



**BUSINESS
INSTITUTE OF
AUSTRALIA**

2022-2023

COURSE GUIDE

Choose your studies.



WELCOME MESSAGE

Welcome to Times Education Group

With 6 colleges, 10 campuses in 3 states, and thousands of satisfied students, Times Education is a leader in private international education in Australia. As the founder and CEO, I am proud of the programs and educational opportunities that Times Education Group offers to its many students across our bright modern campuses in Sydney, Brisbane, and Perth. With programs in business, IT, accounting, marketing, leadership & management, aged & community care, childcare, and hospitality, our vocational programs are continuing to grow and change to meet the needs of the growing and challenging workforce.

Our vocational classes offer students real-world experiences and simulations to prepare them to succeed in the Australian context. Students are given practical, hands-on knowledge from current industry professionals which prepare them for successful job opportunities with their internationally recognised qualifications.

The International Institute of Business & Technology provides higher education diplomas and pathways to prestigious universities and degrees in Australia. Times Education Group provides NEAS quality endorsed English language education as Times Academy and Charleston English prepare students for their lives and further studies in Australia. With interactive preparatory English courses for children, teens, and adults, we have a class that meets the language needs for all groups of students.

Our focus across the whole group is excellence in learning and teaching. We have well-qualified professors, teachers and trainers who have relevant wisdom, knowledge, and skills that they are eager to share with their students. With a focus on student services, we aim to support and care for our students inside and outside of the classroom.

Education is the key to the future. Let Times Education open that door for you.

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Become an expert in a high demand industry.



WHY CHOOSE BUSINESS INSTITUTE OF AUSTRALIA

BIA is a Registered Training Organisation (RTO), registered by the Australian Skills Quality Authority (ASQA) under the National Vocational Education and Training Regulator Act 2011 (NVR2011) and the Australian Qualifications Framework (AQF). BIA is also registered on the Commonwealth Register of Institutions & Courses for Overseas Students (CRICOS).

BIA provides students with an effective teaching and learning environment designed to raise education standards, enhance employment opportunities and enrich personal lives. Join us in continuing to focus on the mission and vision that has been established at BIA. With continued support and cooperation, we can pursue excellence in the academic achievements of all our students.

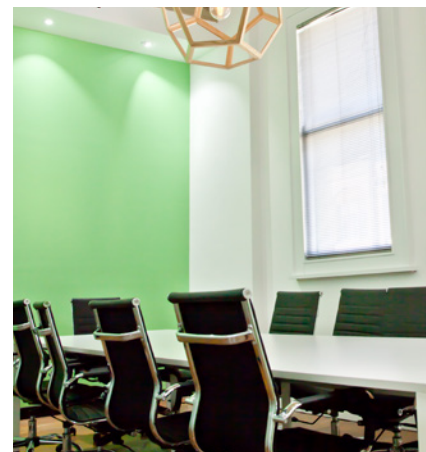
WHAT WE OFFER

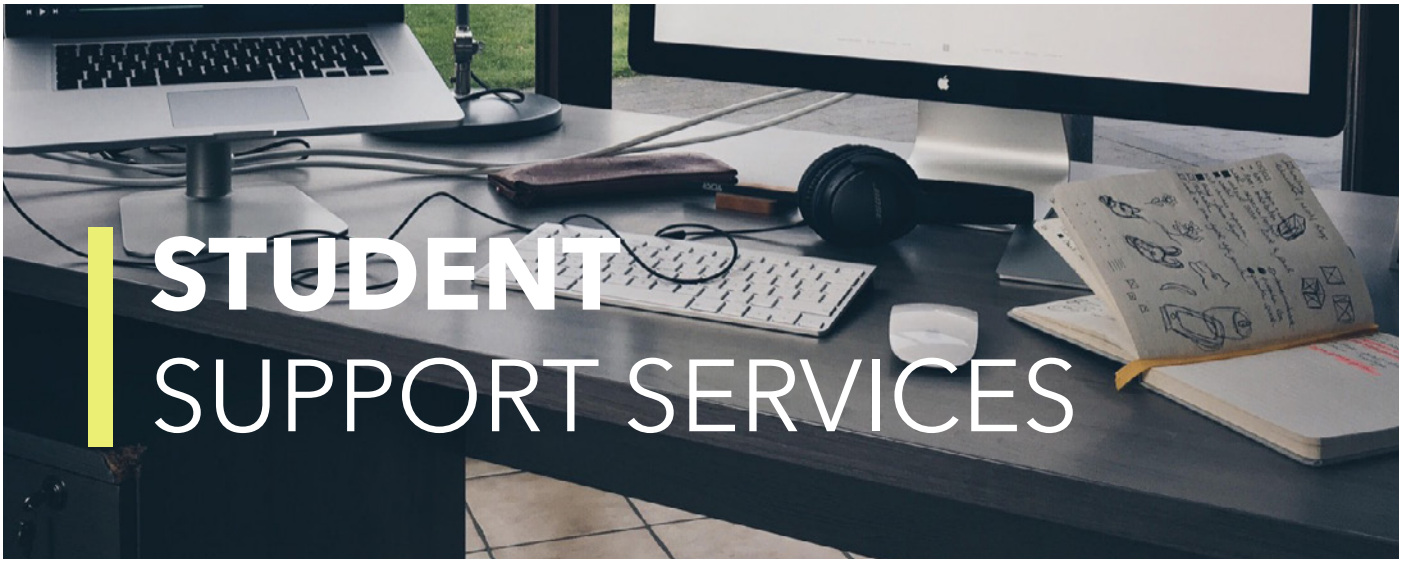
- Located in the education hub of Sydney and in Brisbane CBD
- Modern Computer Labs/Lecture Rooms
- Recreation Room
- Free Internet Access
- Lanyard / Student USB
- Student Portal
- Latest Computer Technology
- Multilingual Friendly Staff

