



**STUDY.
WORK.
LIVE.**

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COURSE GUIDE

**“ENTREPRENEURSHIP IS MORE
THAN JUST A BUSINESS”**



entrepreneureducation





Welcome to Entrepreneur Education



Entrepreneur Education was established with one goal: to change the way education is delivered in Australia.

Our team firmly believe that each and every one of us can unlock our entrepreneurial potential and along the way, gain the skills necessary to succeed. To support this, Entrepreneur's choice of faculties; Faculty of Leadership, Design, Health, Entrepreneurship and Trade, provides a number of pathways for you to gain real world, life-skills that will transfer across a variety of industries.

Our 360° education method encourages students to communicate their ideas with other students and mentors to help bring that idea into a reality. Lifestyle is also an integral part of building motivated and empowered entrepreneurs and you can find inspiration at our campus in the heart of Surfers Paradise on the stunning East Coast of Australia.

No matter which path you choose you will enjoy Entrepreneur Education's eternal dedication to nurturing your ambition and bringing your ideas to fruition.

Because it all starts with just one idea...

- Founders of Entrepreneur Education

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What is **VOCATIONAL EDUCATION TRAINING?** (VET)



Vocational Education Training (VET) is what the Australian workforce is built on. This training prepares you for work in various jobs across many industries.

It gives you accredited training in job-related and technical skills allowing you to join or re-join the workforce, move into a different career or enter higher education.

You can also upgrade your skills by adding a VET course to complement a degree you already have or wish to do in the future. This combination of practical experience gained through a VET course coupled with your current degree makes you very employable and valuable for a range of jobs and careers. Courses range from Certificate I - IV to Diploma and as high as an Advanced Diploma.





The **360°** **METHOD** & its 4 quadrants.

The 101 Experience

Gain real world experience from our industry partners through this unique experience. **e studio 101** gives you access to an inspiring and professional in-house, multi-disciplinary design and management studio and **shed 101** allows you to work with skilled tilers and get hands on experience onsite as part of your vocational placement.

Canvas

Introducing Entrepreneur's new LMS (Learner Management System), Canvas. Canvas is an online program that allows both students and mentors to access course materials, submit and mark assessments, give and receive feedback, and communicate about the students work.

Who's next?

Find out if you are the next BIG thing! Our innovative and exciting '**Who's Next?**' program is a social networking group connecting you to various industries through regular meetings and brainstorming sessions.

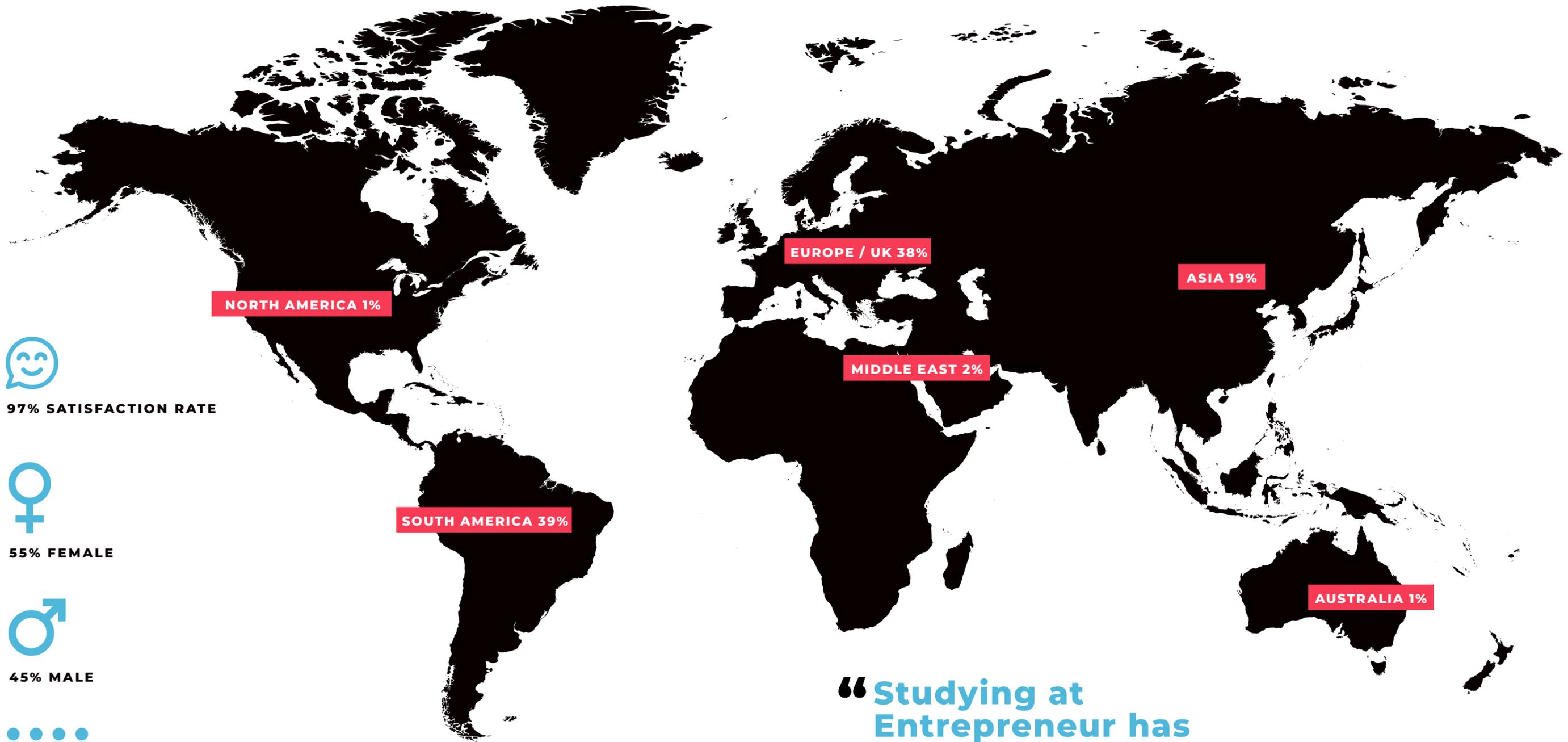
Entrepreneur Tank

An awesome platform for you to pitch industry-relevant ideas to a panel of business professionals and have this idea realised. Entrepreneur Tank is an infamous biannual event where special guests from various business industries provide feedback for each pitch. One winner receives a branding package designed by our e studio 101 design team valued at \$500.





NATIONALITY MIX



97% SATISFACTION RATE



55% FEMALE



45% MALE



24 AVERAGE AGE

“Studying at Entrepreneur has allowed me to meet people from all over the world.”



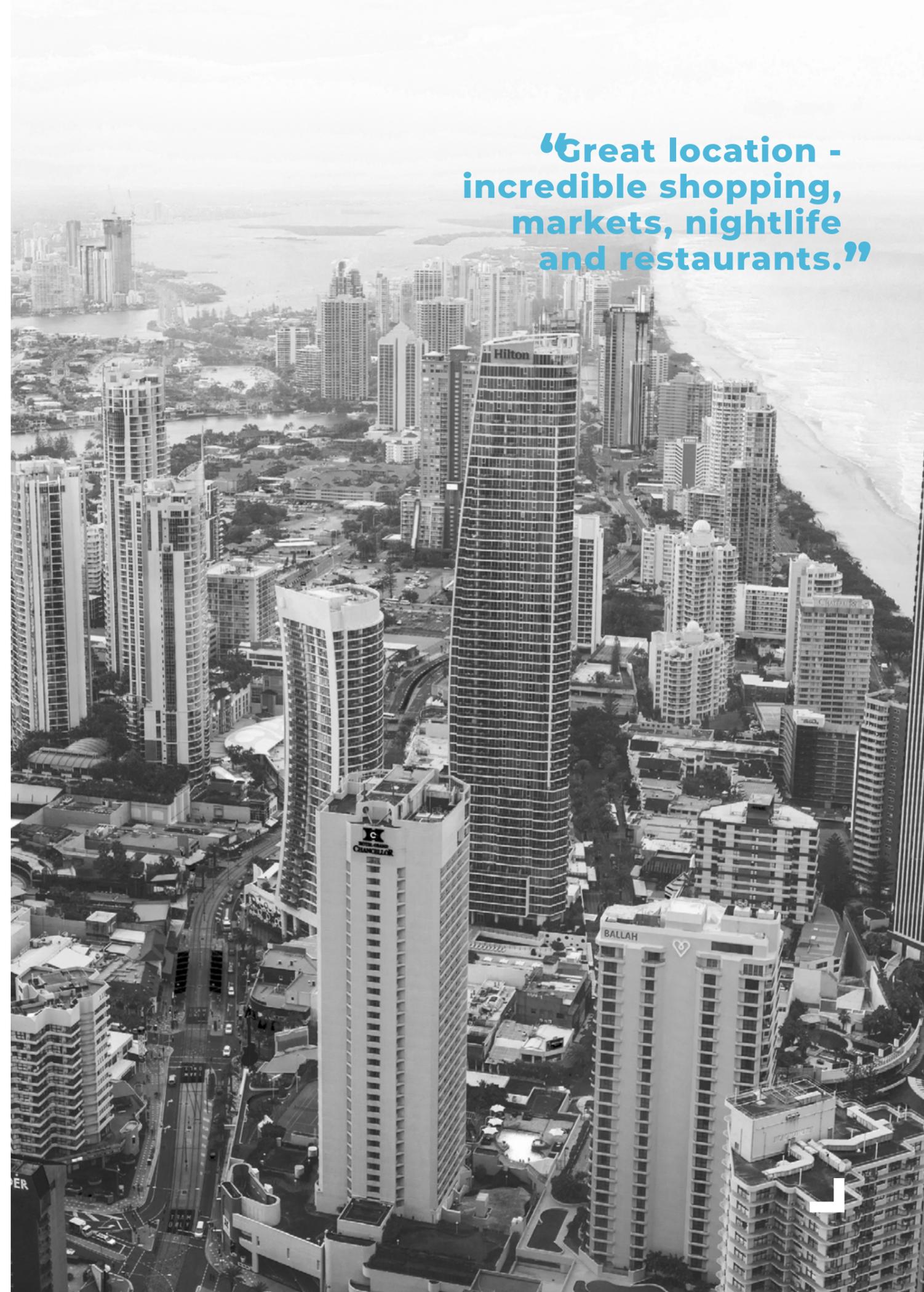
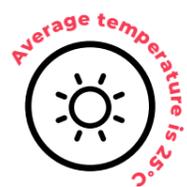


LOCATION

Surfers Paradise Campus

Situated on the Gold Coast's iconic glitter strip of Surfers Paradise, Entrepreneur Education is located on Level 1 of Chevron Renaissance. Our campus is just 1 minute from the Light Rail and 1 minute from the world famous Surfers Paradise beach.

Students will be able to take full advantage of what Surfers Paradise has to offer including shopping, beach front markets, nightlife, restaurants and bars.



**“I’ve made
lifelong friends at
Entrepreneur.”**



CAMPUS LIFE

Embrace Our Vibrant Culture

Meet new people, expand your network and knowledge whilst having a blast at Entrepreneur Education! You will learn in a funky and contemporary environment with state-of-the-art facilities and enjoy incredible beaches, waterways and surfing spots.

Experience beautiful hiking trails and don't forget the awesome theme parks!





OUR FACULTIES



Entrepreneur Education is changing the way education is delivered - we believe in more than just a qualification. We created the 'The 360 Education Method' to give you access to incredible mentors and connect you to industry whilst providing you with an inspiring learning environment and hands-on experience throughout your study.

