

Business Studies



COURSES

- Bachelor of Commerce (with Deakin University)
- Diploma of Accounting
- Advanced Diploma of Accounting
- Certificate II in Business
- Certificate III in Business Administration
- Certificate IV in Business Administration
- Diploma of Business Administration
- Certificate IV in Business (Human Resources)
- Diploma of Business (Human Resources)
- Certificate IV in Business Management
- Diploma of Business Management
- Advanced Diploma of Business Management
- Certificate IV in Business (Marketing)
- Diploma of Business (Marketing)
- Advanced Diploma of Business (Marketing)
- Certificate III in Business (Medical Administration)
- Certificate III in Financial Service (Accounts Clerical)
- Certificate IV in Retail Management



DEAKIN UNIVERSITY BACHELOR OF COMMERCE

**Diploma of Business (BSB50101)
Chisholm Institute (Dandenong)
Bachelor of Commerce (001838A)
Deakin University**

Joint Pathway: Bachelor of Commerce and Diploma of Business

DESCRIPTION

Chisholm Institute in partnership with Deakin University's Faculty of Business and Law offers international students the opportunity to study the Bachelor of Commerce in three years via a pathway program. The first year common units will be studied at Chisholm at the Dandenong campus:

in a small group, in a supportive learning environment, with at least 20 hours per week of face to face classroom learning, and upon successful completion, be awarded a Diploma of Business.

Once you have successfully completed at least 6 of the 8 units you will continue your studies at Deakin at a campus of choice.

JOINT LETTER OF OFFER

For successful applicants, a joint Letter of Offer from Chisholm and Deakin will be provided.

ENTRY REQUIREMENTS

Year 1 at Chisholm Year 12 or equivalent, IELTS 5.5. Year 2 at Deakin Successful completion of year 1 units at Chisholm.

DURATION AND LOCATION

Year 1

Chisholm at the Dandenong campus

Years 2 and 3

Deakin University at the Melbourne, Geelong or Warrnambool campuses

COURSE COMMENCES

February

Indicative fee 2010 – Year 1

AUD\$10,900

(Please provide approx. \$600 for text books)

FEES

Course Fee – Years 2

As published by Deakin

see www.deakin.edu.au

The Commerce courses at Deakin are some of the most flexible and broadly based business programs on offer at any Australian university. After a common first year of study in key business disciplines, students can choose from a wide range of specialist major sequences without having

to lock themselves into one program from the beginning. Also students can choose from specialised areas offered by other faculties such as journalism, sociology, politics and policy studies, languages, psychology, environmental biology, or many other areas of interest (subject to satisfying entry requirements).

UNITS OF STUDY

The 8 units taught by Chisholm will be:

Units of study

- MAA103 Accounting for Decision Making
- MAE101 Economic Principles
- MAE102 The Global Economy
- MLC101 Business Law
- MMM132 Management
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis

Elective unit

- MME101 Communication Skills for University Business Studies

MAJOR SEQUENCES

All students studying a Bachelor of Commerce degree at Deakin are required to complete at least one major sequence chosen from the following:

- Accounting
- Accounting Information Systems
- Business Information Systems
- Commercial Law
- eBusiness
- Economics
- Finance
- Financial Planning
- Human Resource Management
- Interactive Marketing
- International Business
- International Trade
- Management
- Marketing
- Quantitative Business Analysis
- Sport Economics
- (Not all major sequences are available at all campuses)

BUSINESS INTERNSHIP PROGRAM

The Bachelor of Commerce incorporates a business internship program which provides students with a realistic business experience in their area of specialisation. Two 1 credit point units, available to final year students, have been developed to provide experiential learning opportunities which foster the development of practical capabilities and enhance employment prospects for graduates. These units complement each major area of study and are available on all campuses and off campus.

MMI301 Business Internship 1
MMI302 Business Internship

PROFESSIONAL RECOGNITION

The Bachelor of Commerce has been accredited with many professional bodies when students meet the specified requirements within their course. For example:

Graduates of the accounting major will be eligible to apply for admission to the CA Program of the Institute of Chartered Accountants in Australia (ICAA) and/or the CPA program of CPA Australia.