TIMES EDUCATION GROUP

BUSINESS INSTITUTE OF AUSTRALIA IS A PROUD MEMBER OF THE TIMES EDUCATION GROUP

A student who chooses to study at a Times Education college makes a considerable investment in his or her future. In return, Times Education Group treats its students as valued customers and commits to delivering an effective, relevant, high quality and inspiring educational experience for the long term.





STUDENT SUPPORT

To assist you while studying at BIA, we have student welfare officers who provide on-going support services to students. The student welfare officers are friendly and they can give personal advice and assistance to students in many areas including academic advice, health insurance, welfare, social activities and effective study methods. They are also the initial point of contact for all students.

ORIENTATION AND ENROLMENT

Orientation is compulsory for all new newly arriving international students. At the orientation, students will get to meet our friendly staff, have a tour of the campus, receive their timetable, student ID card and have a chance to ask any questions about their course and living in Australia. Students will be provided with a free USB lanyard which contains all the information they need to know about BIA and a copy of all forms they will need whilst studying with us.

COLLEGE FACILITIES



All students at BIA have access to computers and audio-visual equipment. Enrolled students are given access to free Internet, a variety of software, and printing and e-mail facilities.



Photocopiers and printers are available for students to photocopy or print their class and assignment work.



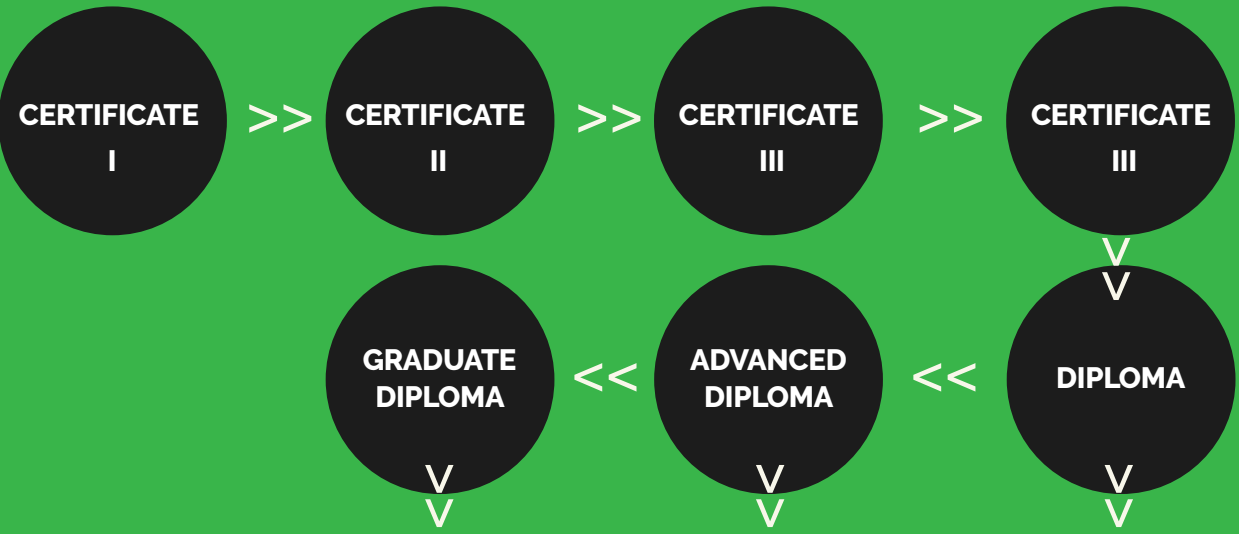
There is a common kitchen/dining area in the institute where students can have a snack between classes. It is equipped with a microwave and kettle as well as kitchen supplies.



To supplement their own textbooks, students have access to BIA's library for textbooks and reference books, including our online library.

FURTHER STUDIES AND PATHWAYS

By studying Vocational Education and Training courses students can use the qualification gained to enter a range of tertiary institutions such as universities and other colleges of tertiary education. Credit packages and articulation arrangements will vary from institution to institution depending on the course you wish to study, you will need to apply for this separately.



HIGHER EDUCATION

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

Articulation Partners

To find out more about your entry and credit pathways, Please contact us for more details at: info@bia.edu.au



CRICOS PROVIDER CODE
00233E



CRICOS PROVIDER CODE
00003G



CRICOS PROVIDER CODE
01241G



CRICOS PROVIDER CODE
03389E



SKILLS FOR WOR AND VOCATIONAL PATHWAYS

CRICOS Course Code: 103021E | FSK10219

CERTIFICATE I IN SKILLS FOR VOCATIONAL PATHWAYS

Course Summary:

- A pathway to employment and further vocational training
- Reading, writing, oral communication, learning and numeracy skills primarily aligned to the Australian Core Skills Framework (ACSF) Level 2
- Entry level digital technology and employability skills
- Education, training and employment goals.

