Business & Management

- Accounting & Finance
- Administration
- Bookkeeping
- Human Resources
- International Business
- Legal Practice
- Management
- Project Management
- Sales, Marketing & Advertising
Holmesglen is one of the largest providers of vocational and higher education in Victoria.

Since 1982, Holmesglen has grown from a delivery of 90 programs to 7,000 students, to a unique multi sectoral provider offering over 600 programs to more than 50,000 students. Holmesglen delivers internationally and nationally across three campuses: Chadstone, Moorabbin and Waverley.

Holmesglen invests to ensure that students have access to the best possible education and training facilities available. In 2009 Holmesglen committed $60 million to capital works programs across all campuses, an amount unmatched by any other TAFE in Australia.

Our programs are highly regarded within industry and include:
- degree and graduate certificate courses
- apprenticeships and pre-apprenticeships in engineering, hospitality, horticulture, furnishing and building and construction trades
- over 200 nationally endorsed certificates, diplomas and advanced diplomas
- pathways to Holmesglen degrees or other higher education streams
- adult short courses
- bridging and preparatory courses and adult VCE
- language programs
- trade accreditation and testing
- corporate and industry programs.

Study can be undertaken at Holmesglen within the following areas:
- Arts & Design
- Building & Construction
- Business & Management
- Education & Languages
- Engineering & Technology
- Furnishing & Decoration
- Health & Social Sciences
- Hospitality & Tourism
- Fitness & Wellbeing
- Safety & Security
- Horticulture & Environment

Students can also benefit from flexible delivery with many courses offered part time, full time, weekend, evening and off campus.
The information contained in this brochure was current at the time of printing and is subject to change without notice. Availability of courses is dependent upon Government funding or student demand. Due to re-accreditation changes may occur to the content and/or names of certain courses. Prospective students are advised to confirm details with Holmesglen prior to enrolment. It is recommended that information be verified prior to being acted upon. June 2010.
Holmesglen takes seriously the responsibility of providing students with access to affordable, quality education services and facilities. Careful to ensure out of pocket study expenses are kept to a minimum, Holmesglen offers you real savings by providing:

- **free car parking**
- **subsidised student activities and amenities**
- **free internet and email access via 350 open access computers**

As a student at Holmesglen, you are supported with comprehensive services and amenities including:

- careers and vocational counselling
- counselling for study, welfare and personal challenges
- student accommodation service
- employment services
- disability support
- literacy, numeracy and communication skills support through the Centre for Language Studies
- student sport and social activities
- gym and fitness centres (Chadstone and Moorabbin campuses)
- child care facilities (Chadstone and Moorabbin campuses)
- medical centres
- other on campus services including campus bookshops, cafeterias, Learning Commons and great value for money student training restaurants and retail bakery.
Why Business & Management at Holmesglen?

The Business & Management Career Hub at Holmesglen offers a range of options. Our specialist teachers provide the knowledge and skills you need in all areas of business studies including:

- Accounting, Banking & Finance
- Administration & Medical Administration
- Sales, Marketing & Advertising
- Human Resources & Management
- International Business
- Legal Practice

The choice is yours
Holmesglen offers flexible study options to suit your career goals, professional schedule and lifestyle. And with pathways from secondary school to certificate, diploma and degree levels, Holmesglen helps pave the way to your career goal.

Choose from:
- Six month, one year and part time courses to equip you with specific work-related skills
- Two year, full time advanced diploma courses to provide the theoretical and practical knowledge for a professional career
- All students completing a diploma or advanced diploma are guaranteed entry into a Holmesglen Bachelor of Business Degree.
- Four Bachelor of Business degrees in Administration, Accounting, Executive Administration or Marketing Management for career advancement.

We invest in you
Excellence in teaching and learning is supported by modern facilities including simulated offices, up to date business software and well equipped lecture theatres.

Our partners
We liaise with top tier law firms, major national banks, prominent marketing and advertising firms, local councils and other professional organisations.

We collaborate with industry and business to ensure our courses reflect the current and anticipated needs of employers. Our extensive network of partners creates opportunities for you to complete projects with small businesses and be involved in real community projects. Our courses are recognised by industry and accredited by professional bodies. The Holmesglen Bachelor of Business (Accounting) is accredited by CPA Australia, the Institute of Chartered Accountants in Australia (ICAA) and the National Institute of Accountants (NIA).
Find the right pathway
A pathway is the sequence of studies you choose to gain a qualification and your career outcome.

There are many different ways you can go about achieving the same career goal and it’s a good idea to explore your options and decide on the one that best suits you.

If you don’t get the ATAR you were hoping for, you are looking to change jobs or upgrade your skills, Holmesglen can help you plan a pathway that will help you achieve your career goal.

The course you choose will depend on the career you are working towards, and where you start your pathway will depend on your age, prior qualifications and experience.

Qualification levels explained

Certificate I
An entry level qualification where you learn basic skills and do routine tasks that get you job ready. Entry is normally successful completion of Year 10 or similar. Study duration is usually six months.

Certificate II
Another entry level qualification. You will develop your skills and gain operational knowledge to solve a range of common problems. Study duration is usually six months.

Certificate III
This qualification allows you to develop additional skills and knowledge to solve a range of problems and is usually required for recognition as a tradesperson. You may find employment at junior to intermediate levels and it can be a re-entry point for those wanting to return to study or work.

Certificate IV
This certificate gives you a broad knowledge in your chosen industry and prepares you to take on added responsibility. Study duration is commonly six to 12 months. This certificate level is the minimum requirement for entry into university level courses.

Diploma
This prepares you to work independently and solve practical issues in technical or management situations. Study duration is usually an additional six to 12 months after completion of the certificate IV. Many diplomas can lead to university study.

Advanced diploma
This qualification develops a broad range and depth of practical, theoretical and creative skills. Study duration is commonly six to 12 months after completion of a diploma.

Graduate certificate
Graduate certificates have a vocational focus and are designed for working professionals who wish to specialise and develop specific skills to meet employment requirements and gain a competitive edge in the job market. Study duration is usually 12 to 18 months part time.

Bachelor degree
Holmesglen degree programs provide an innovative delivery methodology with a distinct difference over the delivery of degrees at universities. The main advantage of the delivery is the applied nature of teaching. Courses are structured to include lectures, tutorials, a simulated work environment and an opportunity for practical placement within several of the degrees.
Recognition of Prior Learning and Credit Transfer
You may be able to shorten the length of the course or improve your chances of being accepted by taking advantage of your skills or qualifications gained through current, or previous study, and through work or life experience. This is called Recognition of Prior Learning.

Once you are enrolled you can apply for assessment and recognition of current competencies, skills and knowledge.

Through Recognition of Prior Learning (RPL) and Credit Transfer (CT) you may:
- finish your course earlier
- reduce study load
- take on additional units leading to a second qualification.

RPL is available to all students in courses for which RPL is appropriate. CT is available for AQF qualifications and Statements of Attainment issued by Registered Training Organisations.

For further information
W: www.holmesglen.edu.au/RPL

Express Lane
Holmesglen guarantees its students express lane entry into any Holmesglen vocational or higher education course.

Many students undertake more than one vocational course while studying at Holmesglen. As a currently enrolled student, we believe you should have preferred entry into subsequent Holmesglen courses.

