



**Southbank**  
Institute of Technology  
Education for aspiring minds

# Business and Management

Program Guide 2012



CPICDS Provider No. 00020E



**Queensland** Government



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## Key

- Q** **QTAC**  
Apply directly to Queensland Tertiary Admissions Centre (QTAC).  
*Note: QTAC codes in this guide are current for 2011.*
- DE** **Direct Entry**  
Apply directly to Southbank Institute of Technology.
- WB** **Workplace Based**  
This course is delivered in your place of work.
- OL** **Online**  
The course is offered online.
- FD** **Flexible Delivery**  
A course delivered through a range of methods.
- FT** **Full-time**  
The course is offered on a full-time basis.
- PT** **Part-time**  
The course is offered on a part-time basis.
- AT** **Aboriginal and Torres Strait Islander (A&TSI)**  
Apply directly to the School of Indigenous Australian People,  
Southbank Institute of Technology.
- VFH** **VET FEE-HELP approved**  
This course is VET FEE-HELP approved. Please see page 26 for more information.



*Check out [southbank.edu.au](http://southbank.edu.au)  
for the latest VET FEE-HELP  
course information.*

Information and courses contained within this booklet are correct as at June 2011 and are subject to change at any time without notice. For up to date information call 13 72 48 or visit [southbank.edu.au](http://southbank.edu.au)

## Why you should study with us.

Here's why more than 28,000 students from over 90 countries chose to study with us in 2010.

### 1 We will help shape your career

- we provide quality education for a range of careers
- our courses give you the practical skills so you are job ready
- we offer 140 formal pathways to university
- 88.2% of graduates go on to further study or get a job after\*.

### 2 We are a leading training provider with highly skilled teachers

- our respected industry focused teachers strive to deliver you the best teaching
- we work with industry to deliver up-to-date training packages endorsed by the Australian Quality Training Framework.

### 3 We offer a world-class learning environment

- we recently completed a major redevelopment of our Southbank campus to create a world-class facility designed to inspire interactive and student-focused teaching and learning
- our campus offers open and flexible learning spaces so you can work at your own pace and be your best
- study modes available including full-time, part-time, short courses, online, flexible delivery and on-the-job training.

### 4 We are centrally located

- our Southbank Campus is located in the heart of Brisbane's cultural precinct and right next to the city centre. It is easily accessible to buses, trains and the City Cat
- newly opened student accommodation is available next door to our main campus.

### 5 We provide an international perspective

- we currently have 3,500 international students studying with us from more than 90 countries
- we can provide international students an excellent pathway into university or further training
- international students can access a first class support network, including a dedicated International Student Support team, an International Student Social Club and English Language Intensive Courses for Overseas Students (ELICOS)
- we can point you in the right direction to help you find accommodation.

### 6 We will support you

We offer a wide range of services to help you when you need it most, including:

- scholarships and bursaries
- career counselling
- AccessAbility services
- library
- literacy and Learning Centre
- Indigenous Australian student support
- student employment opportunities
- a 24 hour security team.

### 7 We offer a wide variety of courses of highly sought after disciplines

Choose from a range of courses in the following areas:

- Health Services
- Biotechnology
- Engineering
- Multimedia
- Hospitality and tourism
- Creative industries
- Business services.

*Where to from here?*

*Visit our website [southbank.edu.au](http://southbank.edu.au) for information on courses available and study options or contact us on 13 72 48.*

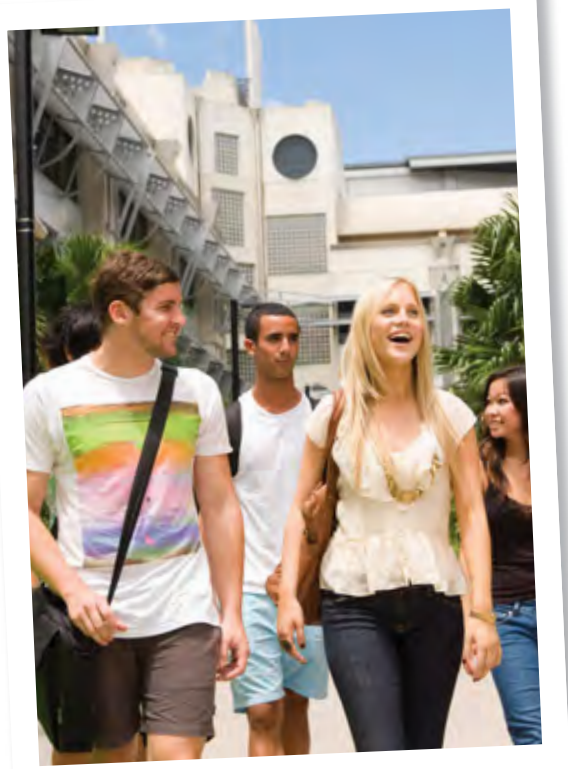


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\*Source: National Centre for Vocational Education Research (NCVER), 2009 Summary of Graduate Outcomes.



## Why choose business or management at Southbank Institute?

With the recently completed multi-million dollar development Southbank Institute is equipped to provide you with a world class education in a world class teaching environment. Our innovative and challenging courses will help you develop skills to succeed in the fast-changing modern work environment.

Whether you are learning to work in the field of accounting, business management, marketing, human resources, library services, project management or justice or creating a pathway to university, our responsive adaptable approach provides you with the practical, industry-relevant business and management training you need.

Our highly skilled teachers combine current industry knowledge with up to the minute expertise, to provide relevant and insightful training with a focus on the practical application of skills in the workplace. Course delivery is hands-on, blending theory and practical skills through modern teaching practices, workshops and case studies to teach you work ready skills ready to apply in your current or future working life.

We have built links with many universities to provide you with more options for further study. Enrolling in one of the many articulation programs provides you with a seamless pathway into university and allows you to gain credits for you studies. You can also study dual qualifications across many areas of business and management.

You can choose from a variety of study options including full-time, part-time, evening courses, and various accelerated courses to fit perfectly with your personal situation, work, family and social life. We also offer a variety of short courses to help you develop management skill sets in the areas of leadership, change management, small business and project management.



*"The course structure allows for a manageable mix of home, work and study allowing just about anyone to be able to find the time to study".*

*Blair Drinkwater,  
Certificate IV in Project Management*



# Accounting

## Diploma of Accounting



Course No	Duration	Entry criteria
FNS50204 QTAC code 155722 155720	18 months (full time)	School leavers must have completed Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
QTAC codes 155724 155726	Diploma of Accounting / Bachelor of Commerce (GU)
QTAC codes 155754 155756	Diploma of Accounting / Bachelor of Business (Accountancy) (QUT)
QTAC codes 155757 155758	Diploma of Accounting / Bachelor of Business (USQ)
QTAC codes 155761 155762	Diploma of Accounting / Bachelor of Commerce (USQ)
QTAC codes 155759 155760	Diploma of Accounting / Bachelor of Business Administration (USQ)

**Career opportunities** Assistant accountant, office manager, administration manager or budget officer in a wide variety of industries from public accounting, property, business services, manufacturing, banking, insurance, Government departments and not-for-profit organisations.

**Description** Put your accounting career on a solid footing with the Diploma of Accounting. This program provides you with work ready skills needed for middle and upper-level accounting jobs and forms the foundation for career mobility.

As an experienced accountant you can choose to work strategically with executive and management teams to provide expert financial advice to support business decision making, work in an accounting practice or position yourself to move into an array of management positions. This the perfect course to start your career in accounting or improve your understanding of accounting to advance your career.

Some of the key areas of learning in this course include how to:

- prepare income tax returns
- manage and forecast budgets
- prepare financial reports
- implement and maintain internal control procedures
- provide management accounting information.

**Further study options** Southbank Institute has built links with many universities including QUT and GU to give you more options for further study. This means you can benefit from direct entry into university and get a dual qualification in almost the same time it takes to gain a degree. Your studies will combine practical skills and theoretical knowledge that will hold great appeal to potential employers.





# Business

## Diploma of Business



Course No	Duration	Entry criteria
BSB50207 QTAC code 155632 155630	1 year (full-time)	School leavers must have completed Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
QTAC codes 155526 155522	Diploma of Business / Bachelor of Corporate Systems Management (QUT)
QTAC codes 155636 155634	Diploma of Business / Bachelor of Business (QUT)
QTAC code 155638	Diploma of Business / Bachelor of Business (GU)
QTAC code 155678	Diploma of Business / Bachelor of Commerce (GU)
QTAC code 155136	Diploma of Business / Bachelor of Business (International Management) (GU)
QTAC codes 155674 155675	Diploma of Business / Bachelor of Business (USQ)
QTAC codes 155676 155677	Diploma of Business / Bachelor of Business Administration (USQ)

**Career opportunities** Middle level manager in Government and private industry, administration officer, team leader, supervisor, business trainee.

**Description** This course provides you with competency-based training in the knowledge, skills and attitudes required to function effectively in a business environment. During the course you will undertake a cross section of subjects from management, human resources and marketing to provide you with a solid foundation for employment in commerce, industry or Government, at lower to middle manager or administrative roles.

Some of the areas of study covered include how to:

- coordinate and implement customer service strategies
- develop teams and individuals
- analyse and present research information
- promote products and services and develop advertising strategies
- maintain financial records, budgets and financial plans
- show leadership in the work place
- manage workforce planning, separation and termination
- plan and manage projects and conferences.

**Further study options** Southbank Institute has built links with many universities including QUT to give you more options for further study. This means you can benefit from direct entry into university and get a dual qualification in almost the same time it takes to gain a degree. Your studies will combine practical skills and theoretical knowledge that will hold great appeal to potential employers.

## Certificate III in Business



Course No	Duration	Entry criteria
BSB30107	6 months (full-time)	For entry into the course, preference is given to prospective learners of Aboriginal or Torres Strait Islander descent (as defined in Abstudy guidelines). Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.

**Career opportunities** Graduates learn the skills for employment as a receptionist, secretary, personal assistant, word processing operator, computer operator, administrative assistant, clerical officer.

**Description** Take the next step in your business career with a course designed to provide advanced training for office-related roles. You will learn practical skills necessary for employment in office and administrative fields. This course is designed for a variety of learners including young people looking for basic business knowledge through to mature persons looking to refresh their knowledge of modern office techniques as a pathway to re-enter the workforce.

Some of the key areas of learning in this course include:

- creating and using databases
- creating electronic presentations
- advanced communication strategies
- working effectively with diversity
- writing simple documents
- organising workplace information.

**Further study options** Diploma of Business (including the nested Certificate IV in Business), Diploma of Management, Diploma of Business Studies.



# Entrepreneurship

## Vocational Graduate Certificate in Entrepreneurship



Course No	Duration	Entry criteria
39202QLD	1 year (full-time)	No prior formal qualifications are required for entry into this course. However it is recommended that participants have 10 years work experience and it is strongly recommended that students have had practical management experience and an understanding of issues in developing a new business activity or a new commercial venture.

**Career Opportunities** Business owner, corporate business development officer, small business coach, and entrepreneur.

**Description** If you are a business owner or planning to start your own business or other venture, this course is designed to provide you with the conceptual framework and practical skills to develop or grow your business. During the course you will gain practical skills and knowledge of successful business strategies and concepts to help you transform a commercially viable idea into a marketable product, service or process.

This course is structured to help you develop a business concept; analyse and evaluate concept research information; formulate operational plans for an entrepreneurial venture and launch an entrepreneurial venture into a commercial market. Key learning in the course focuses on building the knowledge and skills needed to take your entrepreneurial instincts to the next level including how to:

- develop a business concept for an entrepreneurial venture
- evaluate a business concept and develop an entrepreneurial business model
- evaluate resources and determine the operational plans for an entrepreneurial venture
- develop and present an entrepreneurial strategic plan.

## short course

## Start Your Own Business – Short Courses from the Certificate IV in Small Business Management



Course No	Duration	Entry criteria
BSB40407 QTAC code 155164	6 weeks for each of the 4 streams	There are no entry requirements for this course

**Career Opportunities** Business owner, corporate business development officer, small business coach, and entrepreneur.

**Description** Ever dreamed about starting your own business but were unsure how to go about it? These short courses in small business management will help you explore the possibility of working for yourself. Bring your idea along, or work on a class-simulated one. Experienced lecturers take you through the process of planning, financing, marketing and online business development to help you turn your ideas into business reality.