Foundation Skills Training Package qualifications may not be listed as an entry requirement for vocational qualifications.

Job Roles:

- Clerk
- Customer Service Advisor
- General Receptionist/Administration Officer
- Office Worker
- Import/Export Clerk

Entry Requirements:

- Be 18 years or older; and
- Have completed Year 10 or its equivalent with suitable English language skills
- International Students are also required to have an English ability at the IELTS 3 or equivalent

Pathways from the qualification:

FSK20119 Certificate II in Skills for Work and Vocational Pathways or a range of Certificate II qualifications.

Course Structure - Duration 26 weeks

- This qualification is made up of 11 units of competency (1 core unit and 10 elective units)
- FSKLRG008 Use simple strategies for work-related learning
 - FSKDIG002 Use digital technology for routine and simple workplace tasks
 - FSKNUM008 Use whole numbers and simple fractions, decimals and percentages for work
 - FSKNUM009 Use Familiar and simple metric measurements for work
 - FSKOCM003 Participate in familiar spoken interactions at work
 - FSKRDG007 Read and respond to simple workplace information
 - FSKWTG006 Write simple workplace information
 - FSKLRG007 Use strategies to identify job opportunities
 - SIRXWHS001 Work safely
 - SIRXCEG001 Engage the customer
 - SITXCCS001 Provide customer information and assistance

CRICOS Course Code: 103022D | FSK20119

CERTIFICATE II IN SKILLS FOR WORK AND VOCATIONAL PATHWAYS

Course Summary:

- A pathway to employment or further vocational training
- Reading, writing, oral communication, learning and numeracy skills primarily aligned to the Australian Core Skills Framework (ACSF) Level 3
- Entry level digital literacy and employability skills
- A vocational training and employment plan.

Foundation Skills Training Package qualifications may not be listed as an entry requirement for vocational qualifications.

Job Roles:

- Clerk
- Customer Service Advisor
- General Receptionist/Administration Officer
- Office Worker
- Import/Export Clerk

Entry Requirements:

- Be 18 years or older; and
- Have completed Year 10 Completion of Year 10 or equivalent or successful completion Certificate I in Skills for Vocational pathways
- International Students are also required to have an English ability at the IELTS 4.0 or equivalent

Pathways from the qualification:

BSB20120 Certificate II in Workplace Skills

Course Structure - Duration 26 weeks

- This qualification is made up of 14 units of competency (1 core units and 13 elective units)
- FSKDIG003 Use digital technology for non-routine workplace tasks
 - FSKLRG009 Use strategies to respond to routine workplace problems
 - FSKLRG011 Use routine strategies for work-related learning
 - FSKNUM014 Calculate with whole numbers and familiar fractions, decimals and percentages for work
 - FSKNUM015 Estimate, measure and calculate routine metric measurements for work
 - FSKOCM007 Interact effectively with others at work
 - FSKRDG010 Read and respond to routine workplace information
 - FSKWTG009 Write routine workplace texts
 - FSKLRG010 Use routine strategies for career planning
 - SITXFIN001 Process financial transactions
 - SITXWHS001 Participate in safe work practices
 - SITXCOM001 Source and present information
 - SIRXCEG002 Assist with customer difficulties
 - SIRXCOM002 Work effectively in a team



SOCIAL MEDIA MARKETING

DIPLOMA OF SOCIAL MEDIA MARKETING

Course Summary:

Our course will teach you how to become a social media expert and how to successfully develop and implement a social media marketing strategy and implementation plan on numerous social media networks. It will enable you to create and build your own social media marketing portfolio and personal brand to showcase to future employers.

Entry Requirements:

- 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

Job Roles:

- Social Media Strategist
 - Social Media Consultant
- Brand Manager
 - Digital/Social Media Marketing Coordinator

Pathways from the qualification:

A person who has successfully completed imported training package units of competency as part of the qualification may seek credit towards a nationally recognised qualification that includes these units as either core or elective units.

Students who successfully complete the qualification may wish to further their academic career and enrol in Diploma/Advanced Diploma or Degree level qualifications in areas such as Marketing, Public Relations, Advertising or Media and Communications.

Course Structure - Duration 52 weeks

This qualification is made up of 9 units of competency (6 core units and 3 elective units).

- NAT10904001 Plan, implement and manage content marketing
- NAT10904002 Plan, conduct and optimise organic social media marketing
- NAT10904003 Plan, manage and optimise paid social media advertising
- NAT10904004 Establish, build and leverage a personal brand on social media
- NAT10904005 Plan, implement and manage social media conversion strategies
- SIRXMKT006 Develop a social media strategy
- BSBMKG541 Identify and evaluate marketing opportunities
- BSBMKG542 Establish and monitor the marketing mix
- BSBPMG430 Undertake project work

Social Media Sites

All students will need to have social media accounts for the following:



DIPLOMA OF SOCIAL MEDIA MARKETING

Pathway to BSB60520 Advanced Diploma of Marketing and Communication

Course Summary:

Our course will teach you how to become a social media expert and how to successfully develop and implement a social media marketing strategy and implementation plan on numerous social media networks. It will enable you to create and build your own social media marketing portfolio and personal brand to showcase to future employers.

