



# GCME

CAREER GUIDE

YOUR **SUCCESS**  
STARTS AT **GREENWICH**

STUDY **VOCATIONAL COURSES** IN **AUSTRALIA**

# ACCREDITATIONS AND ASSOCIATIONS

## ASQA

ASQA is the recognition and registering authority in Australia for all RTOs that issue Australian Qualifications Framework (AQF) qualifications and statements of attainment.

Quality assured and nationally recognised training and qualifications. Approved to provide courses to overseas students studying in Australia and listed on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

[Australian Skills Quality Authority](#)

## FLA

Greenwich Management College programs have flexible delivery methods and we ensure assessments are fair and equitable. We vary our learning methods as well as provide flexible assessments to meet individual special learning needs. The important focus is placed on the student achieving the required learning outcomes, competencies, and/or the standards rather than the method itself.

[Flexible Learning & Assessment](#)

## OET

Greenwich English College is an official OET (Occupational English Test) Testing Centre.

## AQTF

The AQTF is the national set of standards which assures nationally consistent, high quality vocational training and assessments in Australia.

[Australian Quality Training Framework](#)

## CELA

Greenwich English College is an authorised Cambridge Testing Centre.

[University of Cambridge English Language Assessments](#)

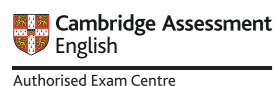
## RPL

RPL assesses a person's skills and knowledge they have achieved through informal education and training, as well as course credit for previous formal education and training. RPL is only available for Australian Qualifications Framework (AQF) awards. Contact us for more information on how to apply.

[Australian Quality Training Framework](#)

## TOEFL

Greenwich English College is an official TOEFL (Test of English as a Foreign Language) Testing Centre.



Greenwich College is a proud member of the NextEd Group, a leading training provider delivering accredited and non accredited education and training solutions throughout Australia and internationally.



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Click to go! Navigate through our brochure by clicking our [interactive table of contents](#) to quickly access the information you are looking for.

# BE A SUCCESS!

Greenwich Management College offers high quality business and management courses especially designed for international students. We offer flexible timetables, interactive lectures and learning support specifically aimed at non-native speakers of English.

**Study at Greenwich Management College and get your career on track for success!**

## WHY STUDY WITH US?



Flexible timetable options to suit students' needs - day, evening and Saturday options.



Modern, attractive campuses with comfortable well-lit classrooms, student kitchens, Wi-Fi and mobile labs.



The best professional trainers with current industry experience, ongoing professional development and a 'customer-service' focus.



All courses are nationally accredited through the Australian Skills Quality Authority (ASQA).



Industry engagement opportunities throughout each course.



Easy transition from Greenwich English College to ensure your English is at the right level to help you excel in your professional studies and career.



# SAY HELLO TO A NEW WORLD OF POSSIBILITIES

Greenwich Management College offers a range of management focused vocational courses that are perfect to give you a kick-start to your chosen career. Whether you are upskilling in your current field or looking for a change in career path, our courses are the perfect choice for you. Our courses are practical and combine real life case studies and hands on learning to give you the best possible opportunity to succeed in your chosen area.

Greenwich Management College is able to offer our students a high level of industry engagement and interaction with genuine business leaders and entrepreneurs. In addition to your Certificate, Diploma, Advanced Diploma or Graduate Diploma, you will also graduate being job ready with industry insight and guidance to help you excel in your chosen field.

COURSE	QUALIFICATION	DURATION	CODE
WORKPLACE SKILLS	CERTIFICATE II	24 WEEKS	BSB20120
BUSINESS	CERTIFICATE IV	40-44 WEEKS	BSB40120
BUSINESS (DIGITAL TRANSFORMATION)	DIPLOMA	52 WEEKS	BSB50120
MANAGEMENT (LEARNING)	GRADUATE DIPLOMA	52 WEEKS	BSB80120
LEADERSHIP AND MANAGEMENT	CERTIFICATE IV	40-44 WEEKS	BSB40520
	DIPLOMA	52 WEEKS	BSB50420
	ADVANCED DIPLOMA	52 WEEKS	BSB60420
PROJECT MANAGEMENT PRACTICE	CERTIFICATE IV	40-44 WEEKS	BSB40920
PROJECT MANAGEMENT	DIPLOMA	52 WEEKS	BSB50820
PROGRAM MANAGEMