

BERKELEY

BUSINESS INSTITUTE



2022 Course Guide



WELCOME TO BERKELEY BUSINESS INSTITUTE WHERE YOUR FUTURE STARTS

Berkeley Business Institute (BBI) is a fully accredited Registered Training Organisation located in the Central Business District of Sydney. BBI offer courses ranging from Certificates to Advanced Diplomas in vocational areas including, Business, Leadership and Management, Marketing and Communication and Project Management. We are a leader in our field and cater specifically for international students but all students are welcome.

BBI offers state of the art facilities in an outstanding, modern campus. Students have access to the latest technology, learning materials and first-class Trainers. Our Trainers pride themselves on the knowledge they impart upon our students and BBI also value the administrative and academic support given to each and every student. We aim to provide the best educational experience possible to ensure that you, the student, are fully equipped to enter the world of work when you have graduated.

We welcome each and every student as an individual with their own learning needs and look forward to seeing you in the very near future.

All the best with your future aspirations and Berkeley Business Institute will do everything possible to ensure you achieve these.



GAI WARNER
Principal Executive Officer



BERKELEY BUSINESS INSTITUTE

Content

06

Living and studying in Sydney, Australia

08

Why Choose Berkeley Business Institute

10-21

Course Information

Certificate IV in Leadership and Management

Diploma of Leadership and Management

Advanced Diploma of Leadership and Management

Certificate IV in Business (Administration)

Diploma of Business (Operations)

Advanced Diploma of Business

Certificate IV in Project Management Practice

Diploma of Project Management

Advanced Diploma of Program Management

Certificate IV in Marketing and Communication

Diploma of Marketing and Communication

Advanced Diploma of Marketing and Communication

22

Study Pathways, Fees & Charges, Intake Dates

23

Timetable

24

How to Apply

We are providing
better education for you

Living and Study in Sydney

LIFE STYLE IN AUSTRALIA

Australia is a true multicultural nation with people from all parts of the world. It is surrounded by water so there are many beaches and Australia has a beautiful natural environment with National Parks and a relaxed lifestyle. The country is made up of eight states and territories each with their own governments as well as the federal government.

Sydney is the largest city and the most popular city in Australia. It has the world famous Opera House and beautiful Sydney Harbour Bridge. Sydney is a cosmopolitan city with many restaurants and shopping areas within a short distance to stunning beaches and parks. There are always plenty of things to do while living and studying in Sydney.



OVERSEAS HEALTH

The health care system in Australia is one of the best but the cost of treatment can be expensive. While you are enjoying your student life in Sydney, the last thing you want to worry about is medical expenses if you get sick or have an accident. It is a visa requirement that all international students have Overseas Student Health Cover (OSHC) for the duration of their student visa.





PART TIME WORK

As an international student you are allowed to work for 40 hours per fortnight. The Permission to work is automatically included with your student visa. A variety of casual jobs can be found in cafés, restaurants and other retail outlets. Australia's minimum wage depends on your age, job classification and what industrial instrument these are covered by.