The Financial Planning major is recognised by the Financial Planning Association.

The Finance specialist major is recognised by the Australasian Institute of Banking and Finance.

Graduates with the Human Resource Management major satisfy the educational requirements for graduate membership of the Australian Human Resources Institute.

Professional recognition by the Australian Marketing Institute and the Market Research Society of Australia is available for graduates with the Marketing major.

CAREER OPPORTUNITIES

The specialist majors in the Commerce degree lead to careers in virtually every area of business and government in Australia and internationally. Broad career paths include being a professional accountant, IT and systems professional, economist, financial planner, human resources manager, manager, social and economic policy developer, international trade officer and marketing assistant/manager. As this is a very broad course, there are many other professions and further possibilities, especially if taken with further study.

COURSE STRUCTURE AND COURSE RULES

For details regarding the unit requirements of this course view the Deakin University handbook course structure entry.

MORE INFORMATION

For further details regarding the Degree and possible Majors, view the Deakin website.



UNIVERSITY AUSTRALIA

GILLIAN BENOIT
- MAURITIUS

ADVANCED DIPLOMA
OF ACCOUNTING



Gillian Benoit
chose to study in
Australia after holidaying
here. "I liked the lifestyle
and thought it would be a great
experience to study here," she said.

"Studying and living in Australia has
given me the opportunity to meet
wonderful people from different
cultures and countries."

Gillian is undertaking an Advanced
Diploma of Accounting and hopes
to continue on to university then get
work as an accountant in Australia.

"I love accounting because it is a
fascinating subject. I think it relates
to everything in the business world
and offers many different potential
future paths."

 **DIPLOMA OF
ACCOUNTING**

(FNS50204)
CRICOS: 056750K
**1 year (including Certificate III in
Financial Services (Accounts Clerical))**

OVERVIEW

This course follows on from the Certificate III in Financial Services (Accounts Clerical) and provides knowledge and skill development in taxation, budgeting, financial reporting, internal control and systems, management accounting, law and business mathematics.

STUDY AREAS

- Financial statements including cash flows, partnerships and not-for-profit
- Company reporting
- Budgeting
- Taxation for individuals
- Internal control
- Management accounting
- Complex spreadsheets – excel
- Business law
- Business mathematics

ASSESSMENT METHODS

Assessment is continuous through out the study period and includes simulated workplace case studies and tests.

TEACHING METHODS

Knowledge and skills is developed in the classroom through teacher presentations, student discussions, students undertaking activities and analysing case studies.

EMPLOYMENT OPPORTUNITIES

Accountant, Accountant Assistant, Reconciliation Officer, Finance Assistant, Finance Manager, Association of Accounting Technician.

FURTHER EDUCATION OPPORTUNITIES

Advanced Diploma of Accounting.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent
Certificate III in Financial Services (Accounts Clerical)

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700
Additional Costs: Approximately AUD\$500 per semester for text books.

 **ADVANCED
DIPLOMA OF
ACCOUNTING**

(FNS60204)
CRICOS: 025000E
**2 years (Including the Certificate III in
Financial Services (Accounts Clerical) and
Diploma of Accounting)**

OVERVIEW

Chisholm has carefully designed this accounting course in consultation with prospective employers and university representatives to ensure graduates offer employers the range of skills they seek and to also prepare graduates for university should they choose to further their education. This course includes all areas of accounting required by the profession as well as general business skill development in areas such as management, economics, business law and statistics. Areas of accounting covered include taxation, financial reporting, financial strategies and performance, auditing and management accounting. Graduates will have the breadth of skills to work at all levels in any organisation. Chisholm's graduates are recognised by the Accounting professional through professional membership and by having the academic requirements to become Registered Tax Agents.

STUDY AREAS

- Corporate governance
- Taxation – companies, partnerships and other organisations
- Auditing of financial systems
- Financial risk assessment
- Financial management
- Management accounting
- Financial modelling
- Economics
- Management
- Contract law
- Business statistics

ASSESSMENT METHODS

Assessment is continuous throughout the study period and includes simulated workplace case studies and tests.

TEACHING METHODS

Knowledge and skills is developed in the classroom through teacher presentations, student discussions, students undertaking activities and analysing case studies.