Entrepreneur Education offers many amazing courses across a range of Faculties. In our Health Faculty you can develop your passion for fitness or unlock your creative potential with our Design Faculty courses. Make a dent in the marketplace in our Entrepreneurship Faculty and develop your leadership aptitude whilst developing your career studying in our Leadership Faculty. You can also get your hands dirty and prepare for work in the construction industry with our Faculty of Trade courses. Whatever your passion, we've got you covered.

Design

Unlock your creative potential with our Design Faculty courses. Enjoy an inspiring and collaborative environment to develop your professional skills. Gain real world, hands-on experience onsite at our e studio 101 design studio and work with incredible mentors.



Trade

Get your hands dirty and prepare for work in the construction industry. Watch the masters in action and learn all the tricks and tips of the trade. Work with experienced mentors and get hands-on experience onsite at shed 101.



Leadership

Develop your leadership aptitude and seriously progress your career with our Leadership courses. Work with extraordinary mentors with real world experience in a hands-on environment.



Entrepreneurship

Do you have a passion for entrepreneurship, sales and marketing and want to make a dent in the marketplace? Learn how to think outside the box and solve business problems creatively with the Faculty of Entrepreneurship.



Health

Are you looking to develop your passion for fitness into an exciting career? Enjoy client interaction, great facilities and be mentored by fitness gurus who want to share their experience with you.



DESIGN

“I got paid by a real client through e studio 101 and the experience I gained was priceless.”

About

Unlock your creative potential with our Design Faculty courses. Enjoy an inspiring and collaborative environment to develop your professional skills. Gain real world, hands-on experience in the onsite e studio 101 design studio and work with experienced mentors.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

BSB40820 Certificate IV in Marketing and Communication
CRICOS Course Code: 104995J | 38 Weeks

CUA41115 Certificate IV in Photography and Photo Imaging
CRICOS Course Code: 098406A | 38 Weeks

CUA40715 Certificate IV in Design
CRICOS Course Code: 0101417 | 40 Weeks

BSB50620 Diploma of Marketing and Communication
CRICOS Course Code: 104996H | 58 Weeks

CUA50915 Diploma of Photography and Photo Imaging
CRICOS Course Code: 098407M | 54 Weeks

CUA50715 Diploma of Graphic Design
CRICOS Course Code: 093143D | 54 Weeks

CUA50715 Diploma of Graphic Design
CRICOS Course Code: 093143D | 54 Weeks

BSB60520 Advanced Diploma of Marketing and Communication
CRICOS Course Code: 105000E | 58 Weeks

BSB40820 Certificate IV in Marketing and Communication

CRICOS Course Code: 104995J

Great marketing and communications change our culture. Learn how to connect with a target audience, create value and ultimately sell products and services at a profit in the Certificate IV in Marketing and Communication. After 30 weeks you will walk away from this certificate being able to pitch an idea, creatively brand and execute this idea, deliver a marketing campaign and measure its success. The Certificate IV in Marketing and Communication is a pre-requisite of studying the Diploma of Marketing and Communication.

 **Start Date**
Monthly

 **38 Weeks**
Study: 29 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Marketing Assistant // Communications Assistant // Advertising Assistant

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. Marketing Complexities

BSBWRT411 Write complex documents // BSBMKG433 Undertake marketing activities

It's great to have ideas but you need to have the know how involved with preparing, coordinating and reviewing basic marketing activities. In doing so, you will learn how to plan, draft and finalise complex documents which are a vital part of any career pathway.

02. Marketing Tactics

BSBESB404 Market new business ventures

While undertaking this unit you will analyse and interpret market data. This will hone your skills to develop and implement a marketing strategy that is integrated into the business plan in order to improve the performance of a business venture.

03. Lights, Camera, Action

BSBCRT412 Articulate, present and debate ideas

Learn how to get your message across and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

04. Research in Action

BSBMKG435 Analyse consumer behaviour // BSBXBD403 Analyse big data

Within these units you will analyse big data in order to provide insights that are used in an organisation. It involves identifying trends, consumer behaviour and relationships within big data, and establishing data acceptability.

05. Communicate It

BSBMKG439 Develop and apply knowledge of communications industry

This unit will give you some general knowledge of the structure, organisation and function of the communications industry. You will discuss factors that have prompted the shift from mass communications to integrated marketing communications.

06. News Speak

BSBMKG442 Conduct e-marketing communications

E-Marketing is everywhere! Learn how to prepare electronic advertisements for use in internet, mobile phones and other digital media marketing communications, and to evaluate their effectiveness in achieving marketing objectives

07. Pitch It

BSBCMM411 Make presentations // BSBMKG434 Promote products and services

Learn how to convert product knowledge into benefits, evaluate competitors' products, plan and execute promotional activities and then prepare and deliver your pitch.

08. Be Social

SIRXMKT006 Develop a social media strategy

Social media is an essential piece of your business marketing strategy. With this unit you will plan and evaluate the use of social media. Master how to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity.

09. Test Drive

BSBMKG436 Design and test direct marketing activities

In this unit you will be designing, testing and evaluating direct marketing activities which meet organisational marketing objectives.

CUA41115 Certificate IV in Photography and Photo Imaging

CRICOS Course Code: 098406A

Express yourself and explore your passion for photography with the Certificate IV in Photography and Photo Imaging. This certificate provides you with an introduction to camera and capture techniques, understanding light, post production/editing using Adobe Photoshop & Lightroom, working to a brief and understanding visual elements of photography. You will gain the practical, theoretical and creative skills to allow you to begin your career in the photography industry.



Start Date
Monthly



38 Weeks
Study: 26 weeks // Supervised Study: 3 weeks // Holidays: 9 weeks



Face-to-Face
14 hrs / week



Distance
6 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Freelance Photographer // Photography Assistant // Photography Store Assistant



Entry Requirements
Please see page 68 for the full Entry Requirements

Subjects

01. Lights, Camera, Action!

CUAPHI402 Apply photo imaging lighting techniques // CUAPHI303 Process photo images to work-print and file stage // BSBDES402 Interpret and respond to a design brief // CUAPHI401 Capture images in response to a brief

Working with your mentor you will complete an exciting 8 week project. You will learn how to set up lighting, capture images, process these images and creatively respond to a design brief.

02. Industry Knowledge

CUARES403 Research history and theory to inform own arts practice // BSBWHS201 Contribute to health and safety of self and others

In this unit you will learn about and research pioneers in the photography industry and explore current and emerging trends. You will also learn how to apply workplace health and safety (WHS) standards to theoretical and practical projects, relevant to the photography industry.

03. Colour Theory

CUAACD401 Integrate colour theory and design processes // BSBDES301 Explore the use of colour

Have fun and learn how to communicate concepts and ideas through the use of colour by experimenting with selected materials, tools and equipment.

04. Creative Works

CUAPHI403 Enhance, manipulate and output photo images // CUAPPR403 Store and maintain finished creative work

Learn photo storage and manipulation techniques in Adobe Lightroom and Adobe Photoshop and apply these skills to your own photography.

Learn how to output images digitally and ensure privacy and other legal requirements are met.

05. Connections

CUAPPR304 Participate in collaborative creative projects // CUAPPR405 Develop and discuss ideas for own creative work

Collaborating with clients and other creative professionals is a great part of the creative process. This collaboration involves contributing to the project set-up and development as well as using technical skills, tools, materials and equipment to assist in the projects realisation.

In this unit you will be required to develop and discuss ideas for your creative work and take part in critical and informed discussion with others.

06. Professional Practice

CUAIND402 Provide freelance services // CUAPHI301 Develop and apply photo imaging industry knowledge // BSBREL402 Build client relationships and business networks

Learn how to apply a high level of self-motivation, discipline and an entrepreneurial attitude when pursuing work opportunities. This will apply when you are promoting yourself to potential clients, negotiating contracts and managing your business affairs.

Learn how to establish, maintain and improve client relationships and actively participate in networks to support attainment of key business outcomes.

CUA40715 Certificate IV in Design

CRICOS Course Code: 0101417

Graphic design is an ever expanding industry. In the Certificate IV in Design, you will acquire the skills to create logos, magazine layout, brand identity, digital illustration, manipulate graphics and concept design. The skills gained in this qualification will prepare you for further study into a Diploma of Graphic Design, expanding your skills and capabilities as a qualified Graphic Designer.

 **Start Date**
Monthly

 **40 Weeks**
Study: 28 weeks // Supervised Study: 3 weeks // Holidays: 9 weeks

 **Face-to-Face**
15 hrs / week

 **Distance**
5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Junior Designer // Illustrator // Freelance Designer

 **Entry Requirements**
Please see page 70 for the full Entry Requirements

Subjects

01. Designing with Colour

CUAACD401 Integrate colour theory and design processes // BSBDES301 Explore the use of colour

During the 'Designing with Colour' unit, students will demonstrate the ability to investigate and combine colour theory into a realistic practical project. Colour theory will be demonstrated in both theoretical and practical components of this assessment across a 4-week period.

02. Typography

BSBDES401 Generate design solutions // CUAGR302 Use typography solutions // ICPPRP2210 Select and apply type

In this 'Typography' unit, students will learn about the history of typography, type styles and categories. This knowledge will be applied to a client project where students will demonstrate typesetting and layout skills. Students will also learn of finished art and print media and applying typography to a commercial project.

03. Principles of Design

BSBCRT301 Develop and extend critical and creative thinking skills // BSBDES305 Source and apply information on the history and theory of design // CUAGR401 Research and apply graphic design techniques

This unit focuses on Graphic Design principles and the application of this knowledge to a commercial advertisement, a Billboard. Students will learn about the evolution of design, current graphic design trends, extend design industry vocabulary and gain knowledge of design principles founded by Gutenberg. The theory of design assists in conceptual underpinning for design work and rationales when pitching to clients.

04. Image Editing

BSBDES402 Interpret and respond to a design brief // CUAPHI403 - Enhance, manipulate and output photo images

Throughout the course of the next 4 weeks, students will learn the art of image editing in Adobe Photoshop. The assessment task is to work with existing images for a client and create 3 manipulated images ready for advertisements and online materials. Students will use industry software to learn techniques like removing blemishes, changing colour (hue and saturation), etching out people and placing them on a new background in a professional manner.

05. Health and Safety

BSBWHS201 Contribute to health and safety of self and others

This unit covers the skills and knowledge required to work in a manner that is healthy and safe in relation to self and others and to respond to emergency incidents. It covers following work health and safety (WHS) and emergency procedures and instructions, implementing WHS requirements and participating in WHS consultative processes. Students will apply this knowledge in a design studio scenario and document findings.

06. Layout Design

ICPPRP224 Produce pages using a layout application

During this unit, students will demonstrate the ability to design complex layouts for a specified client. Use of the Adobe Programs such as Illustrator Indesign and Photoshop will be used in a collaborative way to design a 4 page and 8-page brochure that will be imposition printed as saddle stitch document. In this unit students will also learn print and pre-press terminology to work better with printers and work with finished art methodology.

07. Project Preparation

CUAPPR401 Realise a creative project (Theory)

Over the duration of your studies, you will have the opportunity to work on an elected major project. This project can be either a branding style guide, an illustrative piece or advertisement design. Selecting one of three briefs, you will work on this project progressively across the 24 teaching weeks of the Certificate IV in Design qualification. This unit will prepare you for the industry considerations, preparation and research techniques required to complete the major project successfully.

08. Digital Drawing

CUAACD301 Produce drawings to communicate ideas // CUAILL401 Develop and refine illustrative work

This unit covers a range of digital drawing technologies, tools, programs and techniques that a designer can apply to commercial projects. Over the course of 3 weeks you will learn how to digital draw and colour in Adobe Illustrator and Adobe Photoshop. The main project will be focused on designing textile designs and patterns using these newly formed digital drawing skills.

09. Elective Project

CUAPPR401 Realise a creative project (Project)

Over the duration of your studies, you will have the opportunity to work on an elected major project. This project can be either a branding style guide, an illustrative piece or advertisement design. Selecting one of three briefs, you will work on this project progressively across the 24 teaching weeks of the Certificate IV in Design qualification. You will meet with your mentor regularly to achieve milestones and receive valuable feedback to keep the project moving. This is a self directed project that will take motivation, creativity and a pro active approach to design.

BSB50620 Diploma of Marketing and Communication

CRICOS Course Code: 104996H

Professional Marketers solve consumer problems, they think outside the box. This dynamic and comprehensive Diploma of Marketing and Communication will extend your knowledge gained in the Certificate IV. Working with 'real world' clients you will deepen your knowledge of marketing planning, consumer behaviour, brand positioning, tactics and channels. You will cover what is trending in the market place, conduct competitor analysis, develop social media strategies and complete project management planning. Refine your craft and take your skills to the next level with this diploma.

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Marketing Co-Ordinator or Manager // Communications Co-Ordinator or Manager // Copywriter // Marketing Consultant

 **Entry Requirements**
Please see page 73 for the full Entry Requirements

Subjects

01. Opportunity Seeker

BSBMKG541 Identify and evaluate marketing opportunities

In this unit you will learn how to identify, evaluate and take advantage of marketing opportunities by analysing market data for a selected business. You will then review and document characteristics of possible markets and assess the viability of a marketing campaign for the business.

02. Mix It Up

BSBMKG542 Establish and monitor the marketing mix

Learn how to identify and establish an effective marketing mix for a business. This will include principles & concepts including consumer behaviour and preparing, implementing and monitoring the market mix.

03. Client Work

BSBMKG552 Design and develop marketing communication plans

Learn how to be creative when creating a client brief using a range of marketing communication options and media.

04. Convince Me

BSBMKG555 Write persuasive copy

You will be taught how to interpret a creative brief and evaluate a range of innovative options to write persuasive copy.

05. Work That Project

BSBPMG430 Undertake project work

You will be working with your colleagues to complete a specified project. This project will require you to complete a Project Management Plan (PMP) as you initiate, plan and execute the project.

06. Future Money

BSBMKG547 Develop strategies to monetise digital engagement

Digital innovation is here, learn how to monetise digital engagement through a focus on customer engagement, content relevance and real-time digital payment systems.

07. Call My People

BSBMKG553 Develop public relations campaigns

Public relations are the actions a business takes to shape perceptions of its brand. Within this unit you will learn how to develop multifaceted and potentially ongoing public relations campaigns.

08. Around The World

BSBMKG549 Profile and analyse consumer behaviour for international markets

You will learn how to select appropriate international markets by identifying target markets, analysing customer behaviour and recommending strategies.

09. Smart Advertising

BSBMKG551 Create multiplatform advertisements for mass media

Consumers utilise many different platforms to purchase goods, this is where you will learn how to create multiplatform advertisements for the communication of a product, service or idea to consumers.

10. Reputation Risk

SIRXOSM007 Manage risk to organisational reputation in an online setting

Businesses are subject to reviews online more frequently. Learn how to develop processes for managing risks to an organisation's reputation associated with social media and online engagement, including the impacts of online negative commentary, complaints and criticism.

11. Originality

BSBCRT512 Originate and develop concepts

It all starts with an idea, this unit will teach you to originate and develop concepts for products, programs, processes or services to an operational level.

12. Creative Teamwork

BSBSTR501 Establish innovative work environments

Learn how to create an environment that enables and supports practice which focuses on a holistic approach to the integration of innovation across all areas of work practice.

CUA50915 Diploma of Photography and Photo Imaging

CRICOS Course Code: 098407M

Shift your passion for photography to a career or business with the Diploma of Photography and Photo Imaging. Unlock your creative potential and develop advanced photography skills to produce a professional body of work. Explore genres of photography including Fine Art, Portraiture, Documentary, Landscape and Commercial. You will learn studio and natural lighting techniques and will gain an understanding of operating and marketing your own photography business. Work in an inspiring and collaborative environment to develop your professional portfolio in preparation for prospective employers and/or clients.



Start Date
Monthly



54 Weeks
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks



Face-to-Face
14 hrs / week



Distance
6 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Freelance Photographer // Photography Store Manager



Entry Requirements
Please see page 69 for the full Entry Requirements

Subjects

01. Stock Photography

BSBCRT402 Collaborate in a creative process // CUAPHI512 Plan and produce stock photo images

These units will give you the knowledge to be collaborative in the workplace using creative processes and the ability to produce photo images that may be used as stock photos for commercial use.

02. Visual Trends

CUAPHI501 Apply visual communication theory to photo imaging practice // CUAPHI502 Research and apply photo imaging trends

Learn how to produce creative and innovative photo images based on visual communication theory. Investigate photo imaging trends and emerging technologies and assess their creative and commercial applications.

03. Managing Colour

CUAPHI513 Employ colour management in a digital imaging workplace

Learn how to manage the integrity of colour across digital imaging devices. Research principals and techniques for control of digital colour and apply, review and update colour management strategies.

04. Commercial Photography

CUAPHI505 Produce commercial photo images

Learn how to establish a contract for a commercial photoshoot, prepare, shoot and produce images, wrap up and review the shoot.

05. Get Noticed

SITXEB5003 Build and launch a small business website

Stand out from the crowd and learn how to build a basic website to meet business needs including selecting a hosting service and appropriate web development software, planning the website structure, and constructing the site.

06. Digital Art

CUADIG508 Refine digital art techniques

Learn how to refine digital media techniques and develop your own digital art style in a body of creative work. Research, refine and evaluate your techniques encompassing animation, video and sound production.

07. Emotive Lighting

CUAPHI503 Explore the descriptive and emotive nature of photo lighting

Research light and its relationship to photo imaging in this unit by experimenting with light for complex subjects and applying lighting to create image mood on various subjects.

08. Let's Get Social

BSBMKG537 Develop a social media engagement plan

Learn how to develop a social media engagement strategy and facilitate content development and delivery. Monitor and evaluate engagement levels using analytics and report on engagement effectiveness.

09. Shapeshifter

CUAPHI506 Provide photographic portrait services // SIRRMER008 Plan and Style merchandise photo shoots

This cluster of units will show you how to plan & style a photo shoot according to a brief and give you confidence to produce professional portrait images in key moments, moods and events.

10. Media & Publication

CUAPHI507 Produce media photo images

Learn how to interpret editorial team assignments, work with journalists and liaise with public safety services and the general public. Produce illustrative images that communicate concepts, ideas and factual information in ways to evoke emotive responses in the viewer.

11. Illustrative Photography

CUAPHI511 Make illustrative photo images for publication and display

Get creative and learn how to produce illustrative images that communicate concepts, ideas and factual information to evoke emotive responses in the viewer.

12. Specialisation

CUAPPR404 Develop self as artist // CUAPPR606 Extend expertise in a specialised art form to professional level // CUAPPR503 Present a body of creative work

Unleash your creative self and refine your skills, develop your own style and evaluate your work. In this unit you will develop a cohesive body of work, seek and apply constructive feedback from others and adjust work processes and practice to improve technical, conceptual and commercial outcomes.

CUA50715 Diploma of Graphic Design

CRICOS Course Code: 093143D

Use your creativity, imagination and problem-solving skills to convey ideas through visual design. In the Diploma of Graphic Design, you will learn how to create logos, design social media content, develop brand identities, build a website interface, manipulate graphics and create digital art. You'll be given the opportunity to collaborate directly with clients and other designers with amazing career experience for each project, gaining real world, hands-on experience in the on-site e studio 101 design studio.

 **Start Date**
Monthly

 **54 Weeks**
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Graphic Designer (Junior, Mid-weight, Senior) // Freelance Designer // Publication Designer // Digital Artist

 **Entry Requirements**
Please see page 71 for the full Entry Requirements

Subjects

01. Get the Skills

CUAGRD503 Produce typographic design solutions // CUAGRD504 Create and manipulate graphics

This unit requires you to demonstrate the skills and knowledge required to create and manipulate graphics using a combination of creative design skills and technical software proficiency.

02. Let's Draw

CUADIG509 Investigate technologies for the creation of digital art // CUAGRD501 Research visual communication history and theory

Research visual communication history and theory and explore traditional and digital illustration skills, techniques and methods and apply these to a practical project.

03. Illustration

CUAACD501 Refine drawing and other visual representation tools

Over the next 4 weeks, you will be creating two unique illustrations to present to BioCup as part of the BioPak Art Series. These illustrations can be digital or traditional and a formal presentation will take place in week 4 of the unit. You will be assessed on your ability to refine drawing techniques, evaluate the effectiveness of the outcome and your ability to meet a client brief.

04. Branding Project

BSBDES402 Interpret and respond to a design brief // CUAGRD502 Produce graphic designs for 2-D and 3-D applications // BSBADV509 Create mass print media advertisements

This branding project is a compilation of three units integrated together to create one major client project. You will design concepts, computer generated artwork and pitch final design pieces to the client for verbal feedback. Your Art Director will guide you throughout the process as you design each component of the brief and prepare the final design pitch.

05. Folio Presentation

CUAPPR503 Present a body of own creative work // BSBMM401 Make a presentation

Populate and prepare your professional portfolio showcasing all of your design projects. In this unit you will also review industry resumes and redesign your existing resume to be a professional design-focused document.

06. Publishing

BSBIPR401 Use and respect copyright // BSBDES502 Establish, negotiate and refine a design brief // CUAGRD505 Design and manipulate complex layouts

Throughout this unit you will design a magazine cover for 'Cipher' Magazine. You will create original cover art for this eclectic magazine and design the themed internal pages taking into consideration typography, layout and industry standards.

07. Specialisation

CUAIND401 Extend expertise in specialist creative fields

Add depth to expertise in a specialist field or technique that interests you by researching and documenting current graphic design industry trends. Following this research, you will undertake a project of your choice showcasing this researched trend.

08. Package Design

BSBDES403 Develop and extend design skills and practice // BSBCRT401 Articulate, present and debate ideas

Learn to present and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

09. Your Brand Identity

CUAIND502 Maintain and apply creative arts industry knowledge // CUAGRD506 Develop graphic design practice to meet industry needs // CUAPPR502 Develop own sustainable professional practice

'Your Brand Identity' is dedicated to branding YOU. Who are you as a designer and what style do you want your branding to portray? Throughout this unit you will create your own brand image, business cards (ready for print!), and create a quoting and invoicing template ready to earn the big bucks with your work!

BSB60520 Advanced Diploma of Marketing and Communication

CRICOS Course Code: 105000E

Being responsible for both making money for your company and delivering satisfaction to your customers makes marketing a great career. The Advanced Diploma in Marketing and Communication will give you the advantage you need to get a role in leadership and support strategic direction in the marketing and communication activities of an organisation.

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Marketing Co-Ordinator or Manager // Communications Co-Ordinator or Manager // Copywriter // Marketing Consultant

 **Entry Requirements**
Please see page 74 for the full Entry Requirements

Subjects

01. The Innovator

BSBSTR601 Manage innovation and continuous improvement

Innovation increases your chances to react to changes and discover new opportunities. Learn how to sustain and develop an environment in which continuous improvement, innovation and learning are promoted and rewarded.