Entry Requirements:

- 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

Job Roles:

- Social Media Strategist
 - Social Media Consultant
- Brand Manager
 - Digital/Social Media Marketing Coordinator

Pathways from the qualification:

Upon completion 10904NAT Diploma of Social Media Marketing graduates may have a pathway into the BSB60520 Advanced Diploma of Marketing and Communication.

A person who has successfully completed imported training package units of competency as part of the qualification may seek credit towards a nationally recognised qualification that includes these units as either core or elective units.

Course Structure - Duration 65 weeks

This qualification is made up of 11 units of competency (6 core units and 5 elective units).

- NAT10904001 Plan, implement and manage content marketing
- NAT10904002 Plan, conduct and optimise organic social media marketing
- NAT10904003 Plan, manage and optimise paid social media advertising
- NAT10904004 Establish, build and leverage a personal brand on social media
- NAT10904005 Plan, implement and manage social media conversion strategies
- SIRXMKT006 Develop a social media strategy
- BSBMKG541 Identify and evaluate marketing opportunities
- BSBMKG542 Establish and monitor the marketing mix
- BSBMKG552 Design and develop marketing communication plans
- BSBMKG555 Write persuasive copy
- BSBPMG430 Undertake project work

Delivery Mode:

- Blended (onshore international students/domestic students)
- Online (offshore students/domestic students)

GRADUATE DIPLOMA OF MANAGEMENT (LEARNING)

Course Summary:

This qualification reflects the role of individuals who apply highly specialised knowledge and skills in the field of organisational learning and capability development. Individuals in these roles generate and evaluate complex ideas. They also initiate, design and execute major learning and development functions within an organisation. Typically, they would have full responsibility and accountability for the personal output and work of others.

Job Roles:

- RTO Manager
- RTO Director

Entry Requirements:

- Bachelor degree (or equivalent) in a related field of study; OR Advanced Diploma qualification in a related field of study; OR Diploma qualification in a related field of study + 2 years full-time relevant work experience
- 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.

Pathways from the qualification:

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

Course Structure - Duration 52 weeks

This qualification is made up of 8 units of competency (3 core units and 5 elective units)

- BSBHRM613 Contribute to the development of learning and development strategies
- BSBLDR811 Lead strategic transformation
- TAELED803 Implement improved learning practice
- BSBFIN801 Lead financial strategy development
- BSBHRM611 Contribute to organisational performance development
- BSBINS603 Initiate and lead applied research
- BSBLDR812 Develop and cultivate collaborative partnerships and relationships
- BSBSTR802 Lead strategic planning processes for an organisation

GRADUATE
DIPLOMA



CERTIFICATE IV IN ACCOUNTING AND BOOKKEEPING

Course Summary:

This qualification reflects accounting job roles of workers in the accounting industry, including BAS Agents and contract bookkeepers; and of those employees performing bookkeeping tasks for organisations in a range of industries. It includes preparing and lodging business and instalment activity statements and providing advice or dealing with the Commissioner on behalf of a taxpayer in relation to activity statements. Individuals in these roles apply theoretical and specialist knowledge and skills to work autonomously, and exercise judgment in completing routine and non-routine activities.

Job Roles:

- Accounts/ Payroll Clerk
- Bookkeeper
- BAS officer
- Accounts Supervisor

Entry Requirements:

- 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 5.0 or equivalent.

Pathways to Futher Study:

FNS50217 Diploma of Accounting or other Diploma qualifications

Course Structure - Duration 52 weeks

This qualification is made up of 13 units of competency (8 core units and 5 elective units)

- BSBFIA401 Prepare financial reports
- BSBSMB412 Introduce clouds computing into business operations
- FNSACC311 Process financial transactions and extract interim reports
- FNSACC312 Administer subsidiary accounts and ledgers
- FNSACC408 Work effectively in the accounting and bookkeeping industry
- FNSACC416 Set up and operate a computerised accounting system
- FNSTPB401 Complete business activity and instalment activity statements
- FNSTPB402 Establish and maintain a payroll system
- FNSACC412 Prepare operational budgets
- FNSACC414 Prepare financial statements for non-reporting entities
- BSBITU402 Develop and use complex spreadsheets
- BSBITU306 Design and produce business documents
- FNSACC313 Perform financial calculations

DIPLOMA OF ACCOUNTING

Course Summary:

This qualification reflects professional accounting job roles in financial services and other industries, including tax agents, accounts payable and accounts receivable officers, payroll service providers, and employees performing a range of accounting tasks for organisations in a range of industries. Individuals in these roles apply solutions to a range of often complex problems, and analyse and evaluate information from a variety of sources. They apply initiative to plan, coordinate and evaluate their own work and provide guidance to others within defined guidelines.