If you are a currently enrolled student and successfully complete your course, you are guaranteed a place in any Holmesglen course provided you meet the entry requirements.

As a Holmesglen student you enrol into your next course using one simple application form, and on approval your application will be processed ahead of regular student applications, putting you in the express lane and ready to continue your pathway.

For further information
W: www.holmesglen.edu.au/publications

Finding the right pathway
Accounting

Certificate IV in Financial Services (Accounting)

Course Code FNS40604

Incorporating
Certificate III in Financial Services (Accounts Clerical)
Course Code FNS30304

Course Length
Full time: 1 year.

Locations
Chadstone and Moorabbin campuses

Course Description
This certificate qualification is suitable for individuals who perform a range of financial roles within an organisation. They include: the classifying, recording and reporting of accounting information; completing business activity statements (BAS) and other office statements and taxes; operational reporting; producing basic management and job costing reports; preparing financial budgets; supervising the operation of computer based systems; maintaining inventory records; or managing a small office or business unit.

Career Opportunities
- BAS Agent
- Accountant
- Accounts Clerk
- Bookkeeper

Prerequisites
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

Mature age students with relevant work experience will be allowed direct entry into the Certificate IV and will not need to complete all the Certificate III units.

How to Apply
Full time: Apply through VTAC. The VTAC codes for this course are 61201 (Chadstone) and 66111 (Moorabbin).
Part time / Certificate III: Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Advanced Diploma of Accounting

Course Code FNS60204

Incorporating
Diploma of Accounting
Course Code FNS50204 and
Certificate IV in Financial Services (Accounting)
Course Code FNS40604

Course Length
Full time: 2 years.

Locations
Chadstone and Moorabbin campuses

Course Description
This course provides students with the skills and knowledge to perform accounting roles such as:
- classifying, recording and reporting of accounting information
- completing BAS statements, and other office statements and taxes
- operational reporting, producing basic management accounting and job costing reports
- preparing financial budgets, supervising the operation of computer based accounting systems
- maintaining inventory records or managing a small office department or business unit.
Career Opportunities
• assistant accounting duties involving supervision and control of accounting systems
• maintaining internal control systems
• preparation of financial statements for reporting entities
• analysis of business performance
• preparation of tax returns
• management of a small team, office or business unit.

Prerequisites
• VCE (ATAR) or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year); or
• Certificate IV in Financial Services (Accounting).

How to Apply
Full time: Apply through VTAC. The VTAC codes for this course are 61201 (Chadstone) and 66111 (Moorabbin).
Part time / Certificate IV: Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Bachelor of Business (Accounting)

Course Code BACC07

Incorporating
Associate Degree in Business (Accounting)
Course Code ADACC07

Course Length
Associate Degree in Business (Accounting) Full time: 2 years.
Bachelor of Business (Accounting) Full time: 3 years.

Locations
Chadstone campus

Course Description
The Bachelor of Business (Accounting) provides students with comprehensive knowledge and skills in accounting, through a more practical and hands-on approach. Accountants are in demand not only in the financial services sector but also in retail, manufacturing, construction, education, health, sport and recreation – in fact in any business which involves financial transaction with its customers/clients.

The course is structured so students may be progressively recognised for the level of qualification completed. Students then have the opportunity to conclude their studies at various points in the program.

Career Opportunities
Accountant, with an industry recognised qualification

Prerequisites
Normal Entry
• VCE or equivalent; or
• Significant and relevant experience in industry.
Advanced Standing
• An applicant may be admitted to the course with advanced standing of up to eight subjects for successful completion of the Diploma of Accounting, and a maximum of 12 subjects for the Advanced Diploma of Accounting. Advanced standing will be judged on a case-by-case basis.

How to Apply
Full time: Apply through VTAC. The VTAC code for this course is 61062.
Part time: Apply directly to Holmesglen. Part time study options may be available.
Mature age or non year 12 applicants may be required to attend an interview.

Commencement Dates
February and June

Course Enquiries
Graduate and Degree Programs
Chadstone: 03 9564 1648
Email: business@holmesglen.edu.au
Administration

Certificate II in Business

Course Code BSB20107

Course Length
Full time: 6 months.
This course incorporates a blend of on-campus and off-campus study.

Location
Moorabbin campus

Course Description
This course is a comprehensive program in business administration. The course will benefit individuals who want to enter the workplace within an administrative role, or individuals who are currently employed and desire formal qualifications to advance their career standing and opportunities.

Career Opportunities
Administrative officer

Prerequisites
- English reading, writing and comprehension skills
- ability to use and analyse simple data, relation and pattern, number, measurement and shape
- ability to participate in small and informal groups within a virtual enterprise environment

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Certificate III in Business Administration (Medical)

Course Code BSB31107

Course Length
Full time: 6 months.
Part time: 12 months.
Blended (Flexible) delivery: 1 year.

Location
Chadstone campus

Course Description
This course provides training for employment in medical administration in a general or medical specialist practice or hospital. It is especially suited to people planning to return to the workforce. A supportive learning environment is available, with tailored class dates and times to suit busy people, and part time and full time study options.

Through this program, students will develop a broad range of knowledge and skills in:
- operating office equipment
- Office 2007 (MS Word, Excel, Access, PowerPoint)
- creating business documents
- managing time effectively
- procedures specific to medical administration, including Medlink
- interpreting and applying medical terminology; and
- preparing and processing medical accounts.

Career Opportunities
Various administrative roles in the health and medical service industries.

Prerequisites
- VCE or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July
Diploma of Business Administration

Course Code BSB50407

Incorporating
Certificate III in Business Administration Course Code BSB30407 and
Certificate IV in Business Administration Course Code BSB40507

Course Length
Full time: 6 months per qualification level.
Part time: Dependent on subject / timetable selection.

Locations
Chadstone and Moorabbin campuses

Course Description
The Diploma of Business Administration provides skills and training in a variety of administrative activities, which may be applied to numerous workplace environments.

Training incorporates:
- software packages like Word, Excel and Access
- skill and communication development in reception work
- manual and computerised bookkeeping
- interpersonal work; and
- general organisational skills.

On completion of Certificate III in Business Administration, students may progress into certificate IV and further diploma qualifications. Each qualification requires a further six months of full time (or equivalent part time) study to complete.

Career Opportunities
- Administrative Officer
- Personal Assistant
- Executive Assistant
- Various administrative positions in private business, government and not-for-profit organisations

Prerequisites
- VCE or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Diploma of Business Administration
- Full time: Apply through VTAC. The VTAC codes for this course are 61241 (Chadstone) and 66281 (Moorabbin).
- Part time: Apply directly to Holmesglen.
Certificates III & IV in Business Administration
- Apply directly to Holmesglen.

Commencement Dates
February and July

Bachelor of Business Administration

Course Code V14006

Course Length
Full time: 3 years.

Location
Chadstone campus

Course Description
The Bachelor of Business Administration equips students with a thorough understanding of specialised business functions, including business management, economics, finance, technology, marketing, business communications, statistics, law and people management. The final year includes an applied New Venture Creation project which integrates multiple disciplines and prepares graduates to be work ready.