02. Think Outside the Budget

BSBFIN501 Manage budgets and financial plans

All businesses need to be prepared with budgets, this unit will show you how to undertake financial management in an organisation or work area. It includes planning and implementing financial management approaches and supporting and evaluating effectiveness of financial management processes.

03. The Process

BSBMKG622 Manage organisational marketing processes

Learn how to be responsible for managing the overall marketing process of an organisation and for managing marketing personnel.

04. Marketing Spark

BSBMKG627 Execute advertising campaigns

Get creative while undertaking this unit, learn how to execute an advertising campaign including preparing, implementing and monitoring an advertising campaign.

05. The Market

BSBMKG623 Develop marketing plans

This unit is all about the plan. You will formulate a marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives.

06. Greetings to Meetings

BSBTWK601 Develop and maintain strategic business networks

Learn how to develop professional partnerships and networks to help your organization achieve its goals. This unit involves a number of complex and varied approaches and procedures that involve significant discretion and judgment, as well as the implementation of a variety of problem-solving and decision-making techniques.

07. Get Creative

BSBMKG626 Develop advertising campaigns

Use your imagination to develop advertising campaigns in response to an advertising brief. This includes clarifying and defining campaign objectives, preparing the advertising budget, and scheduling.

08. Call my People

BSBMKG628 Lead organisational public relations

Public relations is an integral part of the marketing process. You will learn how to lead public relations in an organisation by developing and implementing plans to improve public relations policies and procedures and evaluate performance.

09. Grow Critical

BSBCRT611 Apply critical thinking for complex problem solving

Understand how to use logical thinking to come up with solutions to problems that occur in the workplace. This unit is for people who need to think objectively in order to come up with organized and creative solutions to complex organizational problems.

10. The Influencer

BSBCMM511 Communicate with influence

Study how to convince consumers, clients, and other key stakeholders by presenting and negotiating persuasively, leading and engaging in meetings, and making presentations to customers, clients, and other key stakeholders.

11. Game Plan

BSBMKG621 Develop organisational marketing strategy

Learn how to perform a strategic review in order to build a marketing plan for your business. This includes deciding the company's strategic path, analyzing marketing opportunities, and designing a marketing plan.

12. Cybernated Strategies

BSBTEC601 Review organisational digital strategy

This unit will teach you how to assess the operation and effectiveness of an organisation's digital strategy in order to ensure that it continues to achieve the organization's goals.

CUA60315 Advanced Diploma of Graphic Design

CRICOS Course Code: 0101419

The Advanced Diploma of Graphic Design is suitable for students who have previously completed a Diploma of Graphic Design or have extensive experience in the creative industries. Throughout the next 78 weeks, students will expand on their existing design skills to create more complex projects such as package design, website interface design, digital design and client branding. Students will also work on an elected project to complete across the duration of their course.

 **Start Date**
Monthly

 **74 Weeks**
Study: 50 weeks // Supervised Study: 6 weeks // Holidays: 18 weeks

 **Face-to-Face**
15 hrs / week

 **Distance**
5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Graphic Designer // User Interface Designer // Freelance Graphic Designer

 **Entry Requirements**
Please see page 72 for the full Entry Requirements

Subjects

01. Design Practice

CUAPPR504 Establish and maintain environmentally sustainable creative practice

This unit covers the skills and knowledge required to integrate environmentally sustainable approaches into creative art or design practice in order to reduce own ecological footprint across all areas of operation.

02. Website Design

ICTWEB501 Build a dynamic website // BSBDES601 Manage design realisation

Over the course of the next 5 weeks, students will learn about web design principles and elements, terminology and web language appropriate to designing on a web platform. Students will realise a creative project by designing and setting up a website layout for a client on a selected online platform, test the website and document final feedback.

03. Creative Thinking

BSBCRT601 Research and apply concepts and theories of creativity

Creative thinking is paramount in the graphic design industry. In order to be able to deliver an innovative solution for every design project we must stay abreast of the latest research into creativity and how we can harness and improve our creative capabilities. This unit will allow you to conduct your own research into historical and current theories on the topic.

04. Illustration Design

CUAILL501 Develop professional illustrations // BSBDES502 Establish, negotiate and refine a design brief

Over the next 4 weeks students will learn about commercial illustration and topics surrounding the business of Illustration. Students will then be required to produce illustrations for a national travel company promoting international locations.

05. Digital Design

CUAGRD602 Originate graphic designs for complex briefs // BSBDES501 Implement design solutions

Across 4 weeks, students will work on a design project that is focused on digital design practices, using industry Adobe programs to complete the complex task. This assessment will enhance digital proficiency, preparing graduates for industry.

06. Client Branding

CUAGRD607 Develop graphic designs for branding and identity

In a consumer driven world full of visual clutter, as a designer, it is more important than ever to understand how to create a strong and effective visual identity. It is this that will allow a brand to stand out from it's competitors and communicate with it's intended audience. In this unit you will learn the fundamentals of branding and develop the skills needed to create a visual identity.

07. Packaging

CUAGRD606 Develop graphic designs for packaging

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. Over the next 4 weeks, students will be researching, evaluating and completing a professional business plan for their own creative business.

08. Display Design

CUAPPR604 Publicly present a body of own creative work

Learn to present and debate ideas in a work or broader life context using creative techniques in order to provoke response, reaction and critical discussion.

09. Advanced Type

CUAGRD603 Extend typographic design expertise

This advanced typography unit covers typography, styles and execution in a variety of environments. Students will work on a major project that is based around environmental, three dimensional typography.

10. Project Management

BSBPMG522 Undertake project work (theory)

This unit will cover the implementation of a digital project, creating an app interface in Adobe XD. Students will plan, execute and evaluate this project using industry project management methodology.

11. Elective Project

UAPPR606 Extend expertise in a specialised art form to professional level

Throughout this unit, students will explore a specialised area of design to create a portfolio project displaying their own unique style. Researching trends and other designs will guide each student towards completing their own desired project.

12. The Business of Design

CUAGRD601 Engage in the business of graphic design

This unit describes the skills and knowledge required to adopt a professional, commercial approach to graphic design practice. Over the next 4 weeks, students will be researching, evaluating and completing a professional business plan for their own creative business.

13. Exhibition Project

BSBPMG522 Undertake project work // CUAPPR604 Publicly present a body of own creative work (Project)

Over the duration of your course, students will be required to demonstrate thorough understanding of research reporting, project management and public displays of creative works. Students will undertake a research project that includes a 2000 word report, demonstrating advanced level of knowledge, written skills and research of a particular area of the design industry.



TRADE

“The first week of my course I was on the tools, amazing experience.”

About

Get your hands dirty and prepare for work in the construction industry. Watch the masters in action and learn all the tricks and tips of the trade.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

CPC31311 Certificate III in Wall and Floor Tiling
CRICOS Course Code: 096959F | 93 Weeks

CPC30620 Certificate III in Painting and Decorating
CRICOS Course Code: 104994K | 93 Weeks

CPC31311 Certificate III in Wall and Floor Tiling

CRICOS Course Code: 096959F

Discover the creativity behind wall and floor tiling, from the first moment a datum line is drawn to the last touch up of silicon. You will learn how to interpret plans and specifications, use tiling tools and equipment and carry out residential and commercial construction work. Get your hands dirty and prepare for work - do you have what it takes?

Vocational Placement:

This course includes Vocational Placement which is organised by Entrepreneur Education. You will complete major tiling projects while at Vocational Placement and be assessed completing tasks on-the-job. A minimum of 120 hours is required as part of the course. The maximum hours you can complete is 240 per year.

 **Start Date**
Monthly

 **93 Weeks**
Study: 65 weeks // Supervised Study: 7 weeks // Holidays: 21 weeks

 **Face-to-Face**
7.5 hrs / week

 **Distance**
6 hrs / week

 **Vocational Placement**
7.5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Wall & Floor Tiler // Labourer // Business Owner

 **Entry Requirements**
Please see page 76 for the full Entry Requirements

Subjects

01. Be Safe

CPCCWHS2001 Apply WHS requirement, policies & procedures in the construction industry

This unit will provide you with the skills to apply health and safety policies and procedures in your workplace. You will learn safe work practices, including: identifying hazards, understanding health and safety legislation and being able to respond to emergencies and incidents.

02. Pen to Paper

CPCCCM2001 Read and interpret plans and specifications // CPCCCM1013 Plan and organise work

Careful planning and being organised are professional skills needed in the role of any tradesperson. In this unit you will learn how to read and interpret plans and specifications which will enable you to carry out your work with accuracy. You will learn about the types of plans and drawings and how to read them, including: recognition of commonly used symbols and abbreviations, the identification of key features and specifications on a site plan and the comprehension of written job specifications.

03. The Start

CPCCWF2002A Use wall and floor tiling tools and equipment

Learn how to use the 'tools of the trade' safely and effectively in this unit. Learn the value of planning and preparation, how to identify and select tools and the importance of cleaning up your site.

04. Numbers & Figures

CPCCCM1015 Carry out measurements and calculations

Ensuring accuracy in measurements and calculations while tiling is crucial. You will be required to carry out measurements and perform simple calculations to determine task and material requirements for tiling jobs. In this unit you will practice your mathematical calculations during theory workshops and later you will apply these skills during vocational placement onsite at shed 101.

05. Smoko Break

CPCCCM1014 Conduct workplace communications

Learn how to communicate effectively with other workers and team members in a tiling workplace environment. This includes gathering, conveying and receiving information through verbal and written forms of communication.

06. Safety First

BSBWHS414 Contribute to WHS risk management

Safety must come first in any workplace. In this unit you will learn how to identify and assess hazards, control risks as well as manage workplace compliance requirements.

07. Be Green

CPCCCM1012 Work effectively and sustainably in the construction industry

Being part of a team is important and in this unit you will learn how to work with others, accept responsibility for your own workload and how to identify your development needs. You will also learn how to comply with environmental regulations and the importance of sustainability.

08. The Tools

CPCCWF2001A Handle wall and floor tiling materials

Get your hands on to tiling products and materials in this unit. Learn the purpose of each tool and material as well as legislation and required workplace documentation.

09. Nice Curves

CPCCWF3006A Carry out mosaic tiling // CPCCWF3007A Tile curved surfaces // CPCCWF3005A Carry out decorative tiling

Are you wanting to get creative with your tiling? Learn all about mosaic, curved and decorative tiling in this unit. Learn how to cut and lay to a pattern or template on various surfaces including columns and arches.

10. Make It Stick

CPCCWF3002A Fix floor tiles // CPCCWF3003A Fix wall tiles

Get dirty and learn how to fix floor tiles to different substrates using mortar or adhesive. This includes the preparation, cutting, fixing and grouting of tiles for floors including steps/stairs and thresholds.

11. Repair It

CPCCWF3004A Repair wall and floor tiles

Mistakes and problems occur and so it is important to learn how to repair wall and floor tiles, using mortar or adhesive. Learn how to go about repairing damaged or defective tiles without impacting surrounding tiles.

12. Prep It

CPCCWF3001A Prepare surfaces for tiling application // CPCCCM2006 Apply basic levelling procedures

It's all in the prep work. Learn the value of planning and preparing your materials, underlay and sheeting substrate. You will also learn how to level a single plane for the purpose of establishing correct and accurate set-out of building components. This includes the set-up, testing and use of levelling devices, and establishing and transferring heights using a range of levelling equipment.