COST OF LIVING

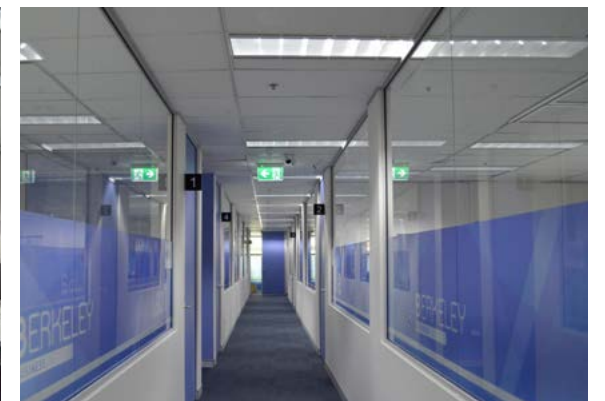
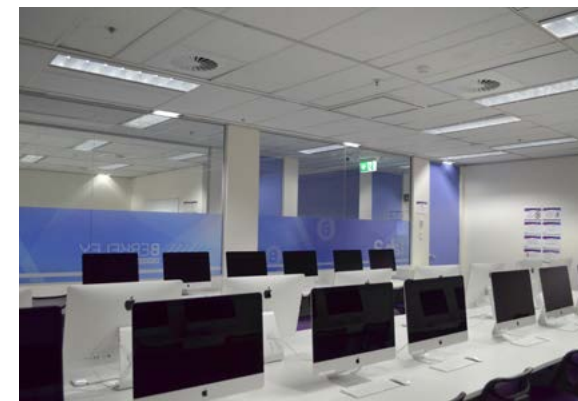
As a single student you must be able to show you have the financial capacity to cover living costs of at least \$21,041 Australian dollars per year. Student living away from home will require at least \$1,754 per month for accommodation, food, utilities and entertainment. The actual costs will depend on your lifestyle choices and needs.

-  Average temperature: 8.8°C – 25.8°C
-  Population: 4.627 million
-  236 days of sunshine a year
-  State capital of New South Wales
-  One of the world's most liveable cities
-  Cultural diversity

SHARING EDUCATION WITH THE WORLD

We are committed to giving you the best possible educational experience whilst you study with us!

Incredible life at BBI



Orientation and enrollment

At Berkeley Institute we provide orientation at the start of every term for new students. Orientation is usually held Thursday mornings at 9AM prior to the course commencement date. This session is compulsory for all newly arriving international students. Students will get a chance to meet the staff, tour the campus, receive their timetables and student IDs. This also gives you the opportunity to ask any questions you might have about the program or living in Australia. Students will also receive their USB lanyards containing the Student Handbook and all forms relevant to their time at Berkeley.



Academic support

All of the academic staff members at Berkeley Business Institute are highly qualified. Trainers and assessors are certified with experience inside the classroom and in their fields. They are also aware of industry trends and stay up-to-date with the latest information to help you achieve your future career goals.



Flexible online study

Our online study option is available to all domestic and overseas students. This study pathway is best for students who prefer a flexible schedule that matches their daily routine and study at your own pace learning style. Students who enrol in our courses will have access to Berkeley Business Institute's learning resources through our online platform 'E-learning.' Studying the theory component of our course online will not change the learning outcomes required by the courses.



Student support

At the Berkeley Business Institute we seek to present students with the best service during their time of study. We offer welfare officers who provide on-going support services to students. This includes advice regarding academia, student visas, health insurance, welfare, social activities, and effective study methods. These welfare officers are also your main point of contact at BBI.

What we are offering

- Structured formal training for theory-based units
- Classes are held in well equipped computer labs
- Study in a small group under direct supervision
- Learners' guides and study materials will be provided for each class.
- Assessments can take the form of role plays, case studies, practical demonstrations and written tests

“Get prepared for a Dynamic and Agile career in your life”



CRICOS CODE 103976J | BSB40520

CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT

This qualification reflects the role of individuals working as developing and emerging leaders and managers in a range of enterprise and industry contexts.

As well as assuming responsibility for their own performance, individuals at this level provide leadership, guidance and support to others. They also have some responsibility for organising and monitoring the output of their team. They apply solutions to a defined range of predictable and unpredictable problems, and analyse and evaluate information from a variety of sources.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification. However, substantial work experience would be highly regarded. It is recommended that individuals should:

- be 18 years or older; and
- have completed Year 11 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB40520, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Coordinator (Business Operations)
- ✔ Warehouse Team Leader
- ✔ Distribution Centre Supervisor
- ✔ Supervisor
- ✔ Line Manager
- ✔ Leading Hand
- ✔ Production Supervisor
- ✔ Sales Team Manager
- ✔ Team Leader
- ✔ Frontline Sales Manager
- ✔ Freight Administrative Supervisor