The range of electives includes public relations, professional sales, international business protocols, buyer behaviour, leadership, compliance and risk management, and customer relationship management. The course prepares students to explore more specialised areas such as accounting, marketing, international business or human resources.
Mandy

Certificate IV in Human Resources and Certificate IV in Frontline Management.

After leaving school Mandy stated a Bachelor of Arts at a Victorian University. She didn’t like style of learning as she prefers hands on, practical learning.

Mandy is currently studying the Certificate IV in Human Resources and Certificate IV Frontline Management, and has also completed the Certificate IV in Business (Public Relations) and Diploma of Broadcasting at Holmesglen.

When studying public relations the class project was actually implemented and currently used by the external client. Mandy says it is great that they “were able to develop a real campaign for a real organisation.”

With a broad set of practical skills Mandy hopes to work in the marketing and journalism fields.

“I love the hands-on study environment; learning by doing!”
Career Opportunities
• Business Analyst or Consultant
• Assistant Business Manager
• Human Resources Officer
• Business Consultant
• Marketing Officer

Graduates may be employed in relevant graduate trainee programs in banking or government sectors, or seek opportunities with multinational companies, local councils, government agencies, the banking and finance sector and marketing organisations.

Prerequisites
Applicants must meet the criteria of entry associated with one of the following categories: Normal Entry
• an applicant may be admitted to the course after successfully completing VCE or equivalent.
  Selection of current Year 12 students will be based on their ATAR (or equivalent).
• overseas students must have an English language proficiency of IELTS 6.0, ISLPR 3, TOEFL 580 (PB), 237 (CB) or 92 (iBT) or equivalent. Interviews may be conducted.

Alternative Entry
Alternative entry into the course is possible for mature age applicants (at least 18 years of age and away from formal education for at least one year) and those who do not hold VCE, and granted on the basis of:
• VCE equivalent qualifications such as an interstate Year 12, the International Baccalaureate or Higher School Certificate
• complete or incomplete studies in an award course at any Australian university
• satisfactory completion of two single subjects (non-award enrolments) at any Australian university or with an open university with scored or graded results
• satisfactory completion of a Certificate IV or above at a TAFE institute with scored or graded results in a related study area
• satisfactory completion of foundation studies or qualifications such as a Diploma of Foundation Studies or a Diploma of Further Education from a recognised university
• at least five years work experience in the industry or a related occupation to the area of study.

How to Apply
Full time: Apply through VTAC.

Selection of VTAC non-Year 12 applicants will be based on the completion of a Supplementary Information Form which requires full details of previously completed tertiary studies and work experience. Two referees are required and an interview may be conducted. The form is available from Holmesglen and includes guidelines for completion.

Part time and mid year: Apply directly to Holmesglen. Part time will be offered depending on the number of applicants.

Commencement Dates
February and July

Course Enquiries
Graduate and Degree Programs
Chadstone: 03 9564 1648
Email: business@holmesglen.edu.au

Bachelor of Business (Executive Administration)

Course Code V14006

Course length
Full time: 3 years.

Location
Chadstone campus

Course Description
The Bachelor of Business (Executive Administration) was developed in response to demand from industry for highly skilled professionals in business management and administration. The skills developed within this course are in significant demand by industry and government. This course leads to an undergraduate qualification that will enhance and broaden students’ level of technical and interpersonal skills, and extend their knowledge of and ability to analyse various aspects of business activity in order to prepare them for future changes in the business environment.
The Degree incorporates the award of Associate Degree in Business (Executive Administration), normally completed in four semesters.

**Career opportunities**
Graduates of the Bachelor of Business (Executive Administration) will be eligible to apply for a diverse range of positions requiring management, human resource, administration and secretarial skills and knowledge. Career pathways may include General Office Manager, Human Resource Manager, Business Manager or Administrator.

**Prerequisites**
Applicants must meet the criteria of entry associated with one of the following categories:
- VCE or equivalent,
- Significant relevant experience in industry.

**Selection Process**
Mature age or non year 12 applicants may be required to attend an interview.

**How to apply**
Full time: Apply through VTAC. The VTAC code for this course is 61172.
Part time: Apply directly to Holmesglen. Part time study options may be available, depending on enrolments.

**Commencement dates**
February and June

**Course Enquiries**
Graduate and Degree Programs
Chadstone: 03 9564 1648
Email: business@holmesglen.edu.au

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**Financial Services**

**Certificate IV in Financial Services (Credit Management)**

**Course Code** FNS40304

**Course Length**
Full time: 1 year.
Part time: Variable, depending on units undertaken.

**Location**
Chadstone campus

**Course Description**
Individuals aspiring to work within the banking or financial services sector can benefit through completing this program. Incorporating study in the maintenance of financial records, management of debt and an understanding of the various aspects incorporated in financial services, this course is designed to reflect the role of employees working in banking or retail financial services environments.

This program forms the first part of a study pathway within Financial Services. Individuals are encouraged to complete a further 6 months of study to achieve the Diploma of Financial Services (Banking), from which they may pursue further career opportunities within the industry, or may pursue further study at a Degree level.

**Career Opportunities**
Graduates of this course can pursue entry-level employment opportunities within the banking, financial services and finance related industries. The qualification can also enhance the careers of individuals currently employed within these areas.

**Prerequisites**
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**
Full time: Apply through VTAC. The VTAC code for this course is 61901.
Part time: Apply directly to Holmesglen

**Commencement Dates**
February and July

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Certificate IV in Financial Services (Bookkeeping)

Course Code FNS40207

Course Length
Part time: 1 year.

Location
Moorabbin campus

Course Description
This qualification is designed to reflect the role of contract bookkeepers and employees performing bookkeeper duties for organisations. It is also for those who perform duties such as: establishing and maintaining accounting systems; assisting with Business Activity Statements (BAS) and other office taxes; payroll; and developing management systems for organisations.

Successful completion of this course meets the educational qualification requirements for registration as a BAS agent.

Career Opportunities
Graduates of this course may undertake bookkeeping activities in a small to medium business, or may work as a self-employed bookkeeper.

Prerequisites
• VCE or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year).

Selection Process
Applicants may be assessed via interview prior to enrolment.

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Contact Information
Business Services Centre
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Diploma of Financial Services (Banking)

Course Code FNS51204

Course Length
Full time: 1.5 years.

Location
Chadstone campus

Course Description
This course will appeal to individuals currently working within the banking and retail financial services sectors, or within a business environment where team and business responsibilities include branch environments, small business banking, commercial lending or retail lending. The study pathway into the Diploma of Financial Services (Banking) begins with the Certificate IV in Financial Services (Banking) begins with the Certificate IV in Financial Services (Credit Management), and a further six months of study is required to achieve this diploma qualification.

Career Opportunities
Graduates of this course can pursue career opportunities in the retail banking, financial services and finance related industries.

Prerequisites
• VCE (ATAR) or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Full time: Apply through VTAC. The VTAC code for this course is 61901.
Part time: Apply directly to Holmesglen.

Commencement Dates
February and July

Contact Information
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Diploma of Financial Services (Financial Planning)

Course Code FNS50804

Course Length
Part time: 12 months.
Classes are conducted in the evenings.

Location
Chadstone campus

Course Description
This course provides vocational training for individuals involved in financial planning, including those who specialise as financial planners or paraplanners. It will also benefit individuals wanting to provide advice on managed investments, superannuation, securities, derivatives and life insurance. Participants will have the opportunity to develop the knowledge and skills related to financial planning, analysis and research, as well as prepare, implement and review financial plans.

