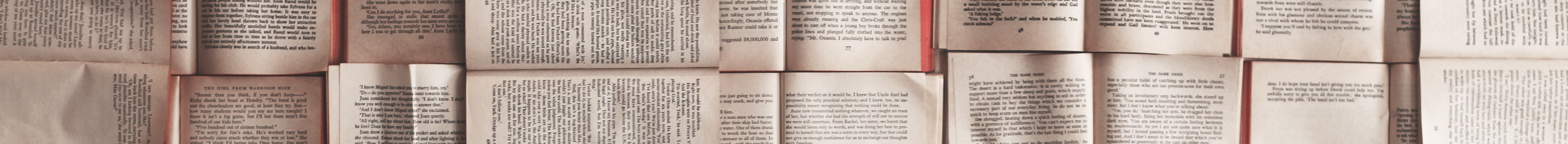
Q | What is the maximum amount of credit I can get from prior study towards a course at Macleay College?

A | The maximum number of subjects for which exemption (course credit) may be granted is 50% of the total credit points of your course at Macleay College.

Q | How do I apply for course credit?

A | You apply for course credit by submitting an Application for Course Credit attaching the following documents in relation to the subject/s for which you are seeking exemption:

- Academic transcript(s) of previous courses of study including year completed and grades attained
- Subject outlines and/or course description including information on learning outcomes.



Applications for course credit need to be made before Census Date to avoid academic and/or financial penalty. Click [here](#) for an Application for Course Credit, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

Q | I completed a Diploma course at Macleay, can I get credit if I enrol now into one of the College's Bachelor Degrees?

A | If you passed all 12 subjects of a Macleay Diploma course, you may then articulate into a Macleay Bachelor Degree course. The maximum number of subjects for which credit may be granted is 12 subjects, but this depends on the Diploma you completed and the Bachelor Degree you're enrolling into. Click [here](#) for an Application for Course Credit and [here](#) for the Course Credit for RPL Policy, or call 1300 939 888 to speak to a Faculty Coordinator if you need assistance to complete your application.

University pathways

Q | Can I go on to study a Bachelor Degree at another institution after I finish my Diploma?

A | You may apply for enrolment to any university undergraduate or post graduate course. Please note that completion of a Diploma at Macleay College does not guarantee automatic entry into university. Please contact the individual universities to obtain details of application and possible exemptions.

Q | What Universities does the College have affiliations with?

A | We have formal agreements for articulation in Business Degrees at the University of Technology, Sydney (UTS) and Bond University.

Q | Can the College help me with University applications?

A | We can assist in providing all the relevant information for you to continue your education path into university. The application process is your responsibility, but we'll help you where possible.

Q | How many credits can I get if I study the Bachelor of Business at UTS after I finish my Diploma of Business Management course?

A | Based on acceptance by UTS, students can enrol into one of their Business Degrees with an advanced standing of 48 credit points for the Diploma of Business Management or the Diploma of Marketing, Students must begin studying at UTS within three years of completing their study at Macleay College.

More frequently asked questions

Fees and payment

Q | How can I pay my course tuition fees?

A | You can pay your course tuition fees one of three ways. You can pay either with an upfront invoice, via the FEE-HELP loan system or a combination of both.

Q | Can I pay my tuition fees by instalment?

A | Yes, your tuition fees are charged and payable each trimester making it three equal instalments each year. Tuition fee payment is due by Census Date each trimester.

Q | Do I get a discount if I pay my fees upfront?

A | There is no discount for upfront fee payment.

Q | How can I make my tuition fee payment upfront?

A | We accept the following upfront payment options:

CREDIT CARD | Complete a Payment Authority Form to authorise payment by credit card. Click [here](#) for a Payment Authority Form.

BANK TRANSFER | Please include your name as the reference

BANK | National Australia Bank (NAB)

BSB | 082 057

ACCOUNT NUMBER | 199 594 482

ACCOUNT NAME | Macleay College Pty Ltd

Q | Can I pay my tuition fees by FEE-HELP?

A | Yes, Macleay College is an approved FEE-HELP Provider. Find out more about FEE-HELP and how to apply below.

Q | How do I apply for a fee refund?

A | You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date.

Our Tuition Fee Refund Policy for Domestic Students contains important information about the process to obtain a fee refund (click [here](#) to see the policy).

Q | Do I have to pay extra fees if I fail a subject?

A | If you're required to repeat a subject you'll be charged to re-do it at the current fee schedule.

Q | Does Macleay have tuition fee protection assurance coverage?

A | Yes, Macleay is covered by TAFE Directors Australia Tuition Assurance Scheme (Higher Education) which ensures tuition protection for students enrolled in a course of study with us. Click [here](#) for our Statement of Tuition Assurance.

FEE-HELP



And even more frequently asked questions

Q | What is FEE-HELP?

A | FEE-HELP is a Commonwealth Government loan scheme that helps eligible students pay their tuition fees. If eligible, you can borrow up to the amount of the tuition fee being charged by your provider for your subject of study. However, over your lifetime you can borrow only up to the FEE-HELP limit (this amount is indexed each year). The Commonwealth Government will pay the amount of the loan directly to the College. You then repay your loan through the taxation system once your income is above the minimum threshold for compulsory repayment. Find out more by downloading the 2017 FEE-HELP Guide [here](#).

Q | How do I apply for FEE-HELP?

A | To apply for a FEE-HELP loan, you'll need a Tax File Number and a 'Request for FEE-HELP Assistance Form'. Find out more about applying for FEE-HELP by downloading the 2017 FEE-HELP Guide [here](#) and visiting the Study Assist website [here](#).

