

# FACULTY OF BUSINESS



**CAMPUS:** Main Campus, Brisbane Campus

**COURSES:**

- BSB30120 Certificate III in Business
- BSB40120 Certificate IV in Business
- BSB50120 Diploma of Business
- BSB40820 Certificate IV in Marketing and Communication
- BSB50620 Diploma of Marketing and Communication
- BSB60520 Advanced Diploma of Marketing and Communication
- BSB50420 Diploma of Leadership and Management
- BSB60420 Advanced Diploma of Leadership and Management

# FACULTY OF BUSINESS



Imagine Education Australia's Faculty of Business delivers training in a wide variety of specialist areas including business, management, and marketing and communication. Courses are offered from Certificate III level through to Advanced Diploma level. Our highly-skilled trainers are committed to providing our students the best and most up-to-date training in their chosen area of this dynamic field. At Imagine our aim is to give our Faculty of Business students the tools and training to enter the world of business confidently.



# BSB30120 CERTIFICATE III IN BUSINESS



<b>COURSE CODE:</b>	BSB30120
<b>CRICOS CODE:</b>	103739M
<b>COURSE LENGTH:</b>	22 weeks
<b>CAREER OUTCOMES:</b>	Customer service adviser; data entry operator; payroll officer; word processing operator
<b>ARTICULATION PATHWAY:</b>	Certificate IV in Business
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

## OVERVIEW

Individuals with business qualifications are in-demand. Students under-taking their Certificate III in Business will master skills that are translatable across a variety of fields and roles.

You will learn important business skills including: how to work effectively with others; how to create electronic presentations; and how to design and produce business documents. You will also learn how to apply knowledge of work health and safety (WHS) legislation in the workplace, how to work effectively with diversity, and how to work effectively with others.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## TIMETABLE (GOLD COAST + BRISBANE)

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Thursday 8:30am - 4:30pm	Monday, Tuesday, Wednesday or Friday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded.

# BSB40120 CERTIFICATE IV IN BUSINESS



<b>COURSE CODE:</b>	BSB40120
<b>CRICOS CODE:</b>	103740G
<b>COURSE LENGTH:</b>	35 weeks
<b>CAREER OUTCOMES:</b>	Administrator; project officer
<b>ARTICULATION PATHWAY:</b>	Diploma of Management; Diploma of Business Administration; Diploma of Marketing; Diploma of International Business; Advanced Diploma of Business
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

## OVERVIEW

Furthering your business studies by choosing Imagine Education's Certificate IV in Business, you open yourself up to a range of specialist career opportunities including project officer and executive administration assistant. Over 24-weeks you will learn the skills to work in a range of business environments, and you will learn how to provide leadership and guidance in relation to specific technical knowledge and skills.

You will learn a number of important skills including; how to implement and monitor work health and safety policies and procedures; how to organise meetings; how to implement customer service standards; how to design and develop complex text documents; and how to maintain websites and business technology.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## TIMETABLE (GOLD COAST + BRISBANE)

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Tuesday 8:30am - 4:30pm	Monday, Wednesday, Thursday or Friday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded.



# BSB50120 DIPLOMA OF BUSINESS



**COURSE CODE:** BSB50120  
**CRICOS CODE:** 103733F  
**COURSE LENGTH:** 35 weeks  
**CAREER OUTCOMES:** Executive officer; program coordinator; program consultant  
**CAMPUS:** Main Campus, Brisbane Campus

## OVERVIEW

Over 35-weeks you will learn important specialised and high-level skills including; managing human resources services; managing mediation processes; managing meetings; undertaking project work; and developing workplace policy and procedure for sustainability.

When you have successfully graduated, you may choose to begin your career in a specialised role such as executive officer, administration manager, or program coordinator. You may also further your studies with a range of Advanced Diploma level qualifications within the Business Services Training Package, or other Training Packages.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## TIMETABLE (GOLD COAST + BRISBANE)

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Monday 8:30am - 4:30pm	Day of your choice; Tuesday, Wednesday, Thursday or Friday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded.

# BSB40820 CERTIFICATE IV IN MARKETING AND COMMUNICATION



<b>COURSE CODE:</b>	BSB40820
<b>CRICOS CODE:</b>	103732G
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Direct marketing officer; marketing officer; marketing research assistant; marketing coordinator; public relations officer
<b>ARTICULATION PATHWAY:</b>	Diploma of Marketing and Communication; a range of Diploma Level Qualifications within the business services training package
<b>CAMPUS:</b>	Brisbane Campus

## OVERVIEW

Over 32-weeks you will develop marketing skills and a broad knowledge base in a wide variety of marketing contexts. You will learn important skills including; how to promote products and services; how to make a presentation; how to conduct market research; and how to apply digital solutions to work processes.