QUALIFICATION STRUCTURE

BSBLDR411	Demonstrate leadership in the workplace
BBLDR413	Lead effective workplace relationships
BSBOPS402	Coordinate business operational plans
BSBXCM401	Apply communication strategies in the workplace
BSBXTW401	Lead and facilitate a team
BSBLDR414	Lead team effectiveness
BSBSTR401	Promote innovation in team environments
BSBOPS403	Apply business risk management processes
BSBWRT411	Write complex documents
BSBSUS411	Implement and monitor environmentally sustainable work practices
BSBWHS411	Implement and monitor WHS policies, procedures and programs
BSBLDR412	Communicate effectively as a workplace leader

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a range of Diploma level qualifications within the BSB Training Package, or other Training Packages.



CRICOS CODE 104252D | BSB50420

DIPLOMA OF LEADERSHIP AND MANAGEMENT

This qualification reflects the role of individuals apply knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts.

Individuals at this level display initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. They use communication skills to support individuals and teams to meet organisational or enterprise requirements.

They plan, design, apply and evaluate solutions to unpredictable problems, and identify, analyse and synthesise information from a variety of sources.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
104 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification. However, substantial work experience would be highly regarded. It is recommended that individuals should:

- be 18 years or older; and
- have completed Year 12 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB50420, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Transport Manager
- ✔ Distribution Centre Manager
- ✔ Information Services Manager
- ✔ Corporate Services Manager
- ✔ Public Sector Manager
- ✔ Senior Manager (Public Sector)
- ✔ Office Manager
- ✔ Legal Practice Manager
- ✔ Operations Manager
- ✔ Warehouse Manager
- ✔ Business Development Manager
- ✔ Production Manager
- ✔ Business Manager

QUALIFICATION STRUCTURE

BSBCMM511	Communicate with influence
BSBCRT511	Develop critical thinking in others
BSBLDR523	Lead and manage effective workplace relationships
BSBOPS502	Manage business operational plans
BSBPEF502	Develop and use emotional intelligence
BSBTWK502	Manage team effectiveness
BSBLDR522	Manage people performance
BSBOPS504	Manage business risk
BSBOPS505	Manage organisational customer service
BSBSUS511	Develop workplace policies and procedures for sustainability
BSBFIN501	Manage budgets and financial plans
BSBSTR502	Facilitate continuous improvement

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a range of Advanced Diploma level qualifications within the BSB Training Package, or other Training Packages.



CRICOS CODE 105035E | BSB60420

ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts.

Individuals at this level use initiative and judgement to plan and implement a range of leadership and management functions, with accountability for personal and team outcomes within broad parameters.

They use cognitive and communication skills to identify, analyse and synthesise information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives to respond to complex problems.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
104 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

It is recommended that individuals should:

- be 18 years or older; and
- have completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions).
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB60420, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Managing Director
- ✔ Manager
- ✔ Department Manager
- ✔ Chief Executive Officer
- ✔ Quarry Business Manager
- ✔ Area Manager
- ✔ Business Analyst
- ✔ Business Development Director
- ✔ Senior Executive
- ✔ Executive Director

QUALIFICATION STRUCTURE

BSBCRT611	Apply critical thinking for complex problem solving
BSBLDR601	Lead and manage organisational change
BSBLDR602	Provide leadership across the organisation
BSBOPS601	Develop and implement business plans
BSBSTR601	Manage innovation and continuous improvement
BSBSTR602	Develop organisational strategies
BSBHRM615	Contribute to the development of diversity and inclusion strategies
BSBHRM614	Contribute to strategic workforce planning
BSBAUD601	Establish and manage compliance management systems
BSBWHS605	Develop, implement and maintain WHS management systems

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a higher Education or a range of other Advanced Diploma level qualifications within the BSB Training Package, or other Training Packages.



CRICOS CODE 105031J | COURSE CODE: BSB40120

CERTIFICATE IV IN BUSINESS (ADMINISTRATION)

This qualification reflects the role of individuals in a variety of Business Services job roles. These individuals may have supervisory performance accountabilities.