EMPLOYMENT OPPORTUNITIES

Accountant, Assistant Accountant, Finance Manager.

FURTHER EDUCATION OPPORTUNITIES

The following advanced standing arrangements exist for graduates of the 2 year full time Advanced Diploma of Accounting.

- Deakin University offer 8 credit points into the 24 credit point Bachelor of Commerce (M300).
- Central Queensland University offer 9 credits into the 24 module Bachelor Accounting (CQ01).
- La Trobe University offer 8 credits into the Bachelor of Business, Bachelor of International Business or Bachelor of Commerce.
- Monash University (Peninsula) offer 8 units as credit into the Bachelor of Business and Commerce.

Please note: Other universities not listed will offer at least 8 credit units into relevant Bachelor programs. Completion of the Advanced Diploma of Accounting with the required level of achievement is the basis on which university will award credits.

Refer to the website for the University of your choice to identify any specific academic and English language entry requirements.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent

Year 12 or equivalent

Certificate III in Financial Services (Accounts Clerical) and Diploma of Accounting

CAMPUS AND INTAKE

Campus: Dandenong

Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700 per year

Additional Costs: Approximately

AUD\$250 per semester for text books.



ASSOCIATION OF
ACCOUNTING TECHNICIANS



CERTIFICATE II IN BUSINESS

(BSB20101)

CRICOS: 049847D

6 months

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course provides entry-level training, skills and knowledge to work as a clerical administrative worker in all industries. Participants will develop basic office skills including keyboarding, computing, word processing, client service and general office practices.

STUDY AREAS

- Develop keyboard skills
- Use business equipment
- Work effectively in a business environment
- Organise and complete daily work activities
- Communicate in the workplace
- Use business technology
- Operate a personal computer
- Process and maintain workplace information
- Prepare and process financial/business documents
- Participate in workplace safety procedures
- Handle mail
- Produce simple word processed documents
- Create and use simple spreadsheets
- Search and assess online business information
- Write simple documents
- Apply basic first aid

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Receptionist, Administrative Officer, Clerical Worker, Word Processing Operator.

FURTHER EDUCATION OPPORTUNITIES

Certificate III in Business Administration, Certificate III in Business Administration (Medical), Certificate IV in Business Administration and Diploma of Business Administration.

ENTRY REQUIREMENTS

IELTS 5.0 (reading and writing 5.0) or equivalent

Year 11 or equivalent; others is listed

CAMPUS AND INTAKE

Campus: Dandenong

Course Commences: February/July

FEES

2009 Fee Payable: AUD\$4,900

Additional Costs: Approximately

AUD\$159 for books and equipment fees.



CERTIFICATE III IN BUSINESS ADMINISTRATION

(BSB30201)

CRICOS: 049848C

1 year (including Certificate II in Business)

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course provides extensive training for students seeking an administration or technology position for those wishing to proceed to a higher level certificate. It covers the theoretical and practical skills for employment in administration and office support. Specialist streams are available in medical, legal, accounting and eBusiness.

STUDY AREAS

- Organise personal work priorities and development
- Deliver and monitor a service to customers
- Maintain workplace safety
- Produce texts from audio transcription
- Design and develop text documents
- Create electronic presentations
- Organise schedules
- Create and use databases

Electives

- Medical
- Legal
- Accounting
- eBusiness

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Administrative Officer, Legal Secretary, Medical Secretary, Receptionist, Word Processing Operator or Bookkeeper.

FURTHER EDUCATION OPPORTUNITIES

Certificate IV in Business Administration, Diploma of Business Administration.

ENTRY REQUIREMENTS

IELTS 5.5 (reading and writing 5.0)
Certificate II in Business or equivalent

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700
Additional Costs: Approximately AUD\$115 for books.



CERTIFICATE IV IN BUSINESS ADMINISTRATION

(BSB40201)

CRICOS: 049849B

1.5 years (including Certificate II in Business and Certificate III in Business Administration and Certificate III in Business Administration (Medical))

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course provides participants with the knowledge and skills to direct the administrative functions of a business at a senior level. Specialist streams are available in legal, accounting, office training and eBusiness.