13. Show Me the Money

BSBSMB421 Manage small business finance

Financial management is crucial to any business. You will learn how to review financial management strategies on a regular basis using new and emerging digital technologies.

14. No Leaks

CPCCWP3002A Apply waterproofing process to internal wet areas

Applying effective waterproofing practices and principles to internal wet areas is critical to any tiling job. In this unit you will learn how to prepare your waterproofing for installation as well as how to prepare the substrate and apply the waterproofing.

CPC30620 Certificate III in Painting and Decorating

CRICOS Course Code: 104994K

Becoming a fully-trained painter and decorator offers a dedicated skill for life and can blend creativity with practical skills. You will possess a lifelong, professional skill with the chance to upskill with new products and decorating techniques along the way throughout your career. This qualification provides a trade outcome in painting and decorating for residential and commercial construction work.

Vocational Placement:

This course includes Vocational Placement which is organised by Entrepreneur Education. You will complete major painting and decorating projects while at Vocational Placement and be assessed completing tasks on-the-job. A minimum of 120 hours is required as part of the course. Throughout the course you can complete a total of 360 hours.



Start Date
Monthly



93 Weeks
Study: 65 weeks // Supervised Study: 7 weeks // Holidays: 21 weeks



Face-to-Face
7.5 hrs / week



Distance
6 hrs / week



Vocational Placement
7.5 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Painter & Decorator // Labourer // Business Owner



Entry Requirements
Please see page 77 for the full Entry Requirements

Subjects

01. Be Safe

CPCCWHS2001 Apply WHS requirements, policies and procedures in the construction industry

This unit will provide you with the skills to apply health and safety policies and procedures in your workplace. You will learn safe work practices, including: identifying hazards, understanding health and safety legislation and being able to respond to emergencies and incidents.

02. For the High Rollers

CPCCCM2008* Erect and dismantle restricted height scaffolding // CPCCCM2012* Work safely at heights // CPCCCM3001 Operate elevated work platforms up to 11 metres

Within these 3 units you will learn how to work safely on construction sites and get real life experience at a specialised construction training centre. You will learn how to erect and dismantle restricted height scaffolding to provide work platforms and operate elevated work platforms.

04. Be Green

CPCCOM1012 Work effectively and sustainably in the construction industry

Being part of a team is important and in this unit you will learn how to work with others, accept responsibility for your own workload and how to identify your development needs. You will also learn how to comply with environmental regulations and the importance of sustainability.

05. Plan to have a Plan

CPCCOM1013 Plan and organise work

Careful planning and being organised are professional skills needed in the role of any tradesperson. This unit will teach you how to plan and organise basic work tasks on a construction site.

06. Smoko Break

CPCCOM1014 Conduct workplace communication

Learn how to communicate effectively with other workers and team members in a tiling workplace environment. This includes gathering, conveying and receiving information through verbal and written forms of communication.

07. Numbers & Figures

CPCCOM1015 Carry out measurements and calculations

Ensuring accuracy in measurements and calculations while tiling is crucial. You will be required to carry out measurements and perform simple calculations to determine task and material requirements for painting & decorating jobs. In this unit you will practice your mathematical calculations during theory workshops and later you will apply these skills during vocational placement onsite at shed 101.

08. Pen to Paper

CPCCOM2001* Read and interpret plans and specifications

In this unit you will learn how to read and interpret plans and specifications which will enable you to carry out your work with accuracy. You will learn about the types of plans and drawings and how to read them, including: recognition of commonly used symbols and abbreviations, the identification of key features and specifications on a site plan and the comprehension of written job specifications.

09. Walk the Plank

CPCCPB3026* Erect and maintain trestle and plank systems

Most jobs in painting and decorating will use trestles at some level. Learn how to safely erect and monitor trestle and plank work platforms.

10. Store it Safely

CPCCPD2011* Handle and store painting and decorating materials

Learn how to read safety data sheets, how to handle, sort and store painting and decorating materials keeping in mind environmental and sustainable practices.

11. The Start

CPCCPD2012* Use painting and decorating tools and equipment

Learn how to use the 'tools of the trade' safely and effectively in this unit. Learn the value of planning and preparation, how to identify and select tools and the importance of cleaning up your site.

12. Out with the Old

CPCCPD2013* Remove and replace doors and door and window components

New lending data has revealed just how keen Australians are to give their homes a facelift, with the average budget coming in at a whopping \$63,188. Jump on the bandwagon and learn how to plan and prepare for work, removal and replacement of doors and door and window furniture, and completion of clean-up activities.

13. Wax on Wax Off

CPCCPD3021* Prepare existing coated surface for painting

This unit will teach you to restore, repair and prepare different material surfaces for the application of paint.

14. Rollin with the Homies

CPCCPD3022* Apply paint by brush and roller

With this hands on unit, learn how to apply brushed or rolled paint coatings to different materials to form a protective and decorative painted finish. This includes preparation of the work area, mixing of materials, application of paint, finishing of the surface and completion of clean-up activities.

15. Textured Finishes

CPCCPD3023* Apply texture coat paint finishes by brush, roller and spray

Ever wondered how they texture a wall? You will learn the tricks of the trade and learn how to apply texture coat paint finishes to different surfaces using brush, roller and spray.

Subjects (cont.)

16. Give it a Spray

CPCCPD3024* Apply paint by spray

The age old argument to spray or roll on paint. You will find out the benefits vs disadvantages of using a spray gun and learn how to apply paint by spray onto different surfaces to form a protective paint finish.

17. Perfect Match

CPCCPD3025* Match specific paint colours

How do you perfectly match an existing paint colour? You will discover how to do this whilst undertaking this unit and learn to colour-match new and existing painting finishes.

18. Timber Staining

CPCCPD3026* Apply stains and clear timber finishes

Learn how to apply stains and clear timber finishes to different material surfaces, including previously stained or finished timber, to form a protective and decorative finish.

19. Don't be a Wallflower

CPCCPD3027* Remove and apply wallpaper

Wallpaper has come a long way since the 70's wallpaper revolution! Learn how to apply wallpaper to walls of different materials to form a protective and decorative finish.

20. Let's get creative

CPCCPD3028* Apply decorative paint finishes

It takes skills to apply decorative paint finishes to a range of different material surfaces. Learn these skills including mirror paint finishes, broken colour effects, modern acrylic and basic stencilling.

21. The Protector

CPCCPD3030* Apply protective paint coating systems

Within this unit you will be taught how to apply specialised paint coating systems as a protective measure against atmospheric conditions, sanitation and hygiene risks and the impacts of high traffic areas.

22. Heavy Metal

CPCCPD3031* Work safely with lead-painted surfaces in the painting industry

Lead was completely banned as an additive to paint in Australia in 2010 as the effects are negative to our health. Learn how to safely treat lead paint hazards. The unit includes hazard identification, preparation of the work area, removal of contaminated material, encapsulation of contaminated material and completion of clean-up activities.

23. Preparation is key

CPCCPD3035* Prepare uncoated surfaces for painting

This unit will teach you to to prepare uncoated surfaces for the application of paint.

24. Asbestos Safety

CPCCPD3036* Work safely to encapsulate non-friable asbestos in the painting industry

Asbestos is no laughing matter. Australia was one of the highest users of asbestos per capita in the world up until the mid 1980s. Learn how to to safely encapsulate non-friable asbestos hazards within this unit and dispose of it safely.

25. Graffiti Art or Nuisance

CPCCPD3029* Remove graffiti and apply anti-graffiti coatings

The annual costs to remove graffiti in Australia exceeds more than \$2 billion, \$200 million per year for Queensland alone. We will teach you the best methods to remove graffiti and apply preventative materials to different surfaces to form graffiti-resistant surface systems.

26. Research, Research, Research

BSBESB301 Investigate micro business opportunities

Now it's time to start your own business. You will learn to identify a business opportunity and its key components. This requires undertaking research to determine the viability of the opportunity, with reference to the legislative frameworks affecting the business.

27. Risky Business

BSBESB402 - Establish legal and risk management requirements of new business ventures

Learn how to to identify and comply with legal and risk management requirements of the business or new business venture, including negotiating, creating and planning for legal contracts used within the business, where required.

shed 101

Watch the Masters in action.

shed 101 allows you to work with professional and skilled tilers and get hands on experience onsite as part of your vocational placement.

LEADERSHIP

About

Develop your leadership aptitude and seriously progress your career. Work with extraordinary mentors with real world experience in a hands-on environment.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

BSB60420 Advanced Diploma of Leadership and Management
CRICOS Course Code: 104999E

BSB50420 Diploma of Leadership and Management
CRICOS Course Code: 104264M

BSB50820 Diploma of Project Management
CRICOS Course Code: 104064H

“I was able to take what I learnt in the classroom into my part time job and my boss loved it!”

BSB60420 Advanced Diploma of Leadership and Management

CRICOS Course Code: 104999E

Are you an aspiring leader looking for senior roles? The Advanced Diploma of Leadership and Management will prepare you to unlock your leadership potential and progress your career. You will learn to manage finances, organisational change, continuous improvement, strategy and risk whilst embracing modern theories of business administration.

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Manager // Professional Mentor // Business Consultant Specialist // Start Your Own Business

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. Grow Critical

BSBCRT611 Apply critical thinking for complex problem solving

Understand how to use logical thinking to come up with solutions to problems that occur in the workplace. This unit is for people who need to think objectively in order to come up with organized and creative solutions to complex organizational problems.

02. Adapt or Die

BSBLDR601 Lead and manage organisational change

Organisational change is inevitable in our fast-moving culture. In this unit you will learn the skills and knowledge required to determine strategic change requirements and opportunities; and to develop, implement and evaluate change management strategies.

03. Follow the Leader

BSBLDR602 Provide leadership across the organisation

Great business leaders inspire and motivate those around them. Learn how to demonstrate senior leadership behaviour, influence groups and individuals, build and support teams and model ethical conduct.

04. Plan for Success

BSBOPS601 Develop and implement business plans

A business plan helps leaders achieve short and long term objectives. You will develop and monitor a business plan and respond to performance data. Learn how to consult with key stakeholders, review market requirements, research pricing options, develop objectives and analyse performance reports against planned objectives.

05. Let It Evolve

BSBSTR601 Manage innovation and continuous improvement

Henry Ford famously said, "If everyone is moving forward together, then success takes care of itself". This unit applies to individuals working at a managerial level who facilitate work teams who want to build a positive team culture. Learn how to apply discretion and judgement using a range of problem solving and decision-making strategies to get the best out of any team you lead.

06. Be Strategic

BSBSTR602 Develop organisational strategies

Learn how to lead the strategic direction of an organisation using a competitive advantage and enhance competitiveness.

07. Partner Up

PSPGEN067 Establish and maintain strategic networks

Networking is an essential skill in becoming an effective leader in your field. Learn how to form and maintain strategic networks and relationships that achieve mutually beneficial outcomes.

08. Teamwork

BSBPMG637 Engage in collaborative alliances

Learn how to engage in collaborative alliances. It includes identifying opportunities and forging alliances with other organisations to facilitate attainment of program benefits.

09. Let It Grow

BSBHRM613 Contribute to the development of learning and development strategies

Education and training is not just for educational institutions. Workplace learning is aimed at increasing innovative capacity in enterprises and to improving organisational learning, and the quality of training and assessment products and services.