Individuals in these roles carry out a mix of specialist and moderately complex administrative or operational tasks that require self-development skills. They use well-developed skills and a broad knowledge base to apply solutions to a defined range of unpredictable problems and analyse information from a variety of sources.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification. However, substantial work experience would be highly regarded. It is recommended that individuals should:

- be 18 years or older; and
- have completed Year 11 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB40120, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Personal Assistant
- ✔ Office Administrator
- ✔ Sustainability Manager
- ✔ Sales Assistant
- ✔ Sustainability Officer
- ✔ Trade Coordinator
- ✔ Exporter
- ✔ Importer
- ✔ Assistant Records Manager
- ✔ Analyst
- ✔ Customer service assistant

QUALIFICATION STRUCTURE

BSBCRT411	Apply critical thinking to work practices
BSBTEC404	Use digital technologies to collaborate in a work environment
BSBTWK401	Build and maintain business relationships
BSBWHS411	Implement and monitor WHS policies, procedures and programs
BSBWRT411	Write complex documents
BSBXCM401	Apply communication strategies in the workplace
BSBPEF402	Develop personal work priorities
BSBPEF403	Lead personal development
BSBOPS405	Organise business meetings
BSBPMG430	Undertake project work
BSBTEC401	Design and produce complex text documents
BSBTEC402	Design and produce complex spreadsheets

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a range of Diploma level qualifications within the BSB Training Package, or other Training Packages.



CRICOS CODE: 105032H | COURSE CODE: BSB50120

DIPLOMA OF BUSINESS (OPERATIONS)

This qualification reflects the role of individuals in a variety of Business Services job roles. These individuals may have frontline management accountabilities.

Individuals in these roles carry out moderately complex tasks in a specialist field of expertise that requires business operations skills. They may possess substantial experience in a range of settings, but seek to further develop their skills across a wide range of business functions.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
78 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

It is recommended that individuals should:

- Be 18 years or older; and
- Have completed Year 12 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB50120, a person could seek employment opportunities in various business and commercial enterprises as:

- ✓ Executive Officer
- ✓ Business Development Manager
- ✓ Project Consultant
- ✓ Office Manager
- ✓ Business Sales Team Leader
- ✓ Administrator
- ✓ Corporate Services Manager
- ✓ Administration Manager
- ✓ Administration Manager (Local Government)
- ✓ Evaluation
- ✓ Records Management Coordinator
- ✓ Team Leader
- ✓ Unit Leader
- ✓ Project Coordinator
- ✓ Customer Service Manager

QUALIFICATION STRUCTURE

BSBCRT511	Develop critical thinking in others
BSBFIN501	Manage budgets and financial plans
BSBOPS501	Manage business resources
BSBSUS511	Develop workplace policies and procedures for sustainability
BSBXCM501	Lead communication in the workplace
BSBOPS502	Manage business operational plans
BSBOPS503	Develop administrative systems
BSBOPS504	Manage business risk
BSBTWK503	Manage meetings
BSBOPS505	Manage organisational customer service
BSBHRM525	Manage recruitment and onboarding
BSBSTR502	Facilitate continuous improvement

PATHWAYS FROM THE QUALIFICATION

Further study in our Advanced Diploma to develop specialised technical and theoretical management skills, or a range of other Advanced Diploma qualifications.



CRICOS CODE: 105033G | COURSE CODE: BSB60120

ADVANCED DIPLOMA OF BUSINESS

This qualification reflects the role of individuals in a variety of Business Services job roles. These individuals may have general management accountabilities.

Individuals in these roles carry out complex tasks in a specialist field of expertise. They may undertake technical research and analysis, and will often contribute to setting the strategic direction for a work area.

The qualification is suited to individuals who are responsible for the supervision and leadership of a team or work area (including by managing staff performance and making staffing decisions).

