WHAT IS BUSINESS?

A CAREER IN BUSINESS

The business world is constantly evolving and management keeps pace with change and innovation, organisational structure, workplace diversity and client relationships to achieve success. Graduates of this program are able to use their skills across both public and private sector firms as actions such as strategic planning, setting objectives, controlling finances, developing efficient operations, managing the market, developing information systems and understanding human resources are all essential skills of management.

Possible job titles relevant to graduates of the program include:
- Job ready Martin College Graduate
- Customer Service Officer
- Personal Assistant
- Client Contact Officer
- Plus 2-5 years of experience
  - Office Supervisor
  - General Office Manager
  - Executive Personal Assistant

INDUSTRY AND JOBS

Effective business services underpin the success of all organisations in the public, private and community sectors, from large commercial enterprises through to small not-for-profit organisations.

More than two million Australians currently fulfil key organisational tasks such as providing customer service, handling the mail, filing, producing workplace documents using office technology, maintaining financial records, recruiting and managing staff as well as the business operations, and ensuring workplace safety – to name just a few of the essential business services.

OVERVIEW

The Advanced Diploma of Business equips students with advanced level skills in change and knowledge management, as well as HR, marketing and strategic management. This qualification provides a strong understanding of important managerial issues to enable graduates to move into executive managerial or leadership roles in their career.

The Diploma of Business is a practical program which allows students to develop general business skills across a wide range of business functions. This qualification is suited to students with little or no work experience, who would like to further develop in order to create educational and employment opportunities.

The Certificate IV in Business prepares graduates for business environments, as employers want to hire people with a broad range of up-to-date skills. Strength in business writing, communication, and basic finance are essential skills employers look for.

The Diploma of International Business will give you a great foundation towards your success in the international business environment by giving you skills and awareness of cultural and legal differences that exist between countries. This course can only be studied through Online Learning (40 weeks).

For more information call 1300 762 129 or visit:
> MARTINCOLLEGE.EDU.AU/BUSINESS

WILL RIVERALL
I chose Martin College due to the accelerated learning system. The college has great lecturers and provides an open learning environment which encourages positive learning from many angles. After completing my Advanced Diploma of Management I hope to go on to a Bachelor degree majoring in Marketing.

Now... Advanced Diploma of Management
2014 START DATES AND FEES

<table>
<thead>
<tr>
<th>Courses</th>
<th>Location</th>
<th>Start dates*</th>
<th>Length</th>
<th>Fees (AU$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Diploma of Business</td>
<td>Online</td>
<td>6 Jan, 10 Feb, 17 Mar, 21 Apr, 26 May, 7 Jul, 11 Aug, 15 Sep, 20 Oct, 24 Nov</td>
<td>40 weeks</td>
<td>$9,960</td>
</tr>
<tr>
<td>Diploma of Business</td>
<td>B, GC, M, S</td>
<td>6 Jan, 10 Feb, 17 Mar, 21 Apr, 26 May, 7 Jul, 11 Aug, 15 Sep, 20 Oct, 24 Nov</td>
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</tr>
</tbody>
</table>

B: Brisbane  GC: Gold Coast  M: Melbourne  S: Sydney  OL: Online Learning  FT: Full-time  PT: Part-time

*Orientation Day: Every start date  Mid year Break: 23rd June - 6th July 2014  Christmas Break: 22nd December - 4th January 2015

ONLINE LEARNING
Online Learning is the ideal way to gain a nationally recognised qualification without needing to sacrifice your work and life commitment.

Advantages of studying by Online Learning
» Adjust your study schedule to fit around other commitments
» Access our advanced eLearning platform Study Smart to collaborate with teachers and other learners
» Full support during office hours via email from a dedicated tutor
» Enjoy all the benefits of studying at Martin College – such as the Career Starter Program
» Access the online e2e job portal – designed especially for Martin College students.
» Transfer to on-campus study if you wish
» Enrol any time

ENTRY REQUIREMENTS
Martin College offers flexible access to its courses. Students who do not have the academic qualifications indicated in the entry criteria may demonstrate, by way of an interview, that they possess the skills and capability to succeed in the course applied for.

Advanced Diploma Course Applicants
Applicants will need to show they meet one of the following entry criteria:
» completion of a relevant diploma e.g. Diploma of Business; OR
» substantial relevant work experience.

Diploma Course Applicants
Applicants will need to show they meet one of the following entry criteria:
» Australian Year 12 or equivalent; OR
» a Certificate IV qualification; OR
» demonstrated skills acquired through work experience; OR
» demonstrate through an Admissions Interview, either in person or by phone, that they have the skills and capability to succeed in the course.

Certificate IV Course Applicants
Applicants will need to show they meet one of the following entry criteria:
» Australian Year 11 or equivalent; OR
» demonstrated skills acquired through work experience; OR
» Australian Year 11 or equivalent; OR
» a Certificate IV qualification; OR
» demonstrated skills acquired through work experience; OR
» demonstrate through an Admissions Interview, either in person or by phone, that they have the skills and capability to succeed in the course.

WHAT IS THE MARTIN COLLEGE CAREER STARTER PROGRAM?
The Career Starter Program provides a link between academic studies and your career. It is designed to help launch your career by teaching you job search skills, giving you practical experience, and helping you to find employment after you graduate.

All Martin College students can access the Career Starter Program. While you are studying, you can attend seminars given by industry-experts who will teach you how to look for work, and how to plan your career.

The Career Starter Program will support your transition into the workforce. You will be able to access a wide range of employment opportunities through the Martin College job portal: e2e.net.

STUDY PROGRAM

ADVANCED DIPLOMA OF BUSINESS
Core subjects
» Manage Change
» Manage Knowledge and Information
» Manage HR
» Strategic Planning
» Develop Marketing Plan
» Marketing Objectives
» Strategic Management
» Manage Finances

Elective subjects
Select one of the following:
» Accounting for Managers
» Organisational Leadership
» Effective Corporate Communication

DIPLOMA OF BUSINESS
» Business Communication Skills
» Human Resources Services
» HR Policy
» Project Management
» Market Evaluation
» Marketing Essentials
» Information Management Systems

CERTIFICATE IV IN BUSINESS
» Work Health and Safety
» Maintain Financial Records
» Computerised Accounting
» Develop Complex Documents
» Make a Presentation
» Applied Computing (Spreadsheets)
» Research and Reporting
» Identify the Market

DIPLOMA OF INTERNATIONAL BUSINESS
» International Market Analysis
» International Consumer Behaviour
» International Business Forecasting
» Operational Management
» International Finance
» Management of Risk
» Profile International Markets
» People Management

Graduates of this program are awarded the nationally qualification: BSB60207 Advanced Diploma of Business.

Graduates of this program receive the national qualification: BSB50207 Diploma of Business.

Graduates of this program receive the national qualification: BSB40212 Certificate IV in Business.

Graduates of this program receive the national qualification: BSB50807 Diploma of International Business.

Embedded within the subjects are the national units of competency nominated which meet the endorsed packaging rules for these courses. See Martin College website for details of competency matching.