

MACLEAY COLLEGE

ENROL NOW. GRADUATE IN 12 MONTHS

Many people aspire to be a leader in business, but very few take the next steps to make this happen. Enrol in Macleay College's one-year Diploma in Business Management and you will put yourself on the fast-track to a career that will get you jobs in a huge number of industries. We will teach you the skills to become a respected business leader whether it is working for someone or running your own business.

ACCOUNT MANAGEMENT ■ BUSINESS DEVELOPMENT MANAGER ■ BUSINESS ANALYST ■ FINANCIAL SERVICES MANAGER ■ MANAGEMENT OFFICER ■ MANAGEMENT CONSULTANT ■ BUSINESS OWNER ■ MARKETING EXECUTIVE

QUALITY OF EDUCATION

The Diploma of Business Management is designed to provide students with a thorough foundation of knowledge and skills for entry-level employment in management. The course teaches students the key principles of management combined with intensive knowledge of marketing, human resources, management, business law and structures.

KEY SUBJECTS

Students will learn about the role of management in Australian business. This includes an overview of business structures in Australia and their relevance to our economy as well as an examination of the management styles, personal attributes and skills required

to be an effective manager. Students are also introduced to small business and its importance to Australia's economy. The course covers small business structures, management issues and the impact of government legislation and taxation law on small business operations. Students will examine the development of a small business plan including financial and marketing plans. Business Law provides students with a basic understanding of the Australian legal system and how it operates in a business environment. It focuses on the law of tort, different types of business structures, contract, trade practices, intellectual property and employment. The emphasis of the course will be on business situations which students will encounter in the

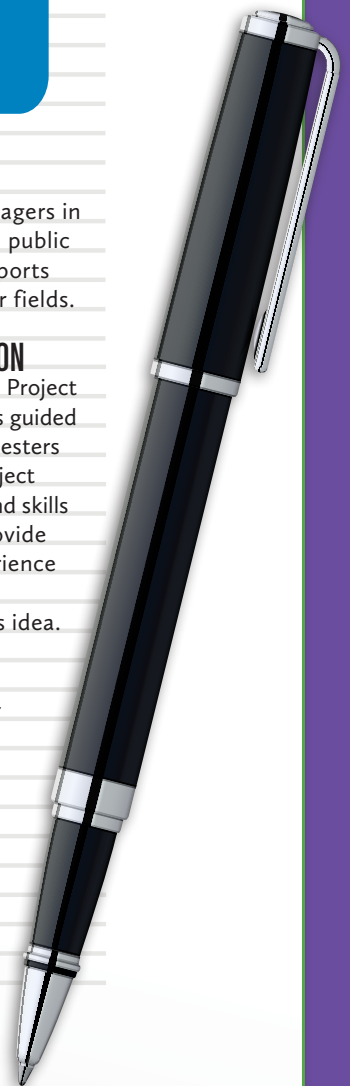
future as business managers in marketing, accounting, public relations, journalism, sports management and other fields.

PRACTICAL APPLICATION

The Business Enterprise Project is a group project that is guided by a mentor during trimesters two and three. This subject combines knowledge and skills from other units to provide the student with experience in the planning and execution of a business idea. Students will plan and execute a business idea that attempts to deliver a profit to shareholders, and value to customers, while building effective working relationships. The course also includes an internship with a business. This often leads to a job upon graduation.

macleay.edu.au | study@macleay.edu.au

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1 YEAR FULL-TIME 2 YEARS PART-TIME

NEW CBD CAMPUS IS NOW OPEN

Macleay College opens its new \$2 million campus in Sydney's CBD on January 20, 2012. The new campus is just 2 minutes' walk from Central Station and major transport routes across Sydney. Students who join us in 2012 will discover:

- Industry-standard television and radio studios for student use
- 65 brand-new computers (PC and Mac) featuring the latest industry software for all of our courses
- Modern classrooms with the latest audiovisual equipment, plus a large Student Zone at street level with specific areas for socialising and studying.

COURSE DETAILS

A full load of study is four units per trimester. It is possible to complete the Diploma of Business Marketing specialising in Travel and Tourism in a minimum of one year or a maximum of two years. Part-time enrolment requires completion of no less than two units per trimester. Admission is based on completion of NSW HSC or equivalent Australian senior secondary certificate.

PATHWAYS TO UNIVERSITY

Macleay College has articulation agreements with the University of Technology, Sydney, University of Wollongong and Bond University for graduates

who wish to go on to further study. A minimum of a credit average is required.

HELP WITH PAYING FEES

Macleay College students have access to two loan schemes to help pay their fees: the FEE-HELP loan assistance scheme from the Australian Government or a student bank loan scheme. Contact our Student Services Team for more details. For Youth Allowance and Austudy, students are generally required to undertake a full-time course and fulfil the normal conditions that apply to those payments. Part-time students should contact Centrelink to see if they qualify.

OUR SERVICE GUARANTEE

Macleay College has built an unmatched reputation for delivering job-ready graduates after just 12 months of study. We do this by guaranteeing our tutorial sizes at 20 people or less, so our students get plenty of personal attention from their lecturers. We also make industry internships a mandatory part of the courses we teach. We assist every student in this process, with many going on to be employed after graduation.