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
104 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

It is recommended that individuals should:

- Be 18 years or older; and
- Have completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions).
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB60120, a person could seek employment opportunities in various business and commercial enterprises as:

- ✓ Quarry Business Manager
- ✓ Business Analyst
- ✓ Senior Executive
- ✓ Business Development Director
- ✓ Administrator

QUALIFICATION STRUCTURE

BSBCRT611	Apply critical thinking for complex problem solving
BSBFIN601	Manage organisational finances
BSBOPS601	Develop and implement business plans
BSBSUS601	Lead corporate social responsibility
BSBTEC601	Review organisational digital strategy
BSBINS601	Manage knowledge and information
BSBLDR601	Lead and manage organisational change
BSBSTR601	Manage innovation and continuous improvement
BSBSTR602	Develop organisational strategies
BSBAUD601	Establish and manage compliance management systems

PATHWAYS FROM THE QUALIFICATION

Further training pathways from this qualification may lead to a relevant higher education based qualifications.

CRICOS CODE: 105095D | COURSE CODE: BSB40920

CERTIFICATE IV IN PROJECT MANAGEMENT PRACTICE

This qualification reflects the role of individuals who apply project management skills and knowledge in a wide variety of contexts. The job roles that relate to this qualification may include Contracts Officer, Project Administrator and Quality Officer.

Individuals in these roles work autonomously, and might be members of a project team, with no direct responsibility for overall project outcomes. They may use project tools and methodologies selectively to support organisational or business activities.



CRICOS CODE: 104054K | COURSE CODE: BSB50820

DIPLOMA OF PROJECT MANAGEMENT

This qualification reflects the role of individuals who apply project management skills and knowledge in a variety of contexts, across a number of industry sectors. The job roles that relate to this qualification may include Project Manager and Project Team Leader.

Individuals in these roles have project leadership and management roles and are responsible for achieving project objectives. They possess a sound theoretical knowledge base and use a range of specialised, technical and managerial competencies to initiate, plan, execute and evaluate their own work and/or the work of others.



COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification. However, substantial work experience would be highly regarded. It is recommended that individuals should:

- be 18 years or older; and
- have completed Year 11 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB40920, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Project analyst
- ✔ Project Officer
- ✔ Project records officer
- ✔ Project administrator/coordinator

QUALIFICATION STRUCTURE

BSBPMG420	Apply project scope management techniques
BSBPMG421	Apply project time management techniques
BSBPMG422	Apply project quality management techniques
BSBPMG423	Apply project cost management techniques
BSBPMG424	Apply project human resources management approaches
BSBPMG425	Apply project information management and communications techniques
BSBPMG426	Apply project risk management techniques
BSBPMG427	Apply project procurement procedures
BSBPMG428	Apply project life cycle management processes

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a range of Diploma level qualifications within the BSB Training Package, or other Training Packages.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

It is recommended that individuals should:

- Be 18 years or older; and
- Have completed Year 12 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB50820, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Project contract manager
- ✔ Project leader/team leader
- ✔ Project manager (industry specific)
- ✔ Project vendor manager

QUALIFICATION STRUCTURE

BSBPMG530	Manage project scope
BSBPMG531	Manage project time
BSBPMG532	Manage project quality
BSBPMG533	Manage project cost
BSBPMG534	Manage project human resources
BSBPMG535	Manage project information and communication
BSBPMG536	Manage project risk
BSBPMG540	Manage project integration
BSBPMG538	Manage project stakeholder engagement
BSBTWK502	Manage team effectiveness
BSBPMG537	Manage project procurement
BSBPMG539	Manage project governance

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may undertake a range of Advanced Diploma level qualifications within the BSB Training Package, or other Training Packages.



CRICOS CODE: 104446E | COURSE CODE: BSB60720

ADVANCED DIPLOMA OF PROGRAM MANAGEMENT

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in program management across a range of enterprise and industry contexts. The job roles that relate to this qualification include Program Manager.