10. Control the Cash

BSBFIN601 Manage organisational finances

Managing the finances of a business is an essential skill for all leaders. In this unit you will learn about budgeting, financial forecasting and reporting and how to allocate and manage resources. The unit also includes contributing to financial bids and estimates, allocating funds, managing budgets and reporting on financial activity.

BSB50420 Diploma of Leadership and Management

CRICOS Course Code: 104264M

Are you a natural born leader? Enhance your communication and directional skills in our Diploma of Leadership and Management. You will study recruitment, emotional intelligence, communication, performance and employee relations in a hands-on environment with amazing and experienced mentors.

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Direct Manager // Human Resource Manager // Office Manager // Professional Mentor

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. Lead by Example

BSBLDR523 Lead and manage effective workplace relationships

One third of your life is spent at work, so it's important to foster good relationships with your coworkers. You will learn how to successfully lead and manage workplace relationships within this unit and create a productive environment.

02. Emotional Intel

BSBPEF502 Develop and use emotional intelligence

Emotional Intelligence is the ability to understand and respond appropriately to your own and other's emotions. Learn how to identify the impact of your emotions on others in the workplace, recognise and appreciate the emotional strengths and weaknesses of others, promote the development of emotional intelligence in others and utilise emotional intelligence to maximise team outcomes.

03. Plan of Attack

BSBOPS502 Manage business operational plans

The operations of a business is integral to success. Within this unit you will learn how to develop and monitor the implementation of operational plans to support efficient and effective workplace practices and organisational productivity and profitability.

04. Coach Them

BSBTWK502 Manage team effectiveness

Henry Ford famously said, "If everyone is moving forward together, then success takes care of itself". This unit applies to individuals working at a managerial level who facilitate work teams who want to build a positive team culture. Learn how to apply discretion and judgement using a range of problem solving and decision-making strategies to get the best out of any team you lead.

05. Speak Easy

BSBCMM511 Communicate with influence

Have you ever reflected on a conversation and thought "I should have said that"? I think we all have. This unit will help you present and negotiate persuasively, lead and participate in meetings and make presentations to customers, clients and other key stakeholders.

06. The Thinker

BSBCRT511 Develop critical thinking in others

Critical thinking helps employees solve problems and build strategies that make them better at their jobs. This skill is ever important in the workplace as you want your employees to logically connect ideas, find inconsistencies and solve complex problems.

07. My People

BSBLDR522 Manage people performance

Development of key performance indicators and standards coupled with regular and timely coaching and feedback provide the basis for performance management. This is an important skill for any leader who is required to review performance, reward excellence and provide feedback where there is a need for improvement. People performance is often coupled with developing and monitoring the operational plan.

08. Protect Yourself

BSBWHS521 Ensure a safe workplace for a work area

Learn how to establish, maintain and evaluate business workplace health and safety (WHS) policies, procedures and programs according to WHS legislative requirements.

09. Snap Them Up

BSBHRM415 Coordinate recruitment and onboarding

Learn how to manage employee and industrial relations matters in an organisation in this unit. It involves developing and implementing employee and industrial relations policies and plans and managing conflict resolution negotiations.

10. You Said What?

BSBCMM412 Lead difficult conversations

Every group — whether it's a family or a team in the workplace — has one: an uncomfortable, complicated or charged conversation that hasn't happened but needs to. Learn how to navigate through these tough situations.

11. Plan Ahead

BSBHRM524 Coordinate workforce plan implementation

Workforce planning allows a business to plan for growth. In this unit you will learn how to research workforce requirements, develop objectives and strategies, implement initiatives, monitor and evaluate trends.

12. Keep the Peace

BSBHRM522 Manage employee and industrial relations

Learn how to manage employee and industrial relations matters in an organisation in this unit. It involves developing and implementing employee and industrial relations policies and plans and managing conflict resolution negotiations.

BSB50820 Diploma of Project Management

CRICOS Course Code: 104064H

Skilled Project Managers are able to establish effective working relationships with all stakeholders and get things done. They take on the responsibility of planning, executing, monitoring and closing projects large and small. In the Diploma of Project Management, you will learn to manage project integration, scope projects, manage time and people, facilitate continuous improvement and manage cost and risk. This comprehensive diploma will get you ready to get things done in the real world!

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Project Lead // Account Manager // Project Controller // Project Manager // Project Team Member // Project Consultant

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. The Outlook

BSBPMG530 Manage project scope

Learn how to define the scope of your project which will guide you as you develop your management plan.

02. Time is Money

BSBPMG531 Manage project time

Within this unit you will learn how to create & utilise TeamGantt program which will assist determining and implementing the project schedule, managing your time efficiently.

03. Control Freaks

BSBPMG532 Manage project quality

This unit covers methods and theories surrounding the application of continuous improvement in any given workplace environment. You will learn these theories and apply them to a variety of case study scenarios. This unit is about the practical application of these theories and selecting an appropriate method of improvement that will benefit a company, business structure, major project or individual.

04. Cashflow is Key

BSBPMG533 Manage project cost

In this unit you will develop the skills and knowledge required to identify, analyse and refine project costs to produce a budget. You will also learn to use this budget as the principal mechanism to control project cost.

05. People Power

BSBPMG534 Manage project human resources

This unit involves planning for human resources, implementing personnel training and development, and managing the project team. It applies to individuals responsible for managing and leading a project in an organisation, business, or as a consultant.

06. Let's Communicate

BSBPMG535 Manage project information and communication

Be the linchpin in any project by learning how to link people, ideas and information at all stages in the project life cycle. Project communication management ensures timely and appropriate generation, collection, dissemination, storage and disposal of project information through formal structures and processes. In this unit you will learn how to plan, implement and assess information and communications outcomes.

07. Risky Business

BSBPMG536 Manage project risk

Risk management is an important part of any project. In this unit you will learn to manage risks that may impact achievement of project objectives. It involves identifying, analysing, treating and monitoring project risks, and assessing risk management outcomes.

08. The Whole Kit & Caboodle

BSBPMG540 Manage project integration

Get the skills to integrate and balance overall project management functions of scope, time, cost, quality, human resources, communications, risk and procurement across the project life cycle.

09. Dress to Impress

BSBPMG538 Manage project stakeholder engagement

Stakeholder engagement can make or break a project and is an important skill you can apply across many industries. Learn how to identify and address stakeholder interests in this unit and how to manage effective engagement and communication.

10. The Client is Always Right

ICTICT526 - Verify client business requirements

One of the keys to successful business change is communication. You will learn to deal with clients at a senior level, to identify their business requirements and verify the accuracy of the information gathered.

11. Acquisitions

BSBPMG537 Manage project procurement

Project Procurement Process is a method for establishing relationships between an organization's purchasing department and external suppliers to order, receive, review and approve all the procurement items necessary for project execution which you will learn about in this unit.

12. Sustain Me

MSS015022 - Develop strategies for more sustainable use of resources

As consumer concern over the environment and the impact business and products continues to grow, so do ways that businesses must adapt to prove they are invested in the overall well-being of the environment. Learn how to identify strategies for more sustainable uses of resources.

ENTREPRENEURSHIP

About

Do you have a passion for entrepreneurship, sales and marketing and want to make a dent in the marketplace? Learn how to think outside the box and solve business problems creatively with the Faculty of Entrepreneurship.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

BSB30115 Certificate III in Business
CRICOS Course Code: 0101418

BSB40615 Certificate IV in Business Sales
CRICOS Course Code: 089326J

BSB50120 Diploma of Business
CRICOS Course Code: 104998F

“This has changed the way I look at business, very helpful.”

BSB30115 Certificate III in Business

CRICOS Course Code: 0101418

This qualification reflects the varied roles of individuals across different industry sectors who apply a broad range of competencies using some discretion, judgment and relevant theoretical knowledge. Students will learn to provide technical advice and support to a team, have an understanding of safe work practices, have awareness of diversity within the workplace, juggle customer complaints, and learn to have an overall self awareness. This course is a great introduction to the foundations and the workings of a workplace, and skills acquired can be applied throughout both personal and employment environments.

 **Start Dates**
Weekly

 **18 Weeks**
Study Weeks: 14 weeks // Supervised Study Weeks: 1 week // Holidays: 3 weeks

 **Face-to-Face**
15 hrs / week

 **Distance**
5 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Customer Service Representative // Office Administrator // Small Business Entrepreneur

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. Know your WHS

BSBWHS307 Apply knowledge of WHS laws in the workplace

All organisations need to comply with health and safety legislation, no matter its size. This applies to all types of workplaces - office environments, outdoor work such as landscaping or transportation, and hospitality where work environments can be extremely varied. You will learn safe work practices including: identifying hazards, understanding health and safety legislation and being able to calmly respond to emergencies and incidents.

02. Respect our differences

BSBDIV301 Work effectively with diversity

People are different for many reasons, but everyone must be treated equally and with respect at all times. It is essential in any business that everyone, from the top to the bottom, recognises and respects the differences of colleagues, clients and customers, in order to maintain a healthy, collegiate and productive working environment. In this unit you will learn how to recognise, respect, respond and accommodate individual differences.

03. File it

BSBINM301 Organise workplace information

This unit describes the skills and knowledge required to gather, organise and apply workplace information in the context of an organisation's work processes and knowledge management systems. Without an organised information system the business becomes inefficient with potentially higher costs.

04. Don't touch

BSBADM311 Maintain business resources

Within a business resources are needed in order for the business to function properly. The goal of an organisation is to maximise the output at the lowest possible cost by using the business resources effectively. This unit focuses on how to develop, use and maintain the resources efficiently or potentially face failure of the business.

05. Is the customer always right?

BSBCMM301 Process customer complaints

Regardless of how successful a business is or how high the quality of the product or service it provides, customer complaints are inevitable. In this unit you will learn, when things do go wrong, how your business needs to deal with complaints in a positive way and use the feedback effectively to make improvements to the business to reduce future complaints.

06. KISS rule please

BSBITU312 Create electronic presentations

This unit describes the skills and knowledge required to design and produce electronic slide presentations using various applications and platforms. You will learn how to create an ideal work environment that can lead you to a creative process, identify the purpose, audience and mode of the presentation to maximise your audience experience.

07. Spread the word

BSBPRO301 Recommend products and services

Research, research, research - make use of as many tools at your disposal to gain a full understanding of what your business can offer to your customers and what your industry offers as a whole. What can your customers gain from buying your products and services? Are there any unique qualities that you offer over other competitor's products and services? What is your point of difference? These questions are important to answer for your business to be successful in recommending your products and services.

08. Plan it, write it, send it

BSBWRT301 Write simple documents

This unit will show you how to plan, draft and finalise a basic document, and how to succinctly get your message across to the intended audience. Understand your audience as this will help you to write and develop the layout of your documentation, focusing on their needs and interests.

09. Get it together

BSBWOR301 Organise personal work priorities and development

At work and in business, you have a responsibility to deliver the work expected of you, to the required standard and within the required time frames. In this unit you will learn how to establish work goals, assess and prioritise workloads and develop professional competence.

10. There's No I in Team

BSBFLM312 Contribute to team effectiveness

Learn how to work as part of a team, plan with your team to meet expected outcomes and develop team cohesion.

11. Check yourself

BSBWRK311 Develop self-awareness

The aim of this unit is to allow you to improve on your self-reliance, self-esteem and confidence by developing task-management skills. You will learn to demonstrate the ability to self-reflect on personal development and acquire knowledge of self through the use of feedback from others to set goals and make plans.