Q | Where do I get a FEE-HELP assistance form?

A | A 'Request for FEE-HELP Assistance Form' can only be obtained from the College. Our Course Advisors will provide you with a 'Request for FEE-HELP Assistance Form' during the application process. Alternatively, you can request a form be posted to you by emailing registrar@macleay.edu.au

Q | Where do I get a Tax File Number?

A | The 'Request for FEE-HELP Assistance Form' will ask for your Tax File Number (TFN).

If you don't have a TFN, you must apply for one through the Australian Taxation Office (ATO). While your application is being processed, you can attach a 'Certificate of Application for a TFN' with your completed 'Request for FEE-HELP Application Form'. Your certificate is available from the Australian Taxation Office (ATO) after you have submitted your TFN Application. For more information about applying for a TFN, click [here](#) or contact the ATO on 13 28 61.

Q | How do I apply for a fee refund?

A | You can apply for a refund of fees paid up front or re-credit of your FEE-HELP balance by submitting an 'Application for Fee Refund' with the Registrar before Census Date. Our Tuition Fee Refund Policy for Domestic Students contains important information about how to obtain a fee refund (click [here](#) to see the policy).

Internships

Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

A | You're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 164 hours of internship. However, you are encouraged to do

more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

Q | Will the College help me get my internship/work placement?

A | We constantly receive offers from employers requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.

Employment

Q | Do Macleay graduates find jobs after they finish their course?

A | Many of our graduates find jobs soon after graduation and some are offered work as a result of their internships. You can read more about our graduates [here](#).

Q | How many hours do I have to do for my internship/work placement? Do I get paid for it?

A | Journalism Diploma students are required to complete a minimum of at least 40 hours of internships. While Journalism Degree students are required to complete 120 hours.

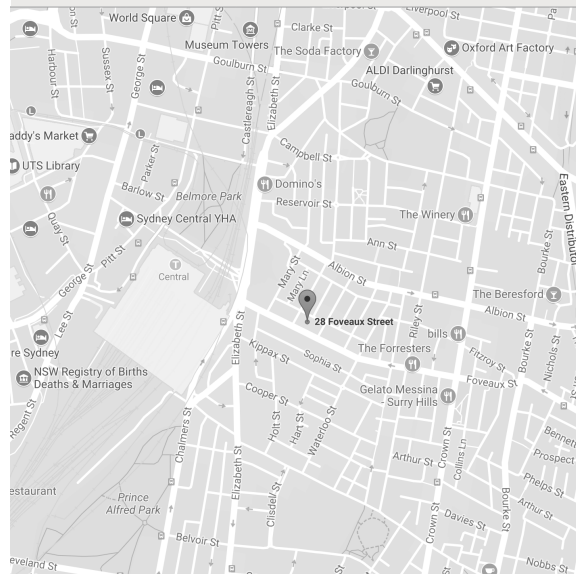
If you're studying one of our other Diplomas, you're required to complete a minimum of 84 hours of internships. If you're studying one of our Degrees you are required to complete 168 hours of internship. However, you are encouraged to do more intern hours in order to increase job-readiness after you graduate. Find out more about our Internship Program [here](#).

Q | Will the College help me get my internship/work placement?

A | We constantly receive offers from employers in the media and business industries requesting interns. Our lecturers are industry practitioners and can also help you to find work placement in an area of your interest. It is however your responsibility to select the internship of most interest to you and make an application.



Our campuses



Sydney

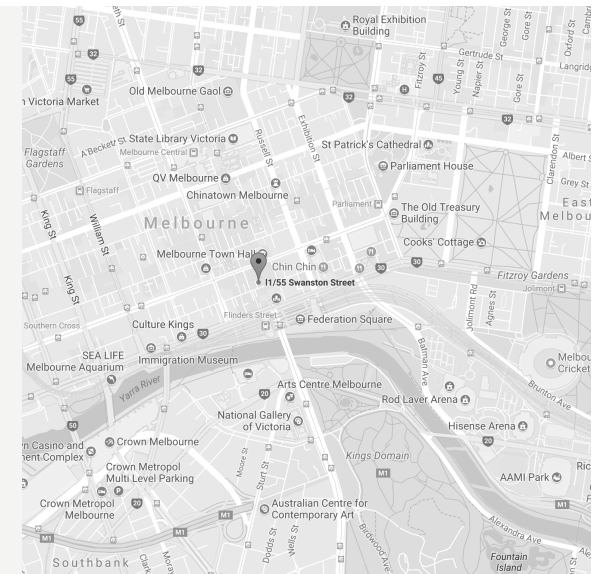
L2, 28 Foveaux Street, Surry Hills, 2010

Our Sydney campus is right in the heart of Surry Hills and a two minute walk from Central Station (trains and buses). Surry Hills sits on the edge of Sydney's CBD and much of its character is due to the number of original industrial buildings and warehouses still there, many of which have been converted into apartments and work spaces. The area is also home to many of Sydney's exciting new cafés and interesting restaurants. This, plus a high number of local businesses being involved directly or indirectly with the creative industries, Surry Hills is recognised as one of Sydney's most creative suburbs.

Melbourne

L1, 55 Swanston Street, Melbourne 3000

A couple of minutes walk from the iconic Flinders Street Station and Federation Square which is host to galleries, shops and ACMI (the Australian Centre for Moving Image), our Melbourne campus could hardly be more central or more accessible. Sitting on the southern edge of Melbourne's CBD and metres away from where Collins Street and Swanston Street meet, the College is surrounded by an eclectic mix of cafés and shops. The National Gallery of Victoria, Australia's longest running, largest and most visited art museum, is just across the Yarra River.



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