Job Roles:

- Finance Sector Supervisor
- Assistant Accountant
- Accounts payable and receivable officers
- Tax Agents

Entry Requirements:

- 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.
- Completion of the following seven units, or their equivalent, which constitute the requirements for the FNSSS00014 Accounting Principles Skill Set:
 - ◆ BSBFIA401 Prepare financial reports
 - ◆ FNSACC311 Process financial transactions and extract interim reports
 - ◆ FNSACC312 Administer subsidiary accounts and ledgers
 - ◆ FNSACC408 Work effectively in the accounting and bookkeeping industry
 - ◆ FNSACC416 Set up and operate a computerised accounting system
 - ◆ FNSTPB401 Complete business activity and instalment activity statements
 - ◆ FNSTPB402 Establish and maintain payroll systems;
- OR Completion of FNS40217 Certificate IV in Accounting and Bookkeeping or equivalent; OR Its superseded versions (FNS40215 Certificate IV in Bookkeeping or FNS40615 Certificate IV in Accounting) or their equivalent

Pathways to Futher Study:

FNS60217 Advanced Diploma of Accounting or other Advanced Diploma qualifications.

Course Structure - Duration 52 weeks

This qualification is made up of 11 units of competency (6 core units and 5 elective units)

- FNSACC511 Provide financial and business performance information
- FNSACC512 Prepare tax documentation for individuals
- FNSACC513 Manage budgets and forecasts
- FNSACC514 Prepare financial reports for corporate entities
- FNSACC516 Implement and maintain internal control procedures
- FNSACC517 Provide management accounting information
- FNSACC505 Establish and maintain accounting information systems
- FNSFMK515 Comply with financial services legislation and industry codes of practice
- FNSORG506 Prepare financial forecasts and projections
- FNSACC607 Evaluate business performance
- FNSACC608 Evaluate organisation's financial performance

ADVANCED DIPLOMA OF ACCOUNTING

Course Summary:

This qualification is designed to reflect the role of individuals working in accounting and seeking professional identification including tax agents, accounts managers and business analysts; and to employees performing a range of accounts management task for organisations in a range of industries. At this level individuals are expected to apply theoretical and technical skills in a range of situations and to display initiative and judgement in planning activities. They have autonomy in performing complex operations and can be responsible for planning, coordinating and evaluating the work of others within broad but generally well-defined parameters.

Job Roles:

- Accounts Manager
- Business analyst
- Office manager
- Payroll manager

Entry Requirements:

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.
- Completion of both FNSSS00014 Accounting Principles Skill Set and FNSSS00015 Advanced Accounting Principles Skill Set;
 - ◆ OR Completion of FNS50215 Diploma of Accounting;
 - ◆ OR Completion of FNS50217 Diploma of Accounting.

Pathways to Futher Study:

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

Course Structure - Duration 78 weeks

This qualification is made up of 14 units of competency (3 core units and 11 elective units)

- FNSACC624 Monitor corporate governance activities
- FNSINC601 Apply economic principles to work in the financial services industry
- FNSINC602 Interpret and use financial statistics and tools
- FNSACC512 Prepare tax documentation for individuals
- FNSACC601 Prepare and administer tax documentation for legal entities
- FNSACC603 Implement tax plans and evaluate tax obligations
- FNSACC511 Provide financial and business performance information
- FNSACC607 Evaluate business performance
- FNSACC608 Evaluate organisation's financial performance
- FNSACC516 Implement and maintain internal control procedures
- FNSACC602 Audit and report on financial systems and records
- FNSACC606 Conduct internal audit
- FNSACC517 Provide management accounting information
- FNSACC613 Prepare and analyse management accounting information



CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT

Course Summary:

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 are likely to provide leadership, guidance and support to others. They may also have some responsibility for organising and monitoring the output of teams.

Job Roles

- Line Manager
- Team Leader

Entry Requirements:

- 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 5.0 or equivalent.

Pathways to Futher Study:

After achieving this qualification candidates may choose to study BSB50420 Diploma of Leadership and Management or other Diploma qualifications.

Course Structure - Duration 52 weeks

This qualification is made up of 12 units of competency (5 core units and 7 electives)

- BSBLDR413 Lead effective workplace relationships
- BSBOPS402 Coordinate business operational plans
- BSBLDR411 Demonstrate leadership in the workplace
- BSBXCM401 Apply communication strategies in the workplace
- BSBXTW401 Lead and facilitate a team
- BSBWHS411 Implement and monitor WHS policies, procedures and programs
- BSBPEF402 Develop personal work priorities
- BSBOPS403 Apply business risk management processes
- BSBSTR401 Promote innovation in team environments
- BSBOPS404 Implement customer service strategies
- BSBLDR412 Communicate effectively as a workplace leader
- BSBLDR414 Lead team effectiveness

DIPLOMA OF LEADERSHIP AND MANAGEMENT

Course Summary:

This qualification reflects the role of individuals who 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.

Job Roles

- Sales Team Manager
- Frontline Manager

Entry Requirements:

- 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.

Pathways to Futher Study:

BSB60420 Advanced Diploma of Leadership and Management or other Advanced Diploma qualifications.