Once you have successfully completed your qualification, you may wish to pursue a career in a variety of exciting roles. These include marketing officer, marketing research assistant, or public relations officer amongst others. Alternatively you may wish to further your studies with your Diploma of Marketing and Communication or another Diploma course in the Business Services Training Package.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am - 4:30pm	Monday, Tuesday, Wednesday or Thursday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded



# BSB50620 DIPLOMA OF MARKETING AND COMMUNICATION



<b>COURSE CODE:</b>	BSB50620
<b>CRICOS CODE:</b>	103734E
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Marketing manager; marketing team leader; product manager; public relations manager
<b>ARTICULATION PATHWAY:</b>	Advanced Diploma of Marketing and Communication
<b>PRE-REQUISITES:</b>	Completion of all core units in BSB42415 Certificate IV in Marketing and Communication or BSB40820 Certificate IV in Marketing and Communication
<b>CAMPUS:</b>	Brisbane Campus

## OVERVIEW

Once you have completed your Certificate IV in Marketing and Communication you may wish to continue to develop your skill-set with Imagine Education's Diploma of Marketing and Communication. This qualification opens up a higher level of career and educational opportunities.

Over 32-weeks you will learn important skills including; planning and implementing sponsorship and event marketing; designing and developing marketing communication plans; managing budgets and financial plans; and planning direct marketing activities.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

Completion of all core units in BSB42415 Certificate IV in Marketing and Communication

## TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am - 4:30pm	Monday, Tuesday, Wednesday or Thursday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded

# BSB60520 ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION



<b>COURSE CODE:</b>	BSB60520
<b>CRICOS CODE:</b>	103738A
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Marketing director; marketing strategist; national, regional, or global marketing manager
<b>PRE-REQUISITES:</b>	Completion of all core units in BSB52415 Diploma of Marketing and Communication or BSB50620 Diploma of Marketing and Communication
<b>CAMPUS:</b>	Brisbane Campus

## OVERVIEW

Over 32-weeks students will gain the skills and confidence to lead and manage teams of staff and perform at a managerial level. You will learn key advanced skills including; how to develop and implement diversity policy, business plans, strategic plans, and marketing plans; and how to manage risk. Students studying this qualification may choose to complete a generic marketing qualification or specialise in direct marketing, public relations, or international marketing.

Once you have completed this course you will be qualified to pursue a career in such high-level and in-demand roles as marketing director or strategist, and national, regional, or global marketing manager.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

Completion of all core units in BSB52415 Diploma of Marketing and Communication

## TIMETABLE

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Friday 8:30am - 4:30pm	Monday, Tuesday, Wednesday or Thursday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded



# BSB50420 DIPLOMA OF LEADERSHIP AND MANAGEMENT



<b>COURSE CODE:</b>	BSB50420
<b>CRICOS CODE:</b>	103735D
<b>COURSE LENGTH:</b>	36 weeks
<b>CAREER OUTCOMES:</b>	Team leader; corporate or operations manager; account manager; supervisor in both business and government
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

## OVERVIEW

This 36-week course will give you the skills to undertake the tasks and responsibilities required in a management role in a variety of business related fields. You will learn important skills that are key to successfully taking on a leadership role. These include; managing workplace relationships and team effectiveness; ensuring a safe workplace and managing risk; recruiting, selection, and induction of staff; and managing an information or knowledge management system.

After you complete your qualification you may wish to continue your studies with Imagine Education's Advanced Diploma of Leadership and Management or a range of other Advanced Diploma qualifications.

## ENTRY REQUIREMENTS

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

Should you feel you may not possess these literacy skills or have not completed a formal leaving certificate please contact us to discuss support arrangements.

## TIMETABLE (GOLD COAST + BRISBANE)

### TUTORIAL DAY

Thursday  
8:30am - 4:30pm

### RESEARCH DAY

Day of your choice;  
Monday, Tuesday, Wednesday or Friday  
8:30am - 4:30pm

### DISTANCE EDUCATION

5 hours  
per week

\* Please note, course timetables are subject to change and attendance is recorded.