12. Off site duties

BSBWOR302 Work effectively as an off-site worker

Working from home is becoming more popular in the workforce, usually for individuals who are skilled operators and apply a broad range of competencies. You will learn the skills and knowledge required to negotiate and perform self-managed, self-directed and agreed work. It is a flexible employment option that meets all legal and regulatory employment requirements and presents a 'win, win' outcome for all parties concerned.

BSB40615 Certificate IV in Business Sales

CRICOS Course Code: 089326J

Level up your sales and marketing skills to unlock the secret of starting a successful business. In this certificate you'll learn about building networks, addressing customer needs, profiling the market and developing a sales plan. If you are looking to establish a business, restructure an operational business, or you just have an appetite for entrepreneurship, sales and marketing, this is the certificate for you.

 **Start Date**
Monthly

 **30 Weeks**
Study: 21 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Sales Manager // Customer Service Manager // Start Your Own Business

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. Manage Relationships

BSBCUS402 Address customer needs

Without customers a business does not exist. They are the driving force behind any business and understanding their needs is at the centre of every successful business. This unit will help you to understand your customers, satisfy complex needs and manage networks to ensure their needs are addressed.

02. Nothing is Too Big

BSBMKG401 Profile the market // BSBMKG414 Undertake marketing activities

Targeting the right market for your product is essential for success. Just a small percentage of the general population will buy your product or require your service. This means the more accurately you target them, the less effort will be required to achieve your business goals. In this unit, entrepreneurs learn how to segment their customers, apply marketing activities and create a marketing plan.

03. Solve It

BSBSLS408 Present, secure and support sales solutions

One of the biggest challenges for any sales person is to secure a sales opportunity. Research out of Harvard Business School says American families buy the same 150 products repeatedly. So, what is the trick to get potential customers to try your product and trust your business?

Learn how to prepare for a sales presentation, present a sales solution, respond to buyer signals, negotiate and finalise a sale and of course support post-sale activities.

04. Sold Sold Sold

BSBSLS407 Identify and plan sales prospects

Successful entrepreneurs say a good sales prospect plan should be short, simple and to the point. It's a strategic and tactical plan for acquiring new customers, growing existing clients and making and/or exceeding the sales quota. In this unit you will learn how to employ prospecting methods, qualify prospects, manage prospect information and write an individualised sales plan.

05. Plan it, Sell It and Motivate the Troops

BSBSLS501 Develop a sales plan // BSBSLS502 Lead and manage a sales team

Want to boost your business? It's time to learn how to develop a sales plan and manage your team. Businesses are increasingly seeking to boost their sales operations to capture more market share. To be successful businesses need a motivated and dynamic sales department and this requires specific tools and techniques. Discover how to identify organisational strategic direction, establish performance targets, develop and review a sales plan, direct a sales team and evaluate performance.

06. Research, Stand and Deliver

BSBPRO401 Develop product knowledge // BSBCMM401 Make a presentation

Entrepreneurs need to be able to find their niche in the marketplace and reach their target market. This means you need to understand your product and what makes it different to your competitors. Learn how to convert product knowledge into benefits, evaluate competitor products and prepare, deliver and review an awesome presentation to persuade your audience!

07. Influence and Network

BSBREL402 Build client relationships and business network

Relationships matter! They are the foundation on which your business should be built and they need to be nurtured. Maintaining and improving ongoing relationships with clients and building a comprehensive network will help your business to soar to new heights!

In this unit you will learn how initiate interpersonal communication with clients, establish management strategies and maintain ongoing relationships with customers and your network.

BSB50120 Diploma of Business

CRICOS Course Code: 104998F

So you may already be familiar with a business plan but perhaps you haven't found the key to unlocking a successful business? Learn about what's involved in running a business from managing staff, executing quality customer service, building policy and procedures to implementing a business plan. In the Diploma of Business you'll have the recipe to build an incredible business.

 **Start Date**
Monthly

 **58 Weeks**
Study: 42 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks

 **Face-to-Face**
14 hrs / week

 **Distance**
6 hrs / week

 **Campus**
Gold Coast

 **Potential Career Outcomes**
Business Owner // General Manager // Business Consultant // Start Your Own Business

 **Entry Requirements**
Please see page 67 for the full Entry Requirements

Subjects

01. The Thinker

BSBCRT511 Develop critical thinking in others

Critical thinking helps employees solve problems and build strategies that make them better at their jobs. This skill is ever important in the workplace as you want your employees to logically connect ideas, find inconsistencies and solve complex problems.

02. Think Outside The Budget

BSBFIN501 Manage budgets and financial plans

All businesses need to be prepared with budgets, this unit will show you how to undertake financial management in an organisation or work area. It includes planning and implementing financial management approaches and supporting and evaluating effectiveness of financial management processes.

03. Check Your Resources

BSBOPS501 Manage business resources

Learn how to manage resources according to planned business strategies. It includes analysing resource requirements, developing resource plans, allocating resources, and reviewing and reporting on resource usage.

04. Rules: Gotta Have Them

BSBSUS511 Develop workplace policies and procedures for sustainability

Business sustainability is often defined as managing the triple bottom line – a process by which businesses manage their financial, social and environmental risks, obligations and opportunities. In this unit you will learn how to develop workplace sustainability policy, communicate, implement and review this policy.

05. Communicate It

BSBXC501 Lead communication in the workplace

There is a right time and place for communication; effective communication in the workplace simply requires a little structure. Learn how to lead effective communication in the workplace.

06. Don't Be Stupid

BSBOPS504 Manage business risk

Every business will face risks that threatens its success. In this unit you will learn how to identify what could go wrong in a business content, evaluate which risks should be dealt with and implement strategies to deal with those risks.

07. Develop the Plan

BSBPMG430 Undertake project work

Learn how to undertake a straightforward project or a section of a larger project in this unit. You will cover developing a project plan, administering and monitoring the project, finalising and reviewing the project to identify lessons learned for application to future projects.

08. It's Your Responsibility

BSBSUS601 Lead corporate social responsibility

Within this unit you will learn to consult with stakeholders to develop, implement and evaluate corporate social responsibility policy in an organisation.

09. eBusiness

SIRXECM003 Design an ecommerce site

Choosing the right eCommerce platform can either make or break your online store's success. Learn how to design the interface of an eCommerce site. It requires the ability to determine the needs of an eCommerce site, develop designs that enhance usability and appearance, and review site functionality.

10. Business Literacy

BSBINS601 Manage knowledge and information

Companies that fail to share knowledge pay an enormous price for doing so. That makes it imperative for your organization to actively manage its knowledge so to increase its chances of success. Learn to develop and maintain information and data systems to support decision making, and to optimise the use of knowledge and learning throughout the organisation.

11. Access The Outcome

DEFEVL006 Evaluate business performance

Business is unpredictable, and about the only thing that you can count on is that everything continuously changes. You need to constantly measure your business performance so you know what's successful and what isn't. Learn to evaluate the performance of an organisation's business operations.

12. Keep it Short

BSBTWK503 Manage meetings

For some people meetings have become synonymous with wasting time. When you call a meeting you can almost hear the collective groan from down the hall. No matter where you work or who you work for, meetings are an important part of the job. There's only one problem: poorly planned and disorganised meetings are bad for business. Meetings can be the most powerful tool in the success of your business. However, like any tool, you can only fully reap the benefits when you use it properly.

HEALTH

About

Are you looking to develop your passion for fitness into an exciting career? Enjoy client interaction, great facilities and be mentored by fitness gurus who want to share their experience with you.

Join us down under for an incredible and life changing learning experience. Study at our awesome campus situated on the stunning East Coast of Australia. Enjoy the glitter strip in the heart of Surfers Paradise, Gold Coast.

Enrol now and discover the Australian way of life, enjoy beautiful sun and surf filled days and progress your career with Entrepreneur Education.

Our Courses

SIS30315 Certificate III in Fitness
CRICOS Course Code: 096773E

SIS40215 Certificate IV in Fitness
CRICOS Course Code: 096774D

“The water rescue was so much fun and at the same time I learned how important it is, especially living on the Gold Coast.”

SIS30315 Certificate III in Fitness

CRICOS Course Code: 096773E

Now's the chance to develop your passion for fitness into an exciting career with the Certificate III in Fitness. Get started by choosing to specialise in group, aqua or gym programs. Students will learn to conduct fitness appraisals, provide healthy eating options, provide quality service to all types of clients and incorporate anatomy and physiology principles into fitness programming. This hands-on experience will enable you to adapt for all fitness levels and learn the true meaning behind "no pain, no gain".



Start Date
Monthly



30 Weeks
Study: 21 weeks // Supervised Study: 3 weeks // Holidays: 6 weeks



Face-to-Face
14 hrs / week



Distance
6 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Gym Owner // Gym Instructor // Group Exercise Co-ordinator



Entry Requirements
Please see page 67 for the full Entry Requirements

Subjects

01. Know Your Client

SISFFIT001 Provide health screening and fitness orientation // SISFFIT006 Conduct fitness appraisals

Your job is to inspire your clients to meet their fitness goals and to do this you need a few tools and techniques. In this unit you will learn how to identify client fitness requirements, administer pre-exercise health screening and plan, conduct and evaluate a fitness appraisal.

02. Never Too Old

SISFFIT002 Recognise and apply exercise considerations for specific populations // SISFFIT014 Instruct exercise to older clients

Learn how to identify fitness requirements for different groups of clients including children, older adults, clients with a disability and culturally and linguistically diverse (CALD) groups. Learn how to develop specific program plans, conduct exercise sessions and evaluate these plans to get the best out of each client.

03. Quality = Priceless

SISXCCS001 Provide quality service // SISXIND001 Work effectively in sport, fitness and recreation environments

Providing quality service will keep your clients coming back and your business profitable. In this unit you will learn to address client needs and expectations, provide quality service and resolve customer complaints. You will develop industry knowledge, learn how to identify client needs and objectives, implement customer services practices and minimise risk.

04. Know Your Body

SISFFIT004 Incorporate anatomy and physiology principles into fitness programming

Understanding human anatomy is fundamental to writing great fitness programs for your clients.

Consolidate your understanding of anatomy and physiology in this unit and learn to apply this knowledge to your own professional practice.

05. Teamwork Makes the Dream Work

SISFFIT007 Instruct group exercise sessions // SISFFIT011 Instruct approved community fitness programs // SISFFIT003 Instruct fitness programs

Working in a group setting can be really motivating and fun for some clients. In this unit you will learn the performance outcomes, knowledge and skills required to plan, instruct and evaluate a variety of fitness programs and circuit sessions. This involves programming and instruction of cardiovascular, resistance and flexibility programs for low or moderate risk clients who have completed industry endorsed pre-exercise screening and risk stratification procedures.

06. The Painful Truth

SISFFIT005 Provide healthy eating information

Maintaining a healthy diet will improve overall health outcomes for your clients. Discover the fundamentals of healthy eating, balanced nutrition and nutritional practices to enhance peak performance.

07. Spray and Wipe

HLTWHS001 Participate in workplace health and safety // BSBRSK401 Identify risk and apply risk management processes // SISXFAC001 Maintain equipment for activities

Risk management and safe work practices are essential to the success of your business. Learn about the relevant laws, legislation and regulations you need to be aware of as well as how to conduct routine maintenance on gym equipment, conduct a risk assessment and manage a risk register.

08. Green is the new black

BSBSUS201 Participate in environmentally sustainable work practices

In this day and age, it is important to reduce negative environmental impacts within the workplace. With this unit you will learn how to effectively measure current resource use, carry out improvements and make our world a better place.

09. 000

HLTAID003 Provide first aid

Being able to care for your clients and provide first aid is critically important. Learn how to respond in an emergency, apply appropriate first aid, communicate details of the incident and evaluate the incident.