Course Structure - Duration 52 weeks

This qualification is made up of 12 units of competency (6 core and 6 elective units)

- BSBPEF502 Develop and use emotional intelligence
- BSBOPS502 Manage business operational plans
- BSBLDR523 Lead and manage effective workplace relationships
- BSBTWK502 Manage team effectiveness
- BSBCMM511 Communicate with influence
- BSBCRT511 Develop critical thinking in others
- BSBOPS505 Manage organisational customer service
- BSBOPS504 Manage business risk
- BSBLDR522 Manage people performance
- BSBSUS511 Develop workplace policies and procedures for sustainability
- BSBPEF501 Manage personal and professional development
- BSBTWK503 Manage meetings

ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

Course Summary:

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.

Job Roles

- Department Manager
- Senior Manager

Entry Requirements:

- 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.
- 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.

Pathways to Futher Study:

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

Course Structure - Duration 52 weeks

This qualification is made up of 10 units of competency (5 core and 5 elective units)

- BSBLDR601 Lead and manage organisational change
- BSBLDR602 Provide leadership across the organisation
- BSBOPS601 Develop and implement business plans
- BSBSTR601 Manage innovation and continuous improvement
- BSBCRT611 Apply critical thinking for complex problem solving
- BSBSTR602 Develop organisational strategies
- BSBPMG633 Provide leadership for the program
- BSBHRM615 Contribute to the development of diversity and inclusion strategies
- BSBSTR801 Lead innovative thinking and practice
- BSBSUS601 Lead corporate social responsibility

CRICOS Course Code: 105365J | BSB40820

CERTIFICATE IV IN MARKETING AND COMMUNICATION

Course Summary:

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 licensing, legislative or certification requirements apply to this qualification at the time of publication.

Job Roles:

- Public Relations Officer
- Marketing Officer
- Marketing Coordinator

Entry Requirements:

- 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 5.0 or equivalent.

Pathways from the qualification:

BSB50620 Diploma of Marketing and Communication or a range of other Diploma qualifications

Course Structure- Duration 52 weeks

This qualification is made up of 12 units of competency (5 core units and 7 elective units)

- BSBCMM411 Make presentations
- BSBCRT412 Articulate, present and debate ideas
- BSBMKG435 Analyse consumer behaviour
- BSBWRT411 Write complex documents
- BSBMKG433 Undertake marketing activities
- BSBMKG439 Develop and apply knowledge of communications industry
- BSBMKG440 Apply marketing communication across a convergent industry
- BSBMKG434 Promote products and services
- BSBMKG432 Research international markets
- BSBMKG437 Create and optimise digital media
- BSBCRT411 Apply critical thinking to work practices
- BSBCRT413 Collaborate in creative processes

Delivery Mode:

- Blended (onshore international students/domestic students)
- Online (offshore students/domestic students)

CRICOS Course Code: 105366H | BSB50620

DIPLOMA OF MARKETING AND COMMUNICATION

Course Summary:

This qualification reflects the role of individuals who use a sound theoretical knowledge base in marketing and communication and who demonstrate a range of skills to ensure that functions are effectively conducted in an organisation or business area. Typically, the individuals would have responsibility for the work of other staff and lead teams.

Job Roles:

- Marketing Lead
- Marketing Manager

Entry Requirements:

- 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.
- 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.

Pathways from the qualification:

BSB60520 Advanced Diploma of Marketing and Communication or a range of other Advanced Diploma qualifications

Course Structure- Duration 52 weeks

This qualification is made up of 12 units of competency (5 core units and 7 elective units)

- BSBMKG552 Design and develop marketing communication plans
- BSBPMG430 Undertake project work
- BSBMKG541 Identify and evaluate marketing opportunities
- BSBMKG542 Establish and monitor the marketing mix
- BSBMKG555 Write persuasive copy
- BSBMKG543 Plan and interpret market research
- BSBMKG544 Plan and monitor direct marketing activities
- BSBMKG545 Conduct marketing audits
- BSBMKG546 Develop social media engagement plans
- BSBMKG550 Promote products and services to international markets
- BSBDAT501 Analyse data
- BSBSTR501 Establish innovative work environments

Delivery Mode:

- Blended (onshore international students/domestic students)
- Online (offshore students/domestic students)

CRICOS Course Code: 105367G | BSB60520

ADVANCED DIPLOMA OF MARKETING AND COMMUNICATION

Course Summary:

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.

Job Roles:

- Communications Lead
- Public Relations Manage
- Advertising Leadr

Entry Requirements:

- 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.
- 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.

Pathways from the qualification:

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

Course Structure - Duration 78 weeks

This qualification is made up of 12 units of competency (4 core units and 8 elective units)

- BSBMKG621 Develop organisational marketing strategy
- BSBMKG622 Manage organisational marketing processes
- BSBMKG623 Develop marketing plans
- BSBTWK601 Develop and maintain strategic business networks
- BSBMKG626 Develop advertising campaigns
- BSBMKG627 Execute advertising campaigns
- BSBMKG628 Lead organisational public relations
- BSBFIN501 Manage budgets and financial plans
- BSBTEC601 Review organisational digital strategy
- BSBCRT512 Originate and develop concepts
- BSBFIN601 Manage organisational finances
- BSBINS601 Manage knowledge and information

Delivery Mode:

- Blended (onshore international students/domestic students)
- Online (offshore students/domestic students)



TRAVEL & TOURISM MANAGEMENT COURSES

CRICOS Course Code : 096205D | SIT30216

CERTIFICATE III IN TRAVEL

Course Summary:

This qualification reflects the role of individuals who use a range of well-developed retail travel or wholesale sales and operational skills and sound knowledge of industry operations to coordinate travel services. Using discretion and judgement, they work with some independence and under limited supervision using plans, policies and procedures to guide work activities. This qualification provides a pathway to work in the retail travel or tour wholesale sector for employers that cover or specialise in leisure, corporate, domestic or international sales.