STUDY AREAS

- Develop teams and individuals
- Analyse and present research information
- Promote innovation and change
- Produce complex business documents
- Develop and use complex databases
- Develop and use complex spreadsheets
- Organise meetings
- Organise business travel

Electives

- Legal
- Accounting
- Office Training
- eBusiness

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Executive Assistant, Legal Secretary, Medical Secretary, Office Administrator, Personal Assistant, Secretary, Office Trainer, Bookkeeper.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Business Administration.

ENTRY REQUIREMENTS

IELTS 5.5 (reading and writing 5.0) or equivalent
Certificate III in Business Administration or equivalent

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700 per year
Additional Costs: Approximately AUD\$106 for books.



DIPLOMA OF BUSINESS ADMINISTRATION

(BSB50201)

CRICOS: 049850J

2 years (including Certificate II in Business, Certificates III in Business Administration, Certificate III in Business Administration (Medical) and IV in Business Administration)

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course prepares graduates for an executive level administration position and provides the knowledge and procedures to effectively apply safe practices and manage a variety of roles. A specialist stream is available in human resource management.

STUDY AREAS

- Administer projects
- Manage meetings
- Process payroll
- Manage payroll
- Plan and manage conferences
- Plan or review administration systems
- Manage business document design and development

Electives

- Management
- Legal

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Secretary, Administrator, Office Administrator, Personal Assistant, Executive Assistant, Office Manager.

FURTHER EDUCATION OPPORTUNITIES

Credit of up to one year may be granted toward a university business degree.

ENTRY REQUIREMENTS

IELTS 5.5 (reading and writing 5.0)
Certificate IV in Business Administration or equivalent

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700 per year
Additional Costs: Approximately AUD\$87 for books.



CERTIFICATE IV IN BUSINESS (HUMAN RESOURCES)

(BSB40801)
CRICOS: 056996K
6 months

OVERVIEW

This course is designed to provide a broad grounding in generic workplace skills and knowledge of human resource operations. This course is undergoing change in 2008. Please check the Chisholm website www.chisholm.edu.au for further information.

STUDY AREAS

- Administer human resource systems
- Process human resource documents and inquiries
- Coordinate human resource services
- Develop teams and individuals
- Analyse and present research information
- Produce/write business documents
- Monitor a safe workplace
- Design and develop learning programs
- Recruit and select personnel

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments, individual and group presentations, simulated workplace case studies and tests.

TEACHING METHODS

Lectures, tutorials, practical exercises.

EMPLOYMENT OPPORTUNITIES

Human Resource Officer, Human Resource Coordinator, Recruitment Officer, Occupational Health and Safety Officer, Human Resources Administration Assistant.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Business (Human Resources).

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: February

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approximately AUD\$200 for text books.



DIPLOMA OF BUSINESS (HUMAN RESOURCES)

(BSB50801)
CRICOS: 045861E
6 months

OVERVIEW

This course is undergoing change in 2008. Please check the Chisholm website www.chisholm.edu.au for further information. This course develops the knowledge, skills and professional practices that will enable participants to perform duties related to Human Resource operations in public or private organisations.

STUDY AREAS

- Manage human resource strategic planning
- Manage performance management systems
- Manage industrial relations policies and processes
- Manage recruitment, selection and induction processes
- Manage separation/termination
- Manage remuneration and employee benefits
- Facilitate and capitalise on change and innovation
- Manage human resource consultancy services

ASSESSMENT METHODS

Continuous assessment throughout the year. Assessment methods include assignments and tests, related wherever possible to an appropriate business environment.

TEACHING METHODS

Lectures and tutorials.

EMPLOYMENT OPPORTUNITIES

Human Resource Officer/Manager, Human Resource Coordinator, Recruitment Manager, Occupational Health and Safety Officer, Human Resources Administration Manager.

FURTHER EDUCATION OPPORTUNITIES

University degree courses in Human Resources, Employee Relations or Commerce.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent

Note: It is recommended that in addition students undertake the 6 months Certificate IV in Business (Human Resources) program prior to the Diploma.

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: July

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approximately AUD\$200 for text books.