Career Opportunities
• Paraplanner
• Financial Planner

Prerequisites
• TAFE or university qualification in another discipline; or
• relevant work or voluntary experience, and an understanding of the industry

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Advanced Diploma of Financial Services (Financial Planning)

Course Code FNS60404

Course Length
Part time: 12 months.
Classes are conducted in the evenings.

Location
Chadstone campus

Course Description
The Advanced Diploma of Financial Services (Financial Planning) provides an industry recognised qualification to meet the Australian Securities and Investment Commission (ASIC) requirements for authorised representatives. The program provides students with a pathway towards a career in financial planning.

The industry relevant units of study will advance students’ knowledge and skills beyond the diploma level. Graduates will be qualified to operate as financial planners, and will be able to provide a comprehensive range of services, including those involving complex issues and/or innovative strategies. Students will also benefit from the opportunity to customise their qualification towards their specific career aspirations, with a diverse range of industry specific electives available.

Career Opportunities
• Paraplanner
• Financial Planner

Prerequisites
• Diploma of Financial Services (Financial Planning)
• relevant work or voluntary experience and an understanding of the industry

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Human Resources

Certificate IV in Human Resources

**Course Code** BSB41007

**Course Length**
Full time: 6 months.

**Location**
Chadstone campus

**Course Description**
Human resources refers to how employees are managed by an organisation. This course provides graduates with advanced skills and knowledge in the administrative and strategic requirements of a human resources role.

**Career Opportunities**
Human Resources Officer

**Prerequisites**
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age).

**How to Apply**
Full time: Apply through VTAC or directly to Holmesglen.

**Commencement Dates**
February and July

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Diploma of Human Resource Management

**Course Code** BSB50607

**Course Length**
Full time: 6 months.

**Location**
Chadstone campus

**Course Description**
Human resources refers to how employees are managed by an organisation. This course provides graduates with advanced skills and knowledge in the administrative and strategic requirements of a human resources role.

**Career Opportunities**
- Various roles in personnel, training, industrial relations and quality management

**Prerequisites**
- VCE or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**
Full time: Apply through VTAC. The VTAC code for this course is 61841.
Part time: Apply directly to Holmesglen.

**Commencement Dates**
February and July

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Advanced Diploma of Management (Human Resources)

**Course Code** BSB60907

**Incorporating**
Diploma of Human Resource Management
Course Code BSB50607 and
Certificate IV in Human Resources
Course Code BSB41007

**Course Length**
Full time: 6 months for each level of the qualification, to a total of 1.5 years.
Part time: 1-2 years for each level of the qualification.

**Location**
Chadstone campus
**Course Description**

Human resources refers to how employees are managed by an organisation. This course provides graduates with advanced skills and knowledge in the administrative and strategic requirements of a human resources role.

Commencing with Certificate IV in Human Resources, participants can progress to Diploma of Human Resource Management and culminate their studies with Advanced Diploma of Management (Human Resources). Each of the three levels requires six months, full time study to complete, and each course progressively builds the knowledge and skills that individuals require to work in human resources.

**Career Opportunities**

- Human Resources Officer
- Various roles in personnel, training, industrial relations and quality management

**Prerequisites**

- VCE or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**

Full time: Apply through VTAC. The VTAC code for this course is 61841.
Part time: Apply directly to Holmesglen.

**Commencement Dates**

Full time: February
Part time: February and July

**Course Enquiries**

Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

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**Certificate IV in Frontline Management**

**Course Code** BSB40807 and

**Certificate IV in Human Resources**

**Course Code** BSB41007

**Course Length**

Full time: 2.5 years.

**Location**

Chadstone campus

**Course Description**

These courses provide graduates with advanced skills required to pursue exciting career opportunities in the fields of management and human resources. Students will develop a skill base that equips them for roles involving the management of human resources, general supervisory positions and frontline management.

**Career Opportunities**

Certificate IV level qualifications

- Entry level supervisory and human resources positions

Diploma and Advanced Diploma level qualifications

- General middle level management across a range of industries

**Prerequisites**

- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**

Full time: Apply through VTAC. The VTAC code for this course is 61271.
Part time: Apply directly to Holmesglen.

**Commencement Dates**

Full time: February
Part time: February

**Course Enquiries**

Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

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**Human Resources and Management (Dual Awards)**

**Incorporating**

**Advanced Diploma of Management**

**Course Code** BSB60407

**Diploma of Management**

**Course Code** BSB51107

**Diploma of Human Resource Management**

**Course Code** BSB50607

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Graduate Certificate in Human Resource Management

Course Code 21952VIC

Course Length
Part time: 12 - 18 months.
Classes are conducted in the evening. Attendance at several weekend workshops may be required.

Location
Chadstone campus

Course Description
It is widely acknowledged within the workplace that effective human resource management (HRM) is an essential element of business today, and one that can play a pivotal role in helping businesses remain domestically and internationally competitive. Over time, HRM has taken on a strategic role in many organisations. Often HRM enjoys a key link to strategy, organisational development and activities that are linked to the bottom line. This change in focus has expanded the opportunities and roles for HR professionals within the workplace, including roles at senior management level.

Career Opportunities
Graduates may pursue employment and career opportunities in human resources, or progress their career in this area if already working with the field. Many graduates explore project or consultancy work in this area, or move into specialist management and consulting roles across a range of challenging and demanding industries.

Prerequisites
Academic qualifications and/or five years of relevant work experience.

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Graduate and Degree Programs
Chadstone: 03 9564 2664
Email: business@holmesglen.edu.au

International Business

National Customs Brokers Program

Program Code NCBC002

Formerly Certificate IV in Australian & International Trade Facilitation

Program Length
Part time: 2-3 years.

Location
Chadstone campus

Course Description
This program is made up of 11 units from the nationally accredited Transport and Distribution Training Package. These units are the prescribed course of study under the Customs Act as a first step to become a licensed customs broker in Australia. The program provides participants with specific knowledge and skills relating to Australian and international trade facilitation, and the aim of this program is two-fold:

- students who have successfully completed the 11 units in this program may be permitted to sit for the national exam. When this exam is passed, students may apply for a Customs Broker’s Licence.
- to develop the skills and knowledge necessary for successful employment as a customs broker or consultant. Typically, people in this profession would provide technical advice on matters relating to the importation and exportation of goods.

Career Opportunities
- Customs Broker
- Freight Forwarder
- Importer and Exporter
- Various roles with the Australian Customs Service

Successful completion also allows students to sit the national exam. On passing the exam, students may apply for a Customs Broker’s Licence.
Prerequisites
• VCE (ATAR) or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Advanced Diploma of Business (International Business)

Course Code 21613VIC

Incorporating
Diploma of International Business
Course Code BSB50807
Certificate IV in International Trade
Course Code BSB41107
Certificate III in International Trade
Course Code BSB30607

Course Length
Full time: 6 months for each level of the qualification, to a total of 2 years.
Part time: 4 years, depending on the number of units being studied.

Location
Chadstone campus

Course Description
This course has been designed to address the needs of industry, and provides participants with practical and theoretical training in the area of international trade. It will benefit individuals currently employed within this field, or individuals seeking employment or career opportunities in the international trade area.