The four areas of study covered by these short courses include:

- business planning and modelling
- cash flow funding for start-ups
- bootstrap marketing for start-ups
- establishing a business online.

Each of these four streams completes a part of the requirements for the Certificate IV in Small Business Management. Successful completion of all four satisfies requirements for to be awarded the Certificate IV.



## Diploma of Justice Administration VFH Q FT

Course No	Duration	Entry criteria
39184QLD QTAC codes 155472 155476	1 year (full-time)	Completion of Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
QTAC codes 155488 155486	Diploma of Justice Administration / Bachelor of Arts Criminology and Criminal Justice (GU)
QTAC codes 155468 155466	Diploma of Justice Administration / Bachelor of Justice (QUT)
QTAC codes 155462 155463	Diploma of Justice Administration / Bachelor of Business (USQ)
QTAC codes 155464 155465	Diploma of Justice Administration / Bachelor of Business Administration (USQ)

**Career opportunities** Regulatory, compliance and enforcement roles in Government departments, courts administration, courts security, courts public liaison and community services, courts registry, probation and community corrections, juvenile justice, sheriffs, bailiffs, community policing, Aboriginal legal services, alternative and diversionary programs, offender/detainee support programs, Commonwealth immigration control, customs, community crime prevention, community legal services (non-professional).

**Description** This course helps you prepare yourself for work in State and Federal law enforcement departments.

If your career interests lie in business, corrective services, the court system, security services, juvenile justice, community services or public service areas with an enforcement component this is the right course for you. On successful completion of this course you will gain work and university ready skills in:

- interviewing
- communication with clients on justice related issues
- analysing criminal and civil justice systems
- word processing and keyboard skills
- analysing and presenting research information
- preparing court documentation on civil & criminal proceedings
- applying provisions of a range of law enforcement legislation
- managing ethical responsibilities in the justice sector.

**Further study options** Southbank Institute has built links with many universities including QUT and GU to give you more options for further study. This means you can benefit from direct entry into university and get a dual qualification in almost the same time it takes to gain a degree. Your studies will combine practical skills and theoretical knowledge that will hold great appeal to potential employers.

## Diploma of Justice Aboriginal and Torres Strait Islander (A&TSI) VFH Q AT FT

Course No	Duration	Entry criteria
39252QLD-1 QTAC codes 155456 155450	1 year (full-time)	For entry into the course, applicants need to be of Aboriginal or Torres Strait Islander descent (as defined in Abstudy guidelines).

Course No	Pathways to university
QTAC codes 155496 155490	Diploma of Justice (A&TSI) / Bachelor of Justice (QUT)

**Career opportunities** Graduates of this Diploma will be eligible to work, with minimal supervision, in justice and related public sector departments in the following areas: corrective and community services, Department of Emergency Services, customs and immigration control or police.

**Description** Put your legal career into safe hands with extensive preparation for employment in the area of State and Federal law enforcement. This course has been developed to provide you with a sound understanding of criminal and civil justice systems and the techniques and skills to provide guidance and counselling to others. You will gain job ready skills, knowledge and experience for employment in a diverse range of positions in corrective and community services, customs and immigration control.

The course has been tailored to ensure you gain job-ready skills, as well knowledge integral to successful articulation into the higher education sector.

Some of the key areas of study include how to:

- analyse criminal and civil justice systems
- provide assistance to A&TSI people accessing the justice system
- support A&TSI people in the justice system
- protect the safety and welfare of A&TSI offenders
- manage successful cultural practice for justice workers
- apply the Queensland Criminal Code
- manage ethical and accountability responsibilities and responsibilities in the justice system
- prepare information for justice processes and facilitate court orders.

**Further study options** Southbank Institute has built links with many universities including QUT and GU to give you more options for further study. This means you can benefit from direct entry into university and get a dual qualification in almost the same time it takes to gain a degree. Your studies will combine practical skills and theoretical knowledge that will hold great appeal to potential employers.