CERTIFICATE IV IN BUSINESS MANAGEMENT

(BSB41101)
CRICOS: 057857B
6 months

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course has been designed to develop best practice management skills for individual team leaders and managers in private and public sector organisations.

STUDY AREAS

- Develop work priorities
- Establish business networks
- Develop teams and individuals
- Analyse and present research information
- Write complex business documents
- Monitor a safe workplace
- Promote team effectiveness
- Implement operation plan
- Coordinate implementation of customer service strategies
- Promote innovation and change
- Manage people performance

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual presentations, simulated workplace case studies and tests.

TEACHING METHODS

Lectures, tutorials, practical exercises.

EMPLOYMENT OPPORTUNITIES

Team Leader, Supervisor, Frontline Manager.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Business Management.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: February

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approximately AUD\$200 for books.



DIPLOMA OF BUSINESS MANAGEMENT

(BSB50401)
CRICOS: 057856C
6 months

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course has been designed to develop best practice management skills for frontline and middle managers in private and public sector organisations.

STUDY AREAS

- Prepare budgets and financial plans
- Manage people performance
- Manage personal work priorities and professional development
- Develop a business opportunity
- Recruit select and induct staff
- Ensure a safe workplace
- Market services and concepts to internal customers
- Facilitate and capitalise on change

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual presentations, simulated workplace case studies and tests.

TEACHING METHODS

Lectures, tutorials, practical exercises.

EMPLOYMENT OPPORTUNITIES

Supervisor, Frontline Manager, Middle Manager.

FURTHER EDUCATION OPPORTUNITIES

Advanced Diploma of Business Management.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent

Note: It is recommended that in addition students undertake the 6 months Certificate IV in Business Management program prior to the Diploma.

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: July

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approx. AUD\$200 per semester for text books.



ADVANCED DIPLOMA OF BUSINESS MANAGEMENT

(BSB60201)
CRICOS: 057855D
6 months

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course has been designed to develop advanced management skills for frontline and middle managers in private and public sector organisations, with a view to a systems approach in management.

STUDY AREAS

- Evaluate new technologies
- Contribute to the development of strategic planning
- Review and develop business plans
- Manage business operations
- Provide leadership across the organisation
- Manage customer focus

- Manage innovation and continuous improvement
- Manage risk

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual presentations, simulated workplace case studies and tests.

TEACHING METHODS

Lectures, tutorials, practical exercises.

EMPLOYMENT OPPORTUNITIES

Frontline Manager, Middle Manager, Senior Manager.

FURTHER EDUCATION OPPORTUNITIES

Graduate Certificate in Management.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent

Note: It is recommended that in addition students undertake the 6 months Diploma of Business Management program prior to the Advanced Diploma

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: February

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approx. AUD\$200 per semester for text books.



CERTIFICATE IV IN BUSINESS (MARKETING)

(BSB40701)
CRICOS: 056997J
6 months

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course is focused on gaining a sound grounding in marketing concepts before progressing to diploma level. Students develop skills in research and data analysis, gain an understanding of consumer profiles and their behaviour and forecast market and business needs.

Other business skills such as project management will be developed by applying principles to industry projects.

STUDY AREAS

- Profiling the market
- Analysis of consumer behaviour
- Analysis of market data
- Market research
- Project management
- Team effectiveness
- Law for marketers
- Presentation for marketers

ASSESSMENT METHODS

A variety of assessment methods are used such as case studies, assignments, research projects, evidence portfolios, presentations, written reports. The emphasis for all assessment is to demonstrate the application of knowledge and skills to practical project work.

TEACHING METHODS

To compliment the practical nature of the assessment, teaching is also practical based. Teaching in the classroom is supported by industry application such as students undertaking research projects, field trips and onsite visits to business clients. Students will be required to undertake tasks individually and in teams. Students will have prescribed texts for reference but will also be required to undertake research to build their resource base.

EMPLOYMENT OPPORTUNITIES

Fieldworker, Marketing Assistant, Merchandising Representative, Sales Representative, Customer Service Officer.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Business (Marketing).

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent.

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approximately AUD\$200 for books.