Career Opportunities
Various roles in shipping, freight forwarding, customs, transport, banking, government and the service sector.

Prerequisites
• VCE (ATAR) or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Full time: Apply through VTAC. The VTAC code for this course 61221.
Part time and mature age: Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Legal Practice

Advanced Diploma of Business (Legal Practice)

Course Code 21618VIC

Course Length
Full time: 2 years.
Part time: 4 years.

Location
Chadstone campus

Course Description
This course provides specific vocational education for individuals seeking employment as a Law Clerk or Legal Professional within a legal practice, or a related profession. The course develops participants across a range of key skills, including communication with clients, managing files under the supervision of a solicitor, preparing correspondence and legal documents, completing and filing forms related to probate applications, civil procedures in the courts, and conveyancing.

Career Opportunities
• Legal Administrator
• Legal Executive
• Personal Assistant
• Legal Professional in family law, probate, conveyancing and civil disputes
Advanced Diploma of Business (Legal Practice) / Diploma of Business Administration

Course Codes 21618VIC / BSB50407

Course Length
Full time: 2 years.
Part time: 4 years.

Location
Chadstone campus

Course Description
This course provides students with specific vocational skills as a Law Clerk or Legal Professional with advanced administration skills. The combination of both qualifications will increase opportunities available to graduates in the area of paralegal support work, and may also assist students in securing additional credit towards university studies. Students will be eligible to apply for membership of the Institute of Legal Executives, a professional, non-profit organisation that supports law clerks, legal support personnel and students enrolled in legal courses. Visit www.legalexecutives.asn.au.

Career Opportunities
- Legal Administrator
- Legal Executive
- Personal Assistant
- Legal support in family law, probate, conveyancing and civil disputes

Management

Certificate IV in Small Business Management

Course Code BSB40407

Course Length
Two evenings per week for one year plus additional full-day workshops.

Location
Chadstone Campus

Course Description
This course has been introduced to provide the training needs of those aspiring to develop, or currently working within, a small-medium business. Comprising 10 units of competency, the course has been developed specifically for the unique requirements of operating as a small-medium business. This includes a variety of areas, such as identifying opportunities, finance management, marketing, and general business.

Prerequisites
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

Selection Process
Interview may be required.

How to Apply
Apply directly to Holmesglen.
**Commencement Dates**
February and July

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
General: 03 9564 1555
Email: business@holmesglen.edu.au

### Business Management Courses

**Including the course options for Advanced Diploma of Management**

**Course Code** BSB60407
**Diploma of Management**

**Course Code** BSB51107

**Certificate IV in Frontline Management**

**Course Code** BSB40807

**Course Length**
Full time: 6 months per qualification level.
Part time: 1 to 2 years per qualification level.

**Location**
Chadstone campus

**Course Description**
In today’s fast-paced business environment, there is an ever-increasing need to gain that competitive edge. These nationally endorsed management courses will benefit individuals seeking new opportunities within their current industry and beyond. Delivered part time, students will benefit from practical learning that can immediately be applied to their current role.

These programs are structured so students can be progressively recognised for the level of study completed. With the option of progressing to an advanced diploma, students will have the opportunity to build their qualifications as well as their careers.

**Career Opportunities**
Various roles in management, planning, operations and administration across a range of businesses

**Prerequisites**
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**
Full time: Apply through VTAC. The VTAC codes for this course are 61331 (Chadstone) and 66251 (Moorabbin).
Part time: Apply directly to Holmesglen.

**Commencement Dates**
February and July

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

### Diploma of Project Management

**Course Code** BSB51407

**Course Length**
Part time: 1 year.

**Location**
Moorabbin campus

**Course Description**
This course applies to people who have responsibility, or aspire to have responsibility, in managing or coordinating projects in a wide range of industry, commercial and workplace settings.

Effective project management, as a specialisation, has the potential to positively contribute to an organisation’s bottom line, performance and reputation. Whether large or small, government or private, local or national, many organisations are recognising that their competitive advantage is often achieved through project work.

**Career Opportunities**
Project manager, in fields such as building & construction, engineering, information technology, health, education, and many more.

**Prerequisites**
None. However, the course is suited to those with substantial work experience.

**How to Apply**
Apply directly to Holmesglen.

This course may be subject to a minimum number of enrolments.
Commencement Dates
Contact the Business Services Centre for commencement dates.

Course Enquiries
Business Services Centre
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Human Resources and Management (Dual Awards)

Incorporating
Advanced Diploma of Management
Course Code BSB60407
Diploma of Management
Course Code BSB51107
Diploma of Human Resource Management
Course Code BSB50607
Certificate IV in Frontline Management
Course Code BSB40807 and
Certificate IV in Human Resources
Course Code BSB41007

Course Length
Full time: 2.5 years.

Location
Chadstone campus

Course Description
These courses provide graduates with advanced skills required to pursue exciting career opportunities in the fields of management and human resources. Students will develop a skill base that equips them for roles involving the management of human resources, general supervisory positions and frontline management.

Career Opportunities
Certificate IV level qualifications
  • entry level supervisory and human resources positions
Diploma and Advanced Diploma level qualifications
  • general middle level management across a range of industries

Prerequisites
VCE (ATAR) or equivalent; or Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply
Full time: Apply through VTAC. The VTAC code for this course is 61271.
Part time: Apply directly to Holmesglen.

Commencement Dates
Full time: February
Part time: February

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Advanced Diploma of Management /Advanced Diploma of Marketing

Course Code BSB60407 / BSB60507

Incorporating
Diploma of Management
Course Code BSB51107
Diploma of Marketing
Course Code BSB51207
Certificate IV in Frontline Management
Course Code BSB40807
Certificate IV in Marketing
Course Code BSB41307 and
Certificate IV in Business Sales
Course Code BSB40607

Course Length
Full time: 2 years.

Location
Chadstone and Moorabbin campuses.

Course Description
These courses will appeal to those seeking career opportunities within the marketing and management areas. They are also suitable for those currently employed within these areas and seeking to advance their career through the addition of a formal and industry recognised qualification. Students will acquire advanced skills, preparing them for roles involving the management of marketing resources, general supervisory tasks and frontline management.
Career Opportunities
- Marketing Manager
- Sales Manager
- Marketing Coordinator or Assistant

Prerequisites
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal education for at least one year).

How to Apply
Apply through VTAC. The VTAC code for this course is 61481 (Chadstone) and 66131 (Moorabbin).

Commencement Date
February

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

Bachelor of Business (Marketing Management)

Course Code V14005

Course Length
Full time: 3 years.

Location
Chadstone campus

Course Description
The Bachelor of Business (Marketing Management) equips graduates with a more balanced view of marketing. Through practical application of theory and concepts students develop a broad based understanding of business and marketing management, which is immediately applicable in the workplace.

The Entrepreneurship and New Venture project in final semester exposes students to the need for innovation and change. The degree prepares students with the skills to challenge, question and invigorate their working environment, and enter the marketing management sector with confidence.

Career Opportunities
- Marketing and Communications Manager
- Brand Manager
- Sales Manager
- Marketing and Events Coordinator

Graduates may be employed in relevant graduate trainee programs in product development, account management, sales and marketing coordination.