Job Roles

- Call Centre Sales Agent
- Corporate Consultant
- Cruise Consultant
- Customer Service Agent
- Domestic Travel Consultant
- Wholesale Consultant
- Incentive Coordinator
- International Travel Consultant
- Mobile Travel Consultant
- Online Travel Consultant
- Reservations Sales Agent

Entry Requirements:

- Be 18 years of age or over; AND
- Have completed Year 11 or its equivalent
- International Students are also required to have an English ability at the IELTS 5.0 or equivalent.

Pathways from the qualification:

After achieving this qualification candidates may choose to progress into a Diploma program with the Business Institute of Australia.

Course Structure - Duration 52 weeks

This qualification is made up of 17 units of competency (14 core units and 3 elective units)

- SITTIND001 Source and use information on the tourism and travel industry
- SITXCOM002 Show social and cultural sensitivity
- SITTTSL005 Sell tourism products and services
- SITTTSL002 Access and interpret product information
- SITTTSL010 Use a computerised reservations or operations system
- SITTTSL003 Provide advice on international destinations
- SITTTSL004 Provide advice on Australian destinations
- SITTTSL006 Prepare quotations
- SITTTSL012 Construct normal international airfares
- SITTTSL009 Process travel-related documentation
- SITTTSL013 Construction promotional international airfares
- SITTTSL008 Book suppliers products and services
- SITXCCS006 Provide service to customers
- SITXWHS001 Participate in safe work practices
- SITTTSL011 Source airfares for domestic flights
- BSBCMM211 Apply communication skills
- SITTTSL016 Provide specialist advice on cruises

CRICOS Course Code: 096206C | SIT50116

DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT

Course Summary:

This qualification reflects the role of senior managers with advanced operational skills who use a broad range of travel or tourism skills, combined with specialised managerial skills and substantial knowledge of industry operations, to coordinate travel or tourism operations. They operate with significant autonomy and are responsible for making strategic business management and operational decisions. This qualification provides a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

Job Roles

- Inbound Groups Manager
- Inbound Sales Manager
- Incentives Manager
- Tour Operations Manager
- Marketing Manager
- Product Development Manager
- Reservations Manager
- Travel Agency Manager
- Sales Manager
- Visitor Information Centre Manager

Entry Requirements:

- Be 18 years of age or over; AND
- Have completed Year 12 or its equivalent
- 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 progress into an Advanced Diploma program with the Business Institute of Australia.

Course Structure - Duration 78 weeks

This qualification is made up of 23 units of competency (12 core units and 11 elective units)

- SITTIND001 Source and use information on the tourism and travel industry
- SITXCOM002 Show social and cultural sensitivity
- SITTTSL005 Sell tourism products and services
- SITXFIN002 Interpret financial information
- SITTTSL002 Access and interpret product information
- SITTTSL010 Use a computerised reservations or operations system
- SITTTSL003 Provide advice on international destinations
- SITTTSL004 Provide advice on Australian destinations
- SITTTSL006 Prepare quotations
- BSBDIV501 Manage diversity in the workplace
- SITTTSL012 Construct normal international airfares
- SITTTSL009 Process travel-related documentation
- SITXCCS007 Enhance the customer service experience
- SITXCOM005 Manage conflict
- SITXFIN003 Manage finances within a budget
- SITXHRM003 Lead and manage people
- SITXMGT001 Monitor work operations
- SITTTSL013 Construct promotional international airfares
- SITXFIN004 Prepare and monitor budgets
- SITTTSL008 Book supplier products and services
- SITXCCS008 Develop and manage quality customer service practices
- SITXMGT002 Establish and conduct business relationships
- SITXWHS003 Implement and monitor work health and safety practices

CRICOS Course Code: 096207B | SIT60116

ADVANCED DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT

Course Summary:

This qualification reflects the role of senior managers with advanced operational skills who use a broad range of travel or tourism skills, combined with specialised managerial skills and substantial knowledge of industry operations, to coordinate travel or tourism operations. They operate with significant autonomy and are responsible for making strategic business management and operational decisions. This qualification provides a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

Job Roles

- Account Manager
- Business Development Manager
- Director of Groups and Incentives
- Director of Marketing
- Director of Product Development
- Operations Manager
- Director of Sales
- General Manager

Entry Requirements:

- Be 18 years of age or over; AND
- Have completed Year 12 or its equivalent
- 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 progress into a Bachelors program with one of the Business Institute of Australia's partner Universities.