## Course in Preparation for Justice of the Peace (online)

DE OL

Course No	Duration	Entry criteria
FFS512	self paced learning	The requirements for candidates for registration to become a JP (Qual) are that they must be: an Australian citizen by birth, descent or grant; at least 18 years old; of good character and registered on the State electoral roll.

**Career opportunities** Voluntary support as a Justice of the Peace (Qualified) in the State of Queensland.

**Description** This course is a short, online course to help you become a Justice of the Peace. You can learn at your own pace about the administrative duties, legal responsibilities and power of a JP, including the provision of information, assistance and services to the community. An online, open book exam is required to complete this course.

*The combination of practical training and tertiary study will broaden the scope of students' skills and experience and significantly improve your career outcomes when you enter the workforce.*







# Library

## Diploma of Library / Information Services



Course No	Duration	Entry criteria
CUL50104	18 months (full-time)	School leavers must have completed Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.
<b>QTAC codes</b> 155232 155238		

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
<b>QTAC codes</b> 155324 155326	Diploma of Library / Information Services / Bachelor of Corporate Systems Management (QUT)

**Career opportunities** Library technician, circulation officer, acquisitions officer, reference desk support and cataloguing officer.

**Description** This course is part of the Library and Information Services Industry Training Package and prepares you for a professional role in a wide range of library types including; public, special, academic and school and a pathway to university.

Competency is developed in assisting clients to obtain information, making information accessible, working and managing in a team and maintenance of library facilities including technological applications. This course covers the traditional library services of circulation of books through to facilitating client access through to efficient searching of the internet and World Wide Web. Some of the areas of learning covered during the course include:

- undertake cataloguing activities
- how to obtain information from external and networked sources
- research and analyse information to meet customer needs
- facilitate group based learning
- catalogue and classify material
- use development software to build a basic website
- develop and use complex databases.

We have built links with many universities including QUT to give you more options for further study. Enrolling in the library / information services pathway course above provides you with a seamless entry into the university course and credit of up to one year of study at university. On completion of your study you'll have two qualifications plus great practical skills and theoretical knowledge from your vocational and university studies.





# Management

## Advanced Diploma of Management / Diploma of Project Management (Dual Award)



Course No	Duration	Entry criteria
BSB60407-1/ BSB51407-1	9 - 10 months (part-time)	There are no entry requirements for this course. However, we recommend that you have 5 to 10 years work experience and have either successfully completed a Certificate IV in Project Management or had experience working in a project based role.

**Career Opportunities** Business development manager, contract administration officer, executive officer, financial assistant, finance officer, human resources officer, operations manager, general manager, project, officer and project manager.

**Description** Take your career further, faster, with accelerated training in advanced business and project management practices and principles. Businesses today need people with the skills and abilities to lead people effectively. People who can not only see big picture opportunities in today's dynamic, global environment but who also see opportunities for incremental improvements in a businesses total value chain .

During this course you will develop work ready business and leadership skills combined with project leadership techniques designed to help you get the most out of project teams under your command.

Give yourself an edge and the confidence to take the next step to university by developing key leadership skills to:

- develop and implement strategic and business plans
- provide leadership across an organisation
- manage change and continuous improvement programs
- manage knowledge and information
- manage budgets and financial plans
- manage project scope, time, costs and quality
- manage project human resources and procurement
- manage personal (work) priorities and professional development.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.

## Advanced Diploma of Management



Course No	Duration	Entry criteria
BSB60407	6 months (part-time)	It is strongly recommended that participants have 5 - 10 years work experience. It is also recommended that students have practical management exposure and experience with an understanding of issues in large complex organisations.

**Career opportunities** Business development manager, contract administration officer, executive officer, financial assistant, finance officer, general manager, human resources officer, operations manager and sales.

**Description** Are you ready to take your career to a more strategic level with accelerated training in advanced business management skills? This advanced diploma course will provide you with the leadership and management skills and abilities needed by today's businesses and the confidence to take the next step to university.

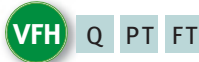
You will learn how to identify big picture opportunities in today's dynamic, global environment and develop the tools to capitalise on opportunities for incremental improvements in the businesses' total value chain.

Give yourself an edge by developing key leadership skills to:

- develop and implement strategic and business plans
- provide leadership across and organisation
- manage change and continuous improvement programs
- manage knowledge and information
- manage budgets and financial plans.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.