SIS40215 Certificate IV in Fitness

CRICOS Course Code: 096774D

Are you on the path to becoming a specialist within the fitness industry? Step up your career or start your own business and become a personal trainer with the Certificate IV in Fitness. Learn to work with groups, one-on-one or to improve health-related components of fitness in low risk situations. Discover more about nutrition and how to collaborate with medical and allied health professionals in a fitness context. If you're personally motivated and want to see the fire in your client's eyes, then this program will bring you independence; whether that's at a fitness centre, gym, aquatic and community centres, open spaces or your own facility.



Start Date
Monthly



54 Weeks
Study: 38 weeks // Supervised Study: 4 weeks // Holidays: 12 weeks



Face-to-Face
14 hrs / week



Distance
6 hrs / week



Campus
Gold Coast



Potential Career Outcomes
Personal Trainer // Health Professional // Gym Owner/Management // Special Needs Training Specialist



Entry Requirements
Please see page 75 for the full Entry Requirements

Subjects

01. You Can Do It

SISFFIT013 Instruct exercise to young people aged 13 to 17 years // SISFFIT020 Instruct exercise programs for body composition goals

Health, fitness and movement is important at all ages. Learn how to plan, instruct and evaluate exercise for young people aged thirteen to seventeen years. In this unit you will also learn how to change or maintain your clients desired and realistic body composition goals.

02. Rip In

SISXCAI009 Instruct strength and conditioning techniques // SISXCAI010 Develop strength and conditioning programs

Learn how to build and design drills, exercises and activities to instruct strength and conditioning techniques to individual athletes or groups of athletes according to their sport-specific needs or personal fitness goals.

03. Take the 'C' Off Chips and What Do You Get?

SISFFIT025 Recognise the dangers of providing nutrition advice to clients // SISFFIT026 Support healthy eating through the Eat for Health Program

Hot chips are best in moderation. In this unit you will learn about healthy eating and the risks associated with providing clients with nutritional advice. You will conduct audits on existing food products and over two weeks you will review several case studies working through the nutritional information in line with regulation standards.

04. The Customer is Not Always Right

SISXCCS003 Address client needs

It important to be able to manage ongoing and sometimes complex relationships with your clients. In this unit you will learn the importance of being able to match services to needs and you will become familiar with service provision options that can be negotiated with your client and customised to meet their needs.

05. It's Not a Sprint; It's a Marathon

SISFFIT023 Instruct group personal training programs // SISFFIT017 Instruct long-term exercise programs // SISFFIT016 Provide motivation to positively influence exercise behaviour

This theoretical unit is related to your practical tasks. During the next 6 weeks, while completing the practical logbook, you will be required to document the theoretical underpinnings of instructing long term exercise programs, group personal training programs and providing motivation to positively influence exercise behaviour.

06. Listen to the Doc

SISFFIT015 Collaborate with medical and allied health professional in a fitness context

Learning to collaborate with medical and allied health professionals as a fitness trainer is a vital part of ensuring that your client's program is developed in their best interests. You will learn to analyse pre-screening and fitness capacity and write professional referrals to medical personnel.

09. Safety First

HLTWHS003 Maintain work health and safety // SISXRES001 Conduct sustainable work practices in open spaces

Learn how to implement and monitor work health and safety (WHS) policies, procedures and work practices as part of a small work team. You will learn to conduct research of outdoor land condition, capability, uses and practices and develop and implement strategies to achieve sustainable practices for outdoor programs and activities.

06. Understand Your Business

BSBSMB404 Undertake small business planning // BSBSMB421 Manage small business finances // BSBSMB420 Evaluate and develop small business operations

Build a successful business by developing an integrated business plan for achieving your goals and objectives. In this unit you will develop and implement operational strategies and procedures and you will also learn how to monitor and review business performance and financial management strategies.

07. Let's Move

SISFFIT021 Instruct personal training programs // SISFFIT019 Incorporate exercise science principles into fitness programming // SISFFIT018 Promote functional movement capacity

This theoretical unit is related to your Project 3 subject and practical tasks. During the next 6 weeks, while completing the practical logbook, you will learn how to plan, instruct and evaluate personal training programs for a variety of clients in both controlled and uncontrolled environments.

08. Market Small Business

BSBSMB403 Market the small business

Improve your business performance by using a clear marketing strategy integrated into a business plan. Whether you operate a small business, or you work within a larger organisation, you will learn to analyse and interpret market data and apply this to improve business performance by developing a comprehensive marketing plan.



ENTRY REQUIREMENTS

Generic Entry Requirements

You will be required to satisfy the below Entry Requirements in order to enrol. Depending on what course you are enrolling in, you may be required to satisfy further Entry Requirements specific to the course.

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate IV or higher requires a minimum of Year 12 **OR** a minimum of a Certificate III level qualification or higher
- If there is no evidence of the above, the student must sit the Entrepreneur Language, Literacy and Numeracy (LLN) Test and achieve a satisfactory result

Please note: Home country evidence is accepted and must be translated

English Entry Requirement:

Students must provide evidence of successful completion of:

- Upper Intermediate Certificate or higher
- Certificate IV level or higher qualification in Australia
- IELTS 5.5-6, FCE Grade B or C, CAE 160-179, TOEFL 72-94, TOEIC 400-485 (listening), 385-450 (reading)
- Entrepreneur Education English Test, achieving at least Upper Intermediate level

Please note: All English evidence provided must be within a 2 year validity period. Either within two years before the application is made, or within two years of the visa grant

Course Resource Requirements:

The following resources are required to complete our courses:

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements

Please note: Students are required to purchase these items at their own expense. Depending on the course you are enrolling in, you may be required to have specific resources.

CREDIT TRANSFER

You may be eligible for Credit Transfers if you hold the same unit(s) from another provider. To be eligible; you must present your certified qualification at enrolment stage, together with the completed 'Course Credit Form'. Once assessed, you will be notified of the outcome. Should your achieved units be equivalent, your CoE/course duration will be reduced according to the amount of time needed to complete the outstanding units.

CUA41115 Certificate IV in Photography and Photo Imaging

CRICOS Course Code: 098406A

Course Resource Requirements:

The following resources are required to complete this course:

- **Camera:** Essential - DSLR Camera body or similar (preferably Canon or Nikon)
Preferable: Tripod and camera flash (such as: 430EX/580EX or Nikon SB700/SB900)
- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

CUA50915 Diploma of Photography and Photo Imaging

CRICOS Course Code: 096618E

Course Resource Requirements:

The following resources are required to complete this course:

- **Camera:** Essential - DSLR Camera body or similar (preferably Canon or Nikon)
Preferable: Tripod and camera flash (such as: 430EX/580EX or Nikon SB700/SB900)
- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Students are required to submit photo images and complete the Entrepreneur Image Questionnaire to demonstrate introductory level technical skills in using the features of a DSLR camera.

CUA40715 Certificate IV in Design

CRICOS Course Code: 0101417

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

CUA50715 Diploma of Graphic Design

CRICOS Course Code: 096618E

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Students are required to produce an example of a small design project as an entry requirement into this course. The work must demonstrate the ability to:

- Produce multiple examples of graphic design work that respond effectively to different design challenges
- Produce typography that supports the overall design solution
- Use graphic design industry software
Examples: business cards, invitations and logos

CUA60315 Advanced Diploma of Graphic Design

CRICOS Course Code: 0101419

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

Course Entry Requirement:

Option 1: Completion of the following units of competency from Entrepreneur Education CUA50715 Diploma of Graphic Design

- CUAIND502 Maintain and apply creative arts industry knowledge
- CUAGRD506 Develop graphic design practice to meet industry needs
- CUAPPR502 Develop own sustainable professional practice)
- CUAPPR503 Present a body of own creative work
- BSBCMM401 Make a presentation

Option 2: Students are required to produce a professional portfolio of graphic design work. The professional portfolio of work must demonstrate the ability to:

- apply visual communication history and theory to own professional practice
- produce professional typography
- produce graphic designs for two-dimensional and three-dimensional applications
- create and manipulate graphics and design complex publication layouts

BSB50620 Diploma of Marketing and Communication

CRICOS Course Code: 104996H

Pre-Requisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the BSB42415 Certificate IV in Marketing and Communication:

- BSBCMM401 Make a presentation
- BSBCRT401 Articulate, present and debate ideas
- BSBMGT407 Apply digital solutions to work processes
- BSBMKG417 Apply marketing communication across a convergent industry
- BSBMKG418 Develop and apply knowledge of marketing communication industry

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>

Please note: students are required to purchase these items at their own expense.

BSB60520 Advanced Diploma of Marketing and Communication

CRICOS Course Code: 105000E

Course Resource Requirements:

The following resources are required to complete this course:

- **Computer Requirements:** Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.
- **Adobe Creative Cloud Suite:** must have a subscription to the current version.
- **Computer System Requirements:**
Visit <https://helpx.adobe.com/photoshop/system-requirements.html>
Please note: students are required to purchase these items at their own expense.

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate IV or Diploma requires a minimum of Year 12 OR a minimum of a Certificate III level qualification or higher

Please note: home country evidence is accepted and must be translated

Pre-Requisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the BSB50620 Diploma of Marketing and Communication:

- 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.

SIS40215 Certificate IV in Fitness

CRICOS Course Code: 096774D

Pre-Requisite Requirements:

Entry to this qualification is open to individuals who hold the following units of competency from the SIS30315 Certificate III in Fitness:

- HLTAID003 Provide first Aid (must be current)
- SISFFIT001 Provide health screening and fitness orientation
- SISFFIT002 Recognise and apply exercise considerations for specific populations
- SISFFIT003 Instruct fitness programs
- SISFFIT004 Incorporate anatomy and physiology principles into fitness programming
- SISFFIT005 Provide healthy eating information
- SISFFIT006 Conduct fitness appraisals
- SISFFIT014 Instruct exercise to older clients
- SISXCCS001 Provide quality service

Course Resource Requirements:

The following resources are required to complete this course:

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.

Please note: students are required to purchase these items at their own expense

CPC31311 Certificate III in Wall and Floor Tiling

CRICOS Course Code: 096959F

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate III requires a minimum completion of Year 10 OR a minimum of a Certificate II level qualification or higher.
- If there is no evidence of the above, the student must sit the Entrepreneur Language, Literacy and Numeracy (LLN) Test and achieve a satisfactory result.

Please note: home country evidence is accepted and must be translated.

Mathematics Entry Requirement:

Students must complete and pass the Entrepreneur Education mathematics test.

Course Entry Requirement:

The following resources are required to complete this course

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.

CPC30620 Certificate III in Painting & Decorating

CRICOS Course Code: 104994K

Academic Entry Requirement:

Students must provide evidence of successful completion of:

- Certificate III requires a minimum completion of Year 10 OR a minimum of a Certificate II level qualification or higher.
- If there is no evidence of the above, the student must sit the Entrepreneur Language, Literacy and Numeracy (LLN) Test and achieve a satisfactory result.

Please note: home country evidence is accepted and must be translated.

Mathematics Entry Requirement:

Students must complete and pass the Entrepreneur Education mathematics test.

Course Entry Requirement:

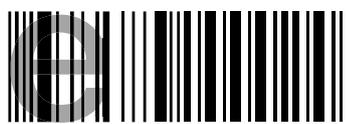
The following resources are required to complete this course

- Computer Requirements - Students will require continual access to their own laptop computer during class and outside of class to meet distance education requirements.



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