Course Structure - Duration 104 weeks

This qualification is made up of 27 units of competency (17 core units and 10 elective units)

- BSBRISK501 Manage risk
- BSBWRT401 Write complex documents
- SITTIND001 Source and use information on the travel and tourism industry
- SITTTSL005 Sell tourism products and services
- SITXFIN002 Interpret financial information
- SITPPPD008 Develop tourism products
- SITTTSL002 Access and interpret product information
- SITTTSL010 Use a computerised reservations or operations system
- SITTTSL003 Provide advice on international destinations
- SITTTSL004 Provide advice on Australian destinations
- SITTTSL006 Prepare quotations
- BSBDIV501 Manage diversity in the workplace
- SITTTSL012 Construct normal international airfares
- SITTTSL009 Process travel-related documentation
- SITXCCS007 Enhance the customer service experience
- SITXFIN003 Manage finances within a budget
- SITXHRM003 Lead and manage people
- SITXMGT001 Monitor work operations
- SITTTSL013 Construct promotional international airfares
- SITXFIN004 Prepare and monitor budgets
- SITTTSL008 Book supplier products and services
- SITXCCS008 Develop and manage quality customer service practices
- SITXGLC001 Research and comply with regulatory requirements
- SITXMGT002 Establish and conduct business relationships
- SITXWHS004 Establish and maintain a work health and safety system
- SITXMPR007 Develop and implement marketing strategies
- BSBMGT617 Develop and implement a business plan



LIVING AND STUDYING IN AUSTRALIA

Australia is a truly multicultural nation with people from all parts of the world. It is surrounded by water so there are many beaches. Australia has a beautiful natural environment with National Parks and a relaxed lifestyle.

Students enrolling with Business Institute of Australia have the choice of study location in either Sydney or Brisbane.

Sydney and Brisbane are both world-class cities with a sunny climate and vibrant mood attracting students and visitors from all around the world.

ESTIMATED COST OF LIVING

Living expenses can include accommodation, transportation, food, clothes, books and entertainment. You will need approximately AUD \$20,000 to cover the whole year of study (excluding tuition fees). Rents are fairly high but this depends on whether you choose to share with friends and which suburb you choose to live in. Transport is easy to access as all trains, buses, ferries and light rail leads to the CBD.

You should have at least AUD \$2,000 when you first arrive to cover your initial expenses. These figures do not include large household items such as a refrigerator or a car. For more information, visit www.studyinaustralia.gov.au

FIND WORK WHILE YOU STUDY

International students are allowed to work for 40 hours per fortnight whilst studying full-time. There are numerous casual and part-time jobs available for students in cafes, restaurants, or retail businesses. Working offers you the right to minimum wage as well as superannuation. For more information, visit www.fairwork.gov.au.

OVERSEAS STUDENT HEALTH COVER (OSHC)

The Australian government requires that all international students have Overseas Student Health Cover (OSHC). OSHC offers you access to a world-class health care system. This is great for the quality of treatment for anyone injured or sick in Australia; however, it can become quite costly. Having OSHC can assist in mitigating these costs. BUPA is a popular insurance company with international students.



Fees and Charges

Enrolment / Application fee* (not refundable)	AUD \$200
Confirmation of Enrolment (CoE)	AUD \$50
Material Fee (per term)	
Skills for Vocational Pathways	AUD \$100
Rest of courses	AUD \$50
Deferment/ Suspension/ Cancellation Fee	AUD \$350
Priority Processing fee	AUD \$50
Change of Course Fee/	AUD \$200
Course Location Fee (Course variation fee)	

For full fee and charges please refer to [Student fees & charges](#) on the website, www.bia.edu.au

Intake Dates

2021 Intakes	2022 Intakes	2023 Intakes
<input type="radio"/> 11 January	<input type="radio"/> 10 January	<input type="radio"/> 09 January
<input type="radio"/> 12 April	<input type="radio"/> 11 April	<input type="radio"/> 11 April
<input type="radio"/> 12 July	<input type="radio"/> 11 July	<input type="radio"/> 10 July
<input type="radio"/> 11 October	<input type="radio"/> 10 October	<input type="radio"/> 09 October

Choose when you want to study. BIA has 4 intake dates all year round.

Don't wait and start whenever you like!

For holidays please refer to the [Academic Calendar](#).

Study Timetable

	MON	TUE	WED	THU	FRI	SAT
SHIFT 1	8:45 16:15	8:45 16:15				
SHIFT 2			8:45 16:15	8:45 16:15		
SHIFT 3					8:45 16:15	8:45 16:15
SHIFT 4	16:45 21:45	16:45 21:45	16:45 21:45			
SHIFT 5				16:45 21:45	16:45 21:45	16:45 21:45

HOW TO APPLY

1 Choose a course

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

2 Complete the enrolment form

Download and complete the enrolment form from our website, Please read the Enrolment Terms and Conditions (Page 2) and sign the Student Declaration.

3 Provide relevant documents

Attach all relevant documents including:
Certified copies of passport
education qualifications
English qualifications
working experience (if relevant)
RPL application (if relevant)

4 Submit your application

Return your application form and the necessary documents
Email to:
Business Institute of Australia
Sydney Campus: info@bia.edu.au
Brisbane Campus: admission_brisbane@bia.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. At the end of the interview, with an admission team member or delegate you must sign the Pre-Enrolment Questionnaire form and return it to the Administration Department. 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!



BUSINESS INSTITUTE OF AUSTRALIA

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