Individuals in these roles are responsible for managing or directing a program to achieve organisational objectives. A program is defined as a set of interrelated projects, each of which has a project manager.

Individuals at this level use initiative and judgement to direct, plan, and lead a range of program functions, with accountability for personal and team outcomes within broad parameters. They use cognitive and communication skills to identify, analyse and synthesise information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.



CRICOS COURSE CODE: 105036D | COURSE CODE: BSB40820

CERTIFICATE IV IN MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts. This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
78 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

- Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):
 - BSB50820 Diploma of Project Management; or
 - BSB51415 Diploma of Project Management.
 - Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- or
- Have two years equivalent full-time relevant work experience
 - Be 18 years or older; and
 - International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB60720, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Project Director
- ✔ Project Manager
- ✔ Project Management Section Leader

QUALIFICATION STRUCTURE

BSBPMG630	Enable program execution
BSBPMG634	Facilitate stakeholder engagement
BSBPMG635	Implement program governance
BSBPMG636	Manage benefits
BSBSTR601	Manage innovation and continuous improvement
BSBFIN601	Manage organisational finances
BSBLDR601	Lead and manage organisational change
BSBPMG631	Manage program delivery
BSBPMG632	Manage program risk
BSBPMG633	Provide leadership for the program
BSBPMG637	Engage in collaborative alliances
ICTICT612	Develop contracts and manage contract performance

PATHWAYS FROM THE QUALIFICATION

Further training pathways from this qualification may lead to a relevant higher education based qualifications.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
52 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

There are no entry requirements for this qualification however it is recommended that individuals should:

- be 18 years or older; and
- have completed Year 11 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB40820, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Media Planner
- ✔ Community Relations Team Leader (Local Government)
- ✔ Direct Marketing Officer
- ✔ Assistant Advertising
- ✔ Account Planner
- ✔ Public Relations Officer
- ✔ Sales Administrator
- ✔ Assistant Account Manager (Advertising)
- ✔ Marketing Officer
- ✔ Copywriter
- ✔ Advertising Account Coordinator
- ✔ Market Research Assistant
- ✔ Marketing Coordinator
- ✔ Promotions Assistant Manager

QUALIFICATION STRUCTURE

BSBWRT411	Write complex documents
BSBCMM411	Make presentations
BSBCRT412	Articulate, present and debate ideas
BSBMKG439	Develop and apply knowledge of communications industry
BSBMKG433	Undertake marketing activities
BSBMKG435	Analyse consumer behaviour
BSBMKG440	Apply marketing communication across a convergent industry
BSBINS401	Analyse and present research information
BSBOPS403	Apply business risk management processes
BSBMKG431	Assess marketing opportunities
BSBMKG434	Promote products and services
BSBPEF402	Develop personal work priorities

PATHWAYS FROM THE QUALIFICATION

BSB50620 Diploma of Marketing and Communication or a range of other Diploma qualifications within the BSB Business Services Training Package, or other Training Packages.

CRICOS COURSE CODE: 105037C | COURSE CODE: BSB50620

DIPLOMA OF MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who apply project management skills and knowledge in a variety of contexts, across a number of industry sectors. The job roles that relate to this qualification may include Project Manager and Project Team Leader.

Individuals in these roles have project leadership and management roles and are responsible for achieving project objectives. They possess a sound theoretical knowledge base and use a range of specialised, technical and managerial competencies to initiate, plan, execute and evaluate their own work and/or the work of others.