Prerequisites
Applicants must meet the criteria of entry associated with one of the following categories:

Normal Entry
- an applicant may be admitted to the course after successfully completing VCE or equivalent. Selection of current Year 12 students will be based on their ATAR (or equivalent).
- overseas students must have an English language proficiency of IELTS 6.0, ISLPR 3, TOEFL 580 (PB), 237 (CB) or 92 (iBT) or equivalent. Interviews may be conducted.

Alternative Entry
Alternative entry into the course is possible for mature age applicants (at least 18 years of age and away from formal education for at least one year) and those who do not hold VCE, and granted on the basis of:
- VCE equivalent qualifications such as an interstate Year 12, the International Baccalaureate or Higher School Certificate
- complete or incomplete studies in an award course at any Australian university
- satisfactory completion of two single subjects (non-award enrolments) at any Australian university or with an open university with scored or graded results
- satisfactory completion of a Certificate IV or above at a TAFE institute with scored or graded results in a related study area
- satisfactory completion of foundation studies or qualifications such as a Diploma of Foundation Studies or a Diploma of Further Education from a recognised university
- at least five years work experience in the industry or a related occupation to the area of study.

How to Apply
Full time: Apply through VTAC.
Selection of VTAC non-Year 12 applicants will be based on the completion of a Supplementary Information Form which requires full details of previously completed tertiary studies and work experience. Two referees are required and an interview may be conducted. The form is available from Holmesglen and includes guidelines for completion.

Part time and mid year: Apply directly to Holmesglen. Part time will be offered depending on the number of applicants.

Commencement Dates
February and July

Course Enquiries
Graduate and Degree Programs
Chadstone: 03 9564 1648
Email: business@holmesglen.edu.au

Graduate Certificate in Logistics and Operations Management

Course Code 21864VIC

Course Length
Part time: Approximately 12 to 18 months. Classes are conducted in the evening.

Location
Chadstone campus

Course Description
The Graduate Certificate in Logistics and Operations Management has been developed in association with industry to meet the changing needs of operational managers, and to benefit individuals responsible for purchasing, warehousing and the logistical functions associated with business enterprise today. This course develops the skills, knowledge and attitudes required to make effective decisions at a managerial level, within logistics related roles.

On completion of this course graduates will be able to:
- identify, develop and apply strategies for management; and
- assess, monitor and maintain quality logistic systems through the effective use of accounting, human resources, information technology, inventory and supply chain management.

Career Opportunities
Graduates with appropriate work experience can pursue a range of career opportunities within management, logistics, purchasing, warehousing and other related areas.

Prerequisites
Academic qualifications and/or three to five years of relevant work experience.

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Graduate and Degree Programs
Chadstone: 03 9564 2664
Email: business@holmesglen.edu.au

Graduate Certificate in Management

Course Code 21867VIC

Course Length
Part time: 1 year. Classes are conducted in the evening.

Location
Chadstone campus

Course Description
The Graduate Certificate in Management has been developed in response to an industry need identified by Business Skills Victoria, and through consultation with industry networks. The course is ideal for individuals with significant experience in their chosen industry, wishing to gain a further qualification and advance into middle and senior management positions.

Graduates from this course will be equipped to work independently and display a high level of critical judgment. They will be able to analyse, diagnose, design, execute and evaluate
Tim
**Advanced Diploma of Advertising / Advanced Diploma of Marketing**

After completing his Year 12 Tim took a gap year before beginning his tertiary studies.

Creative, outspoken and confident, Tim seems to be the perfect fit for the marketing and advertising world.

Tim’s absolute goal would be to become a creative director, however for the moment he is aiming to gain a position with an marketing, and/or advertising agency.

“The hands on learning approach delivered at Holmesglen is an extremely effective way of teaching.”
substantial business projects. Graduates will be able to accept responsibility and be accountable for the management of others.

**Career Opportunities**
Typically, graduates are already employed within industry, or may pursue a range of employment and career opportunities within a managerial capacity across a broad range of industries.

**Prerequisites**
Academic qualifications and/or three to five years’ relevant work experience.

**How to Apply**
Apply directly to Holmesglen.

**Commencement Dates**
February and July

**Course Enquiries**
Graduate and Degree Programs
Chadstone: 03 9564 2664
Email: business@holmesglen.edu.au

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**Sales, Marketing & Advertising**

**Certificate IV in Advertising**

**Course Code** BSB40107

**Incorporating**
Certificate IV in Business Sales
**Course Code** BSB40607

**Course Description**
This course develops students’ skills and knowledge in advertising and a range of business activities, enabling graduates to pursue career and employment opportunities in advertising, sales, PR or marketing.

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**Career Opportunities**
• Advertising Assistant
• Marketing Assistant
• Copywriter

**Prerequisites**
• VCE (ATAR) or equivalent; or
• Mature age (at least 18 years of age and away from formal study for at least one year).

**How to Apply**
Full time: Apply through VTAC. The VTAC code for this course is 61211.

**Commencement Date**
February

**Course Enquiries**
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au

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**Certificate IV in Marketing**

**Course Code** BSB41307

**Course Length**
Full time: 6 months.
Part time: Course length may vary, depending on the number of units undertaken.

**Locations**
Chadstone and Moorabbin campuses

**Course Description**
This course develops skills and knowledge in marketing, direct marketing, sales, PR and advertising. Students will learn to review and maintain a website, identify sales prospects, conduct market research, and a broad range of other essential marketing skills.

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**Career Opportunities**
• Marketing Assistant
• Sales Trainee
• Public Relations Officer
• Market Researcher
Prerequisites

- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year).

How to Apply

Full time: Apply through VTAC. The VTAC code for this course is 61261.
Part time: Apply directly to Holmesglen.

Commencement Dates

February and July

Course Enquiries

Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Advanced Diploma of Advertising

Course Code BSB60107

Incorporating
Diploma of Advertising
Course Code BSB50107
Certificate IV in Advertising
Course Code BSB40107 and
Certificate IV in Business Sales
Course Code BSB40607

Course Length

Full time: 2 years.

Locations

Moorabbin campus

The final stage of this course may be delivered at a campus nominated by the centre.

Course Description

This course develops the knowledge and skills of individuals seeking a career in advertising, sales, PR or marketing, or individuals who want to improve their overall skills and knowledge in this field. Students who have completed certificate IV level studies in advertising, marketing or sales may elect to further their qualifications with this program.

Career Opportunities

- advertising
- sales and marketing
- media planning
- public relations
- market research

Prerequisites

- VCE (ATAR) or equivalent
- Mature age (at least 18 years of age and away from formal study for at least one year); or
- completion of certificate IV level studies in advertising, marketing or sales.

How to Apply

Full time: Apply through VTAC. The VTAC codes for this course are 61211 (Chadstone) and 66121 (Moorabbin).
Part time: Apply directly to Holmesglen.

Individuals who have already completed a certificate IV level program in advertising, marketing or sales may apply directly to Holmesglen.

Commencement Date

February

Course Enquiries

Business Services Centre
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Advanced Diploma of Marketing

Course Code BSB60507

Incorporating
Diploma of Marketing
Course Code BSB51207
Certificate IV in Marketing
Course Code BSB41307 and

Course Length

Full time: 1.5 years.
Part time: variable, depending on units undertaken.