## Diploma of Management



Course No	Duration	Entry criteria
BSB51107 QTAC code 155742 155748	1 year (full-time)	School leavers must have completed Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
QTAC codes 155727 155728	Diploma of Management / Bachelor of Business (GU)
QTAC codes 155967 155964	Diploma of Management / Bachelor of Business (QUT)
QTAC codes 155729 155730	Diploma of Management / Bachelor of Business (USQ)
QTAC codes 155731 155732	Diploma of Management / Bachelor of Business Administration (USQ)

**Career Opportunities** Middle level manager in Government and private industry, team leader, supervisor, management trainee.

**Description** Get in control of your career, with advanced training in contemporary business and management practices and principles. This course encompasses modern management practices and practical skill development to improve organisational efficiency. By enrolling in the one of the management pathway courses you can also gain direct entry to the respective university course with credits for your studies.

On completion of the course you will have gained essential managerial skills and knowledge to put future strategies for success in place including the knowledge to:

- coordinate and implement customer service strategies
- develop and deliver presentations
- develop teams and individuals
- promote products and services
- maintain financial records
- establish effective workplace and industrial relations
- provide effective leadership
- facilitate continuous improvement
- manage risk.

We have built links with many universities including QUT and Griffith to give you more options for further study. Enrolling in one of the management pathway courses above provides you with a seamless entry into the respective university course and credit of up to one year of study at university. On completion of your study you'll have two qualifications plus great practical skills and theoretical knowledge from your vocational and university studies.

## Diploma of Management – Accelerated



Course No	Duration	Entry criteria
BSB51107-2	9 months (part-time)	It is highly recommended that participants have 5 years work experience and that students have practical management experience with an understanding of issues and needs in large organisations.

**Career Opportunities** Middle level manager, team leader, supervisor, management trainee.

**Description** Take control of your career faster, with accelerated training in contemporary business and management practices and principles. This course is designed to provide work ready knowledge, help strengthen your understanding of the business world and build you're your existing organisational marketing, personnel and financial management skills.

Some of the key learning from this course will provide you with work ready skills and knowledge in:

- performance management systems
- developing a workplace learning environment
- managing risk and ensuring workplace safety
- managing projects, ensuring team effectiveness, budgeting and financial planning
- managing recruitment, selection and induction processes
- managing people performance
- providing leadership across the organisation.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.

*"The knowledge that I got from the course was better and more helpful than I had expected. I believe now that I am a better and more efficient manager".*

*Ashley Harvey,  
Diploma of Management Graduate*

## Diploma of Human Resources Management – Accelerated



Course No	Duration	Entry criteria
BSB50607-2	9 months (part-time)	It is recommended that participants have 5 years work experience and it is recommended that students have practical management experience and an understanding of issues in large organisations.

**Career Opportunities** Human resource officer, team leader, middle level manager, recruitment officer, training and development officer, payroll officer, employee/ industrial relations officer.

**Description** Take control of your career faster, with accelerated training in Human Resource management. This course has been developed to enable you to gain critical skills and knowledge in all areas of Human Resource Management including staffing, recruitment, induction, termination, employee relations, performance management, training and professional development.

The interactive classes will enhance the development of valuable HR networks and provides you with the opportunity to learn from your fellow students and the confidence to take the next step to university. Some of the areas of study covered during this course are:

- managing industrial relations
- managing recruitment and selection processes
- managing separation and termination processes
- workforce planning and managing human resource services
- managing people, performance and providing leadership across the organisation.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.





# Marketing

## Diploma of Marketing



Course No	Duration	Entry criteria
BSB51207 QTAC code 155932 155930	1 year (full-time)	Completion of Year 12 or equivalent. Non school-leavers are selected according to eligibility and merit, vocational experience, previous study and personal competencies.

You can enrol in the above Diploma or one of the pathway courses below. Successful completion guarantees direct entry, with study credits, into the university degree.