# BSB60420 ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT



<b>COURSE CODE:</b>	BSB60420
<b>CRICOS CODE:</b>	103737B
<b>COURSE LENGTH:</b>	32 weeks
<b>CAREER OUTCOMES:</b>	Team leader; account manager; corporate or operations manager; supervisor in both business and government
<b>CAMPUS:</b>	Main Campus, Brisbane Campus

## OVERVIEW

By choosing Imagine Education's Advanced Diploma of Leadership and Management, you will spend 32-weeks learning the advanced skills needed to be effective as a leader. You will learn to use your initiative and judgement to carry out leadership and management functions. You will learn skills including; how to contribute to organisational development; how to lead and manage organisational change; how to provide leadership across an organisation; and how to use skills and knowledge to create, monitor, and improve strategies and policies in the workplace.

After you complete your qualification you may wish to begin a career in such high-level leadership positions as corporate or operations manager, account manager, or team leader.

## ENTRY REQUIREMENTS

Entry to this qualification is limited to those who: Have completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions), **or** Have two years equivalent full-time relevant workplace experience in an operational or leadership role in an enterprise.

Students need to be 15 years old and are required to have reading, writing and comprehension skills equivalent to Year 10 pass level to successfully complete the Certificate level courses.

Overseas students English Proficiency Level will be tested prior to the commencement of Vocational Education and Training Courses. Imagine Education Australia requires an IELTS 5.5 with no band less than 5, or equivalent (as determined by Imagine Education Australia).

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## TIMETABLE (GOLD COAST + BRISBANE)

TUTORIAL DAY	RESEARCH DAY	DISTANCE EDUCATION
Wednesday 8:30am - 4:30pm	Day of your choice; Monday, Tuesday, Thursday or Friday 8:30am - 4:30pm	5 hours per week

\* Please note, course timetables are subject to change and attendance is recorded.



# CONTACT US



## EMAIL

info@imagineeducation.com.au

## WEBSITE

www.imagineeducation.com.au

## MAIN CAMPUS

+617 5552 0900  
13 Benowa Road  
Southport QLD 4215

## BRISBANE CAMPUS

+617 5521 0595  
Level 2, 170 Leichhardt Street  
Spring Hill QLD 4000

## SOUTHPORT CENTRAL CAMPUS

+617 5571 1122  
Building 3F, 9 Lawson Street  
Southport QLD 4215

## WOOLLOONGABBA CAMPUS

12 Annerley Road  
Woolloongabba QLD 4102

## ASHMORE CAMPUS

+617 5586 2244  
151 Currumburra Road  
Ashmore QLD 4214

## BRISBANE AUTOMOTIVE WORKSHOP

163 Abbotsford Road  
Bowen Hill QLD 4006

## OUR COURSES

### ENGLISH COURSES

056501E General English; 1 – 60 weeks  
056499E IELTS Preparation; 1 – 12 weeks

### AUTOMOTIVE COURSES

AUR30620 Certificate III in Light Vehicle Mechanical Technology; 60 weeks  
AUR40216 Certificate IV in Automotive Mechanical Diagnosis; 36 weeks  
AUR50116 Diploma of Automotive Management; 30 weeks

### CHILDREN'S SERVICES COURSES

CHC30121 Certificate III in Early Childhood Education and Care; 46 weeks  
CHC50121 Diploma of Early Childhood Education and Care; 50 weeks

### COMMUNITY SERVICES COURSES

CHC33015 Certificate III in Individual Support (Ageing); 27 weeks  
CHC43015 Certificate IV in Ageing Support; 39 weeks  
CHC43015 Certificate IV in Ageing Support (upgrade); 39 weeks

### HOSPITALITY COURSES

SIT30816 Certificate III in Commercial Cookery; 40 weeks  
SIT40516 Certificate IV in Commercial Cookery; 25 weeks  
SIT50416 Diploma of Hospitality Management; 56 weeks  
SIT50416 Diploma of Hospitality Management (Commercial Cookery) (upgrade); 27 weeks  
SIT60316 Advanced Diploma of Hospitality Management; 51 weeks

### BUSINESS COURSES

BSB30120 Certificate III in Business; 22 weeks  
BSB40120 Certificate IV in Business; 35 weeks  
BSB40820 Certificate IV in Marketing and Communication; 32 weeks  
BSB50120 Diploma of Business; 35 weeks  
BSB50420 Diploma of Leadership and Management; 36 weeks  
BSB50620 Diploma of Marketing and Communication; 32 weeks  
BSB60420 Advanced Diploma of Leadership and Management; 32 weeks  
BSB60520 Advanced Diploma of Marketing and Communication; 32 weeks

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Imagine Education Australia Pty Ltd  
Investing in imaginations

IMAGINE EDUCATION AUSTRALIA  
p. +617 5552 0900  
w. www.imagineeducation.com.au  
f. Imagine Education  
insta. imagine\_education\_au

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