On completion of the Certificate IV level qualification in either Marketing or Advertising (one year full time), students must then complete a further six months for the Diploma of Marketing and six months for the Advanced Diploma.
Locations
Chadstone and Moorabbin campuses

Course Description
This course develops knowledge and skills in marketing, direct marketing, sales, PR and advertising. Students who have completed certificate IV level studies in marketing, advertising or sales may elect to further their qualifications with this program.

Career Opportunities
- Marketing Officer
- Sales Coordinator
- Account Manager
- Market Researcher

Prerequisites
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal education for at least one year).

How to Apply
Full time: Apply through VTAC. The VTAC codes for this course are 61261 (Chadstone) and 66271 (Moorabbin).
Part time: Apply directly to Holmesglen.

Students who have already completed a certificate IV level program in marketing, advertising or sales may apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au

Advanced Diploma of Advertising / Advanced Diploma of Marketing

Course Code BSB60107/BSB60507

With exit points at Diploma of Advertising
Course Code BSB50107
Diploma of Marketing
Course Code BSB51207
Certificate IV in Advertising
Course Code BSB40107
Certificate IV in Business Sales
Course Code BSB40607 and
Certificate IV in Marketing
Course Code BSB40307

Course Length
Full time: 2 years.

After completion of the Certificate IV, students can achieve the Diploma within six months. After completion of the Diploma, students can achieve the Advanced Diploma by studying for a further six months.

Location
Moorabbin campus

Course Description
These courses will appeal to those seeking career opportunities within the marketing and advertising areas. They are also suitable for those currently employed within these areas and seeking to advance their career through the addition of a formal, industry recognised qualification.

Career Opportunities
- Marketing Manager
- Marketing Coordinator or Assistant
- Advertising Assistant

Prerequisites
- Certificate IV in Marketing or Advertising
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal education for at least one year).

How to Apply
Apply through VTAC. The VTAC code for this course is 66471.
Advanced Diploma of Management /Advanced Diploma of Marketing

Course Code BSB60407 / BSB60507
Incorporating Diploma of Management
Course Code BSB51107
Diploma of Marketing
Course Code BSB51207
Certificate IV in Frontline Management
Course Code BSB40807
Certificate IV in Marketing
Course Code BSB41307 and

Course Length
Full time: 1.5 years.

Location
Chadstone and Moorabbin campuses.

Course Description
These courses will appeal to those seeking career opportunities within the marketing and management areas. They are also suitable for those currently employed within these areas and seeking to advance their career through the addition of a formal and industry recognised qualification.

Students will acquire advanced skills, preparing them for roles involving the management of marketing resources, general supervisory tasks and frontline management.

Career Opportunities
- Marketing Manager
- Sales Manager
- Marketing Coordinator or Assistant

Prerequisites
- VCE (ATAR) or equivalent; or
- Mature age (at least 18 years of age and away from formal education for at least one year).

How to Apply
Apply through VTAC. The VTAC codes for this course are 61481 (Chadstone) and 66131 (Moorabbin).

Bachelor of Business (Marketing Management)

Course Code V14005

Course Length
Full time: 3 years.

Location
Chadstone campus

Course Description
The Bachelor of Business (Marketing Management) equips graduates with a more balanced view of marketing. Through practical application of theory and concepts students develop a broad based understanding of business and marketing management, which is immediately applicable in the workplace.

The Entrepreneurship and New Venture project in final semester exposes students to the need for innovation and change. The degree prepares students with the skills to challenge, question and invigorate their working environment, and enter the marketing management sector with confidence.

Career Opportunities
- Marketing and Communications Manager
- Brand Manager
- Sales Manager
- Marketing and Events Coordinator

Graduates may be employed in relevant graduate trainee programs in product development, account management, sales and marketing coordination.
**Prerequisites**
Applicants must meet the criteria of entry associated with one of the following categories:

**Normal Entry**
- an applicant may be admitted to the course after successfully completing VCE or equivalent. Selection of current Year 12 students will be based on their ATAR (or equivalent).
- overseas students must have an English language proficiency of IELTS 6.0, ISLPR 3, TOEFL 580 (PB), 237 (CB) or 92 (iBT) or equivalent. Interviews may be conducted.

**Alternative Entry**
Alternative entry into the course is possible for mature age applicants (at least 18 years of age and away from formal education for at least one year) and those who do not hold VCE, and granted on the basis of:
- VCE equivalent qualifications such as an interstate Year 12, the International Baccalaureate or Higher School Certificate
- complete or incomplete studies in an award course at any Australian university
- satisfactory completion of two single subjects (non-award enrolments) at any Australian university or with an open university with scored or graded results
- satisfactory completion of a Certificate IV or above at a TAFE institute with scored or graded results in a related study area
- satisfactory completion of foundation studies or qualifications such as a Diploma of Foundation Studies or a Diploma of Further Education from a recognised university
- at least five years work experience in the industry or a related occupation to the area of study.

**How to Apply**
Full time: Apply through VTAC.
Selection of VTAC non-Year 12 applicants will be based on the completion of a Supplementary Information Form.
Part time and mid year: Apply directly to Holmesglen. Part time will be offered depending on the number of applicants.

**Commencement Dates**
February and July

**Course Enquiries**
Graduate and Degree Programs
Chadstone: 03 9564 1648
Email: business@holmesglen.edu.au

**Graduate Certificate in Marketing**

**Course Code** 21782VIC

**Course Length**
Part time: Approximately 12 to 18 months. Classes are conducted in the evening.

**Location**
Chadstone campus

**Course Description**
This course is suitable for individuals currently working within the field of marketing. It develops their skills and knowledge, and builds on the qualifications they have achieved within the VET or higher education sector. Typically, this may include individuals within sales, marketing or general management positions, or individuals who operate their own business.

**Career Opportunities**
Graduates may pursue a variety of roles in management, marketing, sales, advertising, product management and event management.

**Prerequisites**
Academic qualifications and/or three to five years of relevant work experience.

**How to Apply**
Apply directly to Holmesglen.

**Commencement Dates**
February and July

**Course Enquiries**
Graduate and Degree Programs
Chadstone: 03 9564 2664
Email: business@holmesglen.edu.au
Training & Assessment

Certificate IV in Training and Assessment

Course Code TAA40104

Course Length
1 evening or half day per week, for the equivalent of 1 semester, plus 2 to 4 full day workshops scheduled on separate weekends during the semester.

Locations
Chadstone and Moorabbin campuses

Course Description
This course comprises 14 units of competency, and will appeal to individuals who have responsibility for developing and delivering training programs, and assessing training participants and employees.

This course replaces the Certificate IV in Assessment and Workplace Training BSZ40198, and satisfies the Workplace Trainer Competency Standards and the Competency Standards for Assessment. This course is the standard requirement for trainers employed within most TAFE institutes and registered training organisations.

Career Opportunities
- Staff Development Officer
- Training Officer
- Training Instructor
- Workplace Assessor

Prerequisites
- VCE or equivalent; or
- Mature age (at least 18 years of age and away from formal study for at least one year); or
- Certificate IV in Workplace (Category 2) or Certificate IV in Assessment and Workplace Training; or
- interest in workplace training and conducting assessment
- ability to analyse procedures
- enthusiasm to actively participate in group activities
- adequate literacy and computer skills

How to Apply
Apply directly to Holmesglen.