DIPLOMA OF BUSINESS (MARKETING)

(BSB50701)
CRICOS: 057757F
1 year (including Certificate IV in Business (Marketing))

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course builds on the marketing concepts introduced in the Certificate IV of Business (Marketing). Specialised aspects of marketing are studied and applied such as developing the marketing communications plan, determining the marketing mix, identifying and evaluating market opportunities and reviewing marketing performance.

STUDY AREAS

- Review marketing performance
- Access marketing opportunities
- Marketing solutions
- Marketing mix
- Marketing communications plan
- International client relationships
- Economics
- Introductory accounting

ASSESSMENT METHODS

A variety of assessment methods are used such as case studies, assignments, research projects, building of evidence portfolios, presentations, written reports. The emphasis for all assessment is to demonstrate the application of knowledge and skills to practical project work and as far as possible, to do this with real business clients.

TEACHING METHODS

To compliment the practical nature of the assessment, teaching is also practical based. Teaching in the classroom is supported by industry application such as students undertaking research projects, field trips and onsite visits to business clients. Students will be required to undertake tasks individually and in teams. Students will have prescribed texts for reference but will also be required to undertake research to build their resource base.

EMPLOYMENT OPPORTUNITIES

Business Marketing, Customer Service Officer, International Marketer, Market Researcher, Marketing Assistant, Public Relations Officer, Sales Manager, Account Manager.

FURTHER EDUCATION OPPORTUNITIES

Advanced Diploma of Business (Marketing)/Diploma of International Business.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Certificate IV in Business (Marketing)

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February

FEES

2009 Fee Payable: AUD\$9,700
Additional Costs: Approximately AUD\$200 for books.



ADVANCED DIPLOMA OF BUSINESS (MARKETING)

(BSB60601)

CRICOS: 052834E
2 years (including the Certificate IV in Business (Marketing), Diploma of Business (Marketing), Diploma of International Business)

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

Chisholm has developed a course that prepares graduates for work in the dynamic business world with study of specialist marketing areas, general business subjects and an international business focus to ensure graduates offer employers broad capability and versatility with a combination of marketing and business development skills for the global market.

The Advanced Diploma of Business (Marketing) covers the management aspects of marketing activities and includes the development of a marketing plan, designing and implementing direct and international marketing programs, scoping marketing opportunities, developing

marketing strategies and reviewing staff and marketing performance. Students learn about the management of market research projects including planning, engaging consultants, managing the research project and evaluating research processes and findings. The international business focus extends the areas covered in the marketing components into the international context. This exciting dimension to marketing will broaden views, skills and relevance for employment.

STUDY AREAS

- Marketing
- Marketing strategies
- Marketing plan
- Direct marketing campaigns
- Manage the marketing process
- International marketing programs
- E-business website strategy
- International Business
- Profile international markets
- Analyses consumer behavior for international markets
- Promote products and services for international markets
- International business networks
- Research international business opportunities
- Business and Management
- Leadership and motivation
- Change management
- Economics

ASSESSMENT METHODS

A variety of assessment methods are used such as case studies, assignments research projects, building of evidence portfolios, presentations, written reports. The emphasis for all assessment is to demonstrate the application of knowledge and skills to practical project work and as far as possible, to do this with real business clients.

TEACHING METHODS

To compliment the practical nature of the assessment, teaching is also practical based. Teaching in the classroom is supported by industry application such as students undertaking research projects, field trips and onsite visits to business clients. Students will be required to undertake tasks individually and in teams. Students will have prescribed texts for reference but will also be required to undertake research to build their resource base.

EMPLOYMENT OPPORTUNITIES

Account Manager, Business Manager, Marketing Consultant, Marketing Manager, Product Marketing Manager, Research Manager, International Marketer, Business Development.

FURTHER EDUCATION OPPORTUNITIES

On completion of the Advanced Diploma with consistently high performance, students will be able to gain credits in relevant university degree programs equating to approximately one year of study.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Certificate IV in Business (Marketing) and the Diploma of Business (Marketing)

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February

FEES

2009 Fee Payable (Per Year): AUD\$9,700
Additional Costs: Approximately AUD\$400 for books.



CERTIFICATE III IN BUSINESS (MEDICAL ADMINISTRATION)

(BSB30704)

CRICOS: 052356G
1 year (including Certificate II in Business)

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course provides extensive training for students seeking a career in Medical Administration.