Course No	Pathways to university
QTAC codes 155738 155737	Diploma of Marketing / Bachelor of Business (GU)
QTAC codes 155658 155657	Diploma of Marketing / Bachelor of Business (QUT)
QTAC codes 155659 155660	Diploma of Marketing / Bachelor of Business (USQ)
QTAC codes 155661 155662	Diploma of Marketing / Bachelor of Business Administration (USQ)

**Career Opportunities** Assistant marketing manager, product / brand manager, marketing coordinator, sales coordinator, customer service officer, promotions coordinator.

**Description** As a student of this course you will develop industry relevant knowledge and skills to operate successfully in a marketing environment. You will gain essential work ready marketing and business skills ready to apply in the workplace or the foundation for further studies at university.

This course is structured to allow you to carry out a range of work based activities such as:

- market profiling and analysing customer behaviour
- conducting, analysing and presenting market research
- developing domestic and international marketing plans
- reviewing and maintaining websites and electronic marketing communications
- reviewing marketing activity and financial reporting.

We have built links with many universities including QUT and Griffith to give you more options for further study. Enrolling in one of the marketing pathway courses above provides you with a seamless entry into the respective university course and credit of up to one year of study at university. On completion of your study you'll have two qualifications plus great practical skills and theoretical knowledge from your vocational and university studies.

## Diploma of Marketing – Accelerated



Course No	Duration	Entry criteria
BSB51207-2	9 months (part-time)	It is recommended that participants have 5 years work experience and practical management experience with an understanding of issues and marketing needs in large organisations.

**Career Opportunities** Assistant marketing manager, product / brand manager, marketing coordinator, sales coordinator, customer service officer, promotions coordinator.

**Description** Take control of your career faster, with accelerated training in Marketing. This accelerated diploma is designed to allow you to complete your studies over nine months and is specifically geared for existing sales and marketing employees with five years experience in the workforce. This course provides advanced training in the knowledge and skills needed to operate at the highest levels of business and will help you identify new opportunities to advance your career and the confidence to take the next step to university.

The course blends practical experience with current marketing theory to help you develop a broad range of work ready skills and applications. Areas of study covered during the course include:

- market profiling and analysing customer behaviour
- market research, analysis and presentation
- developing and implementing strategically aligned marketing plans
- implementing a sales plan to effectively promote products and increase sales
- review marketing activity and improve performance and the bottom line
- manage and maintain website content and electronic marketing
- financial reporting.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.

*"Undertaking the Dip Marketing has made a significant difference to me both professionally and personally. The course has greatly improved my work skills and I feel much more confident".*

*Pam Burgess,  
Diploma of Marketing Graduate*



## Advanced Diploma of Project Management



Course No	Duration	Entry criteria
BSB60707	6 months (part-time)	Southbank Institute of Technology strongly recommends that students should either have successfully completed a Certificate IV in Project Management, or had at least five years experience working in a project based role. Ideally, students should have completed Year 12 or equivalent. However, this course is NOT recommended for students who have just left school.

**Career Opportunities** Project manager, program manager, project officer, project coordinator, business development manager, contract administration officer, executive officer, financial assistant, finance officer, human resources officer and sales.

**Description** This course explores the program management (managing multiple projects) discipline and how it relates to project management through nine workshops based on the PMBoK Knowledge Areas. Students will practice these topics in a safe, friendly environment aimed at preparing them for the challenges faced by program managers in the workplace.

The course has been designed for project professionals with substantial project management experience looking to take their next step into program management. It investigates the synergies and contrasts between program management and project management.

Some of the key program management skills you will gain during this course include:

- effectively integrating projects
- directing the scope of a project program
- managing time, cost and quality outcomes
- managing human resources
- planning and managing communications requirements
- risk management
- procurement and contracting.

**Further study options** Bachelor of Business at QUT via QTAC with credit for subjects equal to one year of full time study.

*"There is a big difference between accidental project managers and studied project managers. This course demonstrates the edge gained by studied project managers".*

*Lou Furedi,  
Diploma of Project Management Graduate*

# Project management

## Diploma of Project Management



Course No	Duration	Entry criteria
BSB51407	6 months (part-time)	Southbank Institute of Technology recommends that students should either have completed a Certificate IV in Project Management, or had experience working in a project based role.

**Career Opportunities** Project manager, program manager, project officer, project coordinator, business development manager, contract administration officer, executive officer, financial assistant, finance officer, human resources officer and sales.

**Description** The Diploma of Project Management explores advanced topics through nine workshops based on the PMBoK Knowledge Areas. The course builds on skills and knowledge explored in the Certificate IV in Project Management. During this course you will learn to out-grow the "recipe" nature of Project Methods, providing you the ability to adapt to different environments using a natural project management style.

You will practice these topics in a safe, friendly environment aimed at preparing you for the challenges faced by project managers in the workplace. On completion of this course you will have developed work ready skills ready to effectively manage projects including:

- application of project integrative processes
- project scope, time and costs
- project quality and risks
- project communications
- human resources and procurement.

**Further study options** Advanced Diploma of Project Management

## Certificate IV in Project Management



Course No	Duration	Entry criteria
BSB41507	6 months (part-time)	There are no entry requirements for this course. However, it is recommended that students have completed Year 12 or equivalent and/or have relevant experience in the industry or, Year 10 and have two (2) years industry experience.

**Career Opportunities** Project co-ordinator, project administrator, assistant project manager.

**Description** Project management skills are fast becoming an essential skill for all managers. This course is designed to build up your skills in project management, with comprehensive training delivered by industry-recognised professionals. This course provides you with practical project management skills through real world workshops and assessment.

On completion of this course you will have the ability to apply project management tools and techniques to effectively:

- define project scope
- manage time and project costs
- manage project quality and risks
- apply human resources and procurement techniques.

**Further study options** Diploma of Project Management or Advanced Diploma of Project Management





### Pathways to university\*

Southbank Institute of Technology is a recognised centre of excellence for its pathways to universities. We have partnered with major Queensland universities to give diploma, advanced diploma and associate degree graduates recognition for the quality of education and training they receive at Southbank Institute.

Many Southbank Institute diplomas and advanced diplomas articulate into degree courses with our partner universities. If you didn't get the right OP it's not the end of the world. By completing a diploma or advanced diploma at Southbank Institute, you can improve your OP score and heighten your chances of securing a place to university.

For more information about pathways visit [southbank.edu.au](http://southbank.edu.au) or check out our Pathways to your Future brochure.

### Need more information?

We have a range of brochures designed to help you to make the right decision and include:

- The Southbank Experience
- Parents Guide
- Support for Students
- Pathways to your Future
- Post-Degree Study

Our brochures are the perfect way to assist you with what Southbank Institute has to offer. Alternatively, if you would like to speak to us you can call 13 72 48.

### VET FEE-HELP

VET FEE-HELP assists eligible students undertaking certain Vocational Education and Training (VET) courses at Southbank Institute to pay for all or part of their tuition costs (excludes incidental fees). VET FEE-HELP is an Australian Government initiative and is an extension of FEE-HELP, as part of the Higher Education Loan Program (HELP). Students repay the loan to the Australian Government through the tax system once a student reaches the minimum income threshold level for repayment.

#### For further information

Visit [southbank.edu.au/vetfeehelp](http://southbank.edu.au/vetfeehelp)

*University abbreviations:	ACU	Australian Catholic University National
	CQUni	Central Queensland University
	CSU	Charles Sturt University
	GU	Griffith University
	QUT	Queensland University of Technology
	UQ	The University of Queensland
	USC	University of the Sunshine Coast
	USQ	University of Southern Queensland

# Enrol in four easy steps

## 1. Select the course you want to study



## 2. Contact Student Administration

Phone 13 72 48 for the most recent up-to-the-minute information or go to our website [southbank.edu.au](http://southbank.edu.au)



## 3. Apply to QTAC or Southbank Institute of Technology

Apply to QTAC (Queensland Tertiary Admissions Centre) or to Southbank Institute of Technology, depending on the course you choose (the courses listed in our careers booklets will let you know whether or not a QTAC application is required).



## 4. Secure your enrolment

Pay your fees before the course commences to secure your enrolment. Limited places are available in most courses.

For further information about how to enrol:  
Visit [southbank.edu.au/howtoenrol](http://southbank.edu.au/howtoenrol) or call 13 72 48.



Don't forget to 'like' our Facebook page and follow what's happening on Twitter!

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