Commencement Dates
February and July

Course Enquiries
Business Services Centre
Chadstone: 03 9564 1603
Email: business@holmesglen.edu.au
Moorabbin: 03 9209 5868
Email: moorbus@holmesglen.edu.au
About Fees

Skills Reform and fees
The Victorian Government’s “Securing Jobs for Your Future: Skills for Victoria” which took effect from 1 July 2009 has meant changes to TAFE VET education and fees.

Under Skills Reform, the Victorian Government guarantees that wherever there is demand from eligible students for accredited training, it will subsidise that training or help pay the fees. Studying at TAFE is still one of the most affordable ways of getting your qualification.

Under Skills Reform, fees are charged according to the skill level of your course. In most cases, the Government will pay most of the cost of your course and you will pay some fees.

At the time of printing, final tuition rates for 2011 were not available, however updated fee information will be available at www.holmesglen.edu.au/fees.

As a guide, tuition rates for Holmesglen government funded courses commencing 2010 were as follows:

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<tr>
<th>Skill level category</th>
<th>Types of courses</th>
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</thead>
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<tr>
<td>Foundation</td>
<td>Basic general education, English language and preparatory courses, VCAL (Foundation)</td>
</tr>
<tr>
<td>Skills creation</td>
<td>Certificate I and II, VCAL (Intermediate and Senior)</td>
</tr>
<tr>
<td>Apprenticeships and traineeships</td>
<td>Any course taken as part of a training contract, at any level</td>
</tr>
<tr>
<td>Skills building</td>
<td>Certificate III and IV</td>
</tr>
<tr>
<td>Skills deepening</td>
<td>Diploma, advanced diploma, graduate certificate, graduate diploma</td>
</tr>
</tbody>
</table>

2010 fees summary
Your tuition fee is calculated according to the number of hours you are enrolling in, multiplied by the rate for your course’s skill level as shown in the table below.

<table>
<thead>
<tr>
<th>Skill level</th>
<th>Minimum and concession fee (1 year)</th>
<th>Maximum tuition fee (1 year)</th>
<th>GSF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation studies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skills creation</td>
<td>$105</td>
<td>$875</td>
<td>Up to $131</td>
</tr>
<tr>
<td>All apprenticeships and traineeships</td>
<td>$57</td>
<td>$903</td>
<td>Up to $135</td>
</tr>
<tr>
<td>Skills building</td>
<td>$120</td>
<td>$1,000</td>
<td>Up to $150</td>
</tr>
<tr>
<td>Skills deepening</td>
<td>$225</td>
<td>$2,000</td>
<td>Up to $300</td>
</tr>
</tbody>
</table>
**General Services Fee (GSF)**
In addition all students pay a General Services Fee which is 15% of their tuition fee at the time of enrolment. The GSF is a non-academic fee used to provide facilities, services and activities for Holmesglen students. There are no concessions on the GSF.

**New students**
Tuition fees will vary according to the course you want to do and will be based on the current hourly tuition fee.

In addition, all students pay a General Services Fee which is 15% of the tuition fee.

Material Fees cover the materials and incidentals supplied to students for use in their course. They are paid at the time of enrolment and vary between courses. Some courses have no Material Fees.

**Government Subsidised Place (GSP) eligibility**
You may be eligible for a GSP at skills deepening level if you are aged between 16 and 20 on 1 January in the year that you enrol in your course.

If you are aged over 20 and do not hold a prior qualification at the same or higher level which was completed in Australia, then you will be eligible for a GSP.

If you are assessed as being not eligible for a Government Subsidised Place, you will be required to pay full fees. Full fees are charged in bands according to funding requirements of your course.

Please contact the Information Office for information about individual course fees. Fees information for skills deepening courses can also be found on the website at www.holmesglen.edu.au/start/fees_and_charges/vet_fee-help or refer to specific course information on the website for degree courses.

**Fee concessions**
Students at all skill levels except skills deepening will be eligible for a tuition fee concession if they hold or are listed as a dependant on a:
- Commonwealth Health Care Card
- Pensioner Card
- Veteran’s Gold Card
- Or are of Aboriginal or Torres Strait Islander descent.

Students eligible for tuition fee concession pay the minimum fee as listed in the fees table.

Students who are determined to be fees maintenance are also entitled to a tuition fee concession regardless of the skill level of their course.

**FEE-HELP**
At Holmesglen there is assistance to help you pay your fees.

Holmesglen is an approved VET provider and can offer VET FEE-HELP, a government contingent loan similar to HECS-HELP at university. More information about VET FEE-HELP can be found at www.deewr.gov.au/vetfeehelp.

If you are experiencing temporary financial difficulties a payment plan is also available to assist you by allowing you to pay your fees by instalment. You should seek advice from the staff in the Information Office regarding your eligibility.

**Holmesglen Payment Plan**
A payment Plan is available to assist with your fee payment. You should seek advice from the staff in the Information Office regarding your eligibility. You will be charged an establishment fee to set up the Payment Plan.

**Further information**
T: 03 9564 1555
W: www.holmesglen.edu.au/fees
Getting here

Chadstone campus

Train
Chadstone campus is located on the Glen Waverley train line and is adjacent to Holmesglen Station.

Bus
The Chadstone campus is accessible via the following bus routes:
- 612 Box Hill to Chadstone via Surrey Hills, Camberwell, Glen Iris
- 623 Glen Waverley to St Kilda via Mount Waverley, Chadstone, Carnegie
- 624 Kew to Oakleigh via Caulfield, Carnegie, Darling or Chadstone
- 627 Elsternwick to Brighton East via Oakleigh, Chadstone, McKinnon
- 742 Eastland to Chadstone via Vermont South, Glen Waverley, Oakleigh
- 767 Southland to Box Hill via Chadstone
- 800 Dandenong to Chadstone via Princes Highway, Oakleigh
- 802 Dandenong to Chadstone via Mulgrave, Oakleigh
- 804 Dandenong to Chadstone via Wheelers Hill, Oakleigh
- 862 Dandenong to Chadstone via Dandenong North, Oakleigh
- 903 Altona to Mordialloc (SMARTBUS Service)

Moorabbin campus

Train
Moorabbin campus is a short walk from the Moorabbin train station, located on the Frankston Line.

Bus
The Moorabbin campus is accessible via the following bus routes:
- 823 North Brighton to Southland via Moorabbin
- 824 Moorabbin to Keysborough via Clayton, Westall
- 825 Moorabbin to Southland via Black Rock, Mentone

Waverley campus

Train
Travel on the Glen Waverley train line to Glen Waverley station. The campus is approximately a 15 minute walk. The 623 bus travels from Glen Waverley station along Waverley Road to the Waverley campus.

Bus
The Waverley campus is accessible via the following bus routes:
- 623 Glen Waverley to St Kilda via Mount Waverley, Chadstone, Carnegie
- 734 Glen Iris to Glen Waverley
- 742 Eastland to Chadstone via Vermont South, Glen Waverley, Oakleigh
- 753 Bayswater to Glen Waverley
- 754 Rowville to Glen Waverley
- 850 Dandenong to Glen Waverley
- 885 Springvale to Glen Waverley
- 888 Nunawading to Chelsea