QUALIFICATION STRUCTURE

BSBMKG552	Design and develop marketing communication plans
BSBMKG541	Identify and evaluate marketing opportunities
BSBMKG542	Establish and monitor the marketing mix
BSBPMG430	Undertake project work
BSBMKG555	Write persuasive copy
BSBMKG549	Profile and analyse consumer behaviour for international markets
BSBMKG545	Conduct marketing audits
BSBMKG544	Plan and monitor direct marketing activities
BSBMKG546	Develop social media engagement plans
BSBFIN501	Manage budgets and financial plans
BSBMKG543	Plan and interpret market research
BSBOPS504	Manage business risk

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB50620, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Sales Manager
- ✔ Product Manager
- ✔ Public Relations Manager
- ✔ Account Manager (Advertising)
- ✔ Marketing Manager
- ✔ Campaign Manager
- ✔ Marketing Coordinator
- ✔ Marketing Team Leader

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
78 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

- Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):
 - BSBCMM411 Make presentations;
 - BSBCRT412 Articulate, present and debate ideas;
 - BSBMKG433 Undertake marketing activities;
 - BSBMKG435 Analyse consumer behaviour;
 - BSBMKG439 Develop and apply knowledge of communications industry; and
 - BSBWRT411 Write complex documents.
- Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- or
- Have two years equivalent full-time relevant work experience
- are 18 years or older; and
- have completed Year 12 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

PATHWAYS FROM THE QUALIFICATION

BSB60520 Advanced Diploma of Marketing and Communication or a range of Advanced Diploma level qualifications within the BSB Business Services Training Package, or other Training Packages.

CRICOS COURSE CODE: 105038B | COURSE CODE: BSB60520

ADVANCED DIPLOMA MARKETING AND COMMUNICATION

This qualification reflects the role of individuals who provide leadership and support strategic direction in the marketing and communications activities of an organisation. Their knowledge base may be highly specialised or broad within the marketing and communications field. Typically, they are accountable for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

This qualification applies to individuals in full-time marketing roles, as well as those who are responsible for an organisation's marketing in addition to other duties.

COURSE INFORMATION

DURATION	MODE OF DELIVERY	CONTACT HOURS
104 weeks	Face to face + Online	20 hours / week

ENTRY REQUIREMENT

- Entry to this qualification is limited to those who have completed the following units (or equivalent competencies):
 - BSBMKG541 Identify and evaluate marketing opportunities;
 - BSBMKG542 Establish and monitor the marketing mix;
 - BSBMKG552 Design and develop marketing communication plans;
 - BSBMKG555 Write persuasive copy; and
 - BSBPMG430 Undertake project work.
- Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- or
- Have four years equivalent full-time relevant work experience
- are 18 years or older; and
- have completed Year 12 or its equivalent with suitable English language skills.
- International Students are also required to have an English ability at the IELTS 5.5 or equivalent.

PATHWAYS FROM THE QUALIFICATION

After achieving this qualification candidates may choose to undertake studies at higher education level.

QUALIFICATION STRUCTURE

BSBMKG622	Manage organisational marketing processes
BSBTWK601	Develop and maintain strategic business networks
BSBMKG623	Develop marketing plans
BSBMKG621	Develop organisational marketing strategy
BSBOPS601	Develop and implement business plans
BSBSTR601	Manage innovation and continuous improvement
BSBLDR601	Lead and manage organisational change
BSBFIN601	Manage organisational finances
BSBMKG624	Manage market research
BSBLDR602	Provide leadership across the organisation
BSBAUD601	Establish and manage compliance management systems
BSBMKG626	Develop advertising campaigns

POTENTIAL CAREER OUTCOMES

Job roles and titles may vary across different industry sectors. Upon successful completion of BSB60520, a person could seek employment opportunities in various business and commercial enterprises as:

- ✔ Client Services Executive
- ✔ Marketing Director
- ✔ Advertising Account Director
- ✔ Client Services Director
- ✔ Marketing Strategist
- ✔ Advertising Account Planning Manager
- ✔ Marketing Manager

Further studies and pathways



CERTIFICATE IV

Business
Marketing & Communication
Leadership & Management
Project Management



DIPLOMA

Business
Marketing & Communication
Leadership & Management
Project Management



ADVANCED DIPLOMA

Business
Marketing & Communication
Leadership & Management
Program Management



HIGHER EDUCATION

Credit packages and articulation arrangements will vary from Institution to Institution depending upon the course you wish to study.