STUDY AREAS

- Use basic medical terminology
- Use advanced medical terminology
- Prepare and process medical accounts
- Maintain patient records
- Assist in controlling stock and supplies
- Apply the principles of confidentiality, Privacy and security within the medical environment
- Maintain workplace safety
- Organise personal work priorities and development
- Produce business documents
- Maintain business resources
- Produce texts from audio transcription

- Design and develop text documents
- Organise schedules
- Apply advanced first aid
- Organise workplace information

ASSESSMENT METHODS

Continuous assessment throughout the course as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Medical Secretary in a general practice or for a Medical Specialist, Medical Receptionist, Medical Administrator in a hospital.

FURTHER EDUCATION OPPORTUNITIES

Certificate IV in Business Administration, Diploma of Business Administration.

ENTRY REQUIREMENTS

IELTS 5.5 (reading and writing 5.0)
Certificate II in Business or equivalent

CAMPUS AND INTAKE

Campus: Berwick
Course Commences: July

FEES

2009 Fee Payable: AUD\$4,900
Additional Costs: Approximately AUD\$115 for books.



**CERTIFICATE III
IN FINANCIAL
SERVICES
(ACCOUNTS
CLERICAL)**

(FNS30304)
CRICOS: 056748D
6 months

OVERVIEW

This introductory course provides intensive and very practical training in manual and computerised accounting, computer software applications, taxation and the work environment in the financial services sector.

STUDY AREAS

- Manual accounting to financial reports

- Computerised accounting to financial reports
- Computerised and manual payroll
- Taxation procedures – business activity statements
- Computer applications – excel, word
- Communications in the workplace

ASSESSMENT METHODS

Assessment is continuous throughout the study period and includes simulated workplace case studies and tests.

TEACHING METHODS

Knowledge and skills is developed in the classroom through teacher presentations, student discussions, students undertaking activities and analysing case studies.

EMPLOYMENT OPPORTUNITIES

Accounts Officer, Bookkeeper, Cashier, Payroll Officer.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Accounting.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent.

CAMPUS AND INTAKE

Campus: Dandenong
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$4,900
Additional costs: Approximately AUD\$350 for text books.



**CERTIFICATE
IV IN RETAIL
MANAGEMENT**

(WRR40102)
CRICOS: 057858A
1 year (Including the Certificate II in Retail Operations and Certificate II in Community Pharmacy)

OVERVIEW

This course is undergoing change in 2008/2009. Please check the Chisholm website www.chisholm.edu.au (<http://www.chisholm.edu.au/>) before submitting your application, for up to date information regarding to changes in the course title, content and other.

This course has been designed to develop retail and pharmacy retail skills, as well as to develop the first line management skills of those working in the retail or retail pharmacy industry. It applies to those who are managing a small retail outlet, or a section or department within a larger retail store.

STUDY AREAS

- Communicate in the workplace
- Apply point of sale handling procedures
- Interact with customers
- Work effectively in a retail environment
- Operate retail equipment
- Provide a safe working environment
- Perform routine housekeeping duties
- Apply safe working practices
- Minimise theft
- Perform stock control procedures
- Balance register/terminal
- Manage sales and service delivery
- Administer human resources policy
- Manage financial resources
- Lead and manage people
- Manage merchandise and store presentation
- Provide a safe working environment

ASSESSMENT METHODS

Continuous assessment throughout the year as well as individual assignments. Assessment will be conducted in a simulated business environment where possible.

TEACHING METHODS

Practical exercises, self-paced learning, supervised classroom learning, practical placement.

EMPLOYMENT OPPORTUNITIES

Sales Assistant, Retail Assistant, Community Pharmacy Assistant, Shop Manager, Store Manager, Department Manager.

FURTHER EDUCATION OPPORTUNITIES

Diploma of Retail Management.

ENTRY REQUIREMENTS

IELTS 5.5 or equivalent
Year 12 or equivalent.

CAMPUS AND INTAKE

Campus: Frankston
Course Commences: February/July

FEES

2009 Fee Payable: AUD\$9,700