FEES & CHARGES

Enrolment/Application fee *	AUD\$200
Confirmation of Enrolment (COE) fee*	AUD\$50
Material fee (per term)	AUD\$50
Priority Processing fee	AUD\$50
Change of Course fee	AUD\$200
Deferment fee	AUD\$250

*Payment is not refundable.

For holidays please refer to the Academic Calendar.
For fees please refer to Fees & Payment on the website,
www.berkeley.edu.au

INTAKE DATES

	TERM1	TERM2	TERM3	TERM4
2022	10 Jan	11 Apr	11 Jul	10 Oct
2023	09 Jan	10 Apr	10 Jul	09 Oct
2024	08 Jan	08 Apr	08 Jul	07 Oct

Choose when you want to study. BBI has 4 intake dates all year round, the more intake dates please contact our staff. Don't wait and start whenever you like!

TIMETABLE

At BBI, we provided a flexible timetable for students to enjoy their student life to the maximum. Our students can choose the study timetable that suits their lifestyle and be able to enjoy life outside the classroom. We try to cater to all student needs and hope students can enjoy their time in Sydney, Australia.

SHIFT	MON	TUE	WED	THUR	FRI	SAT	SUN
1	7:30 14:45	7:30 14:45					
2	15:00 22:15	15:00 22:15					
3			7:30 14:45	7:30 14:45			8:45 16:45
4			15:00 22:15	15:00 22:15			
5					7:30 14:45	7:30 14:45	
6					15:00 22:15	15:00 22:15	
7							7:30 14:45 & 15:00 22:15




100% ONLINE STUDY

* During the Covid-19 pandemic, all of our courses will be delivered online. The Online Class timetable may differ from the actual(face-to-face) class timetable. The nature of student support and engagement may also vary during this online delivery period. Please contact the college if you have any enquiries regarding the mode of delivery and the timetable.

Online study fully support for you

ONLINE E-LEARNING

E-learning Access	https://elearning.berkeley.edu.au/login/index.php
Tutorial for Virtual Class	https://www.youtube.com/watch?v=uYnryIM0Uw&t=1s



WHAT CAN YOU DO ON E-LEARNING:

- On-line study and attendance
- Download study materials
- Download online study guide
- Download assessments
- Assessment submission
- Weekly online activities





Start your application



1 CHOOSE COURSE

Check out our course outline and entry requirements at www.berkeley.edu.au

2 COMPLETE THE ENROLMENT FORM

Read the terms & conditions and the Student Handbook available from our website then complete the enrolment form online or request a paper enrolment form.

3 PROVIDE RELEVANT DOCUMENTS

Attach all relevant documents. For example

- ✓ Certified copies of passport
- ✓ Education qualifications
- ✓ English qualifications
- ✓ Working experience (if relevant)
- ✓ RPL application (if relevant)

4 SUBMIT APPLICATION

Return your application form and the necessary documents to :

Berkeley Business Institute
Suite 2, Level 1, 338 Pitt St. Sydney NSW 2000
OR email to : info@berkeley.edu.au

5 RECEIVE AN OFFER LETTER

Upon receipt of your Enrolment Form and supporting documents, an interview will be conducted by a member of the Institute's Admission Team or a delegate to assess your suitability to the course that you have applied for. If your application is successful you will receive a letter of offer for you nominated course along with a written agreement. When we receive your signed student agreement and fees, we will send you an electronic Confirmation of Enrolment (eCoE). This eCoE is used to apply for your student visa. Once the visa is granted, you are ready to go!

Sharing education with the world

DISCLAIMER: The information in this brochure is correct as of August 2021. Changes in circumstances after this date may alter the accuracy of the information. BBI reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the College.

www.berkeley.edu.au

 Website



Facebook



SUITE 2, L1, 338 PITT ST. SYDNEY NSW 2000



+61 2 8316 6666



INFO@BERKELEY.EDU.AU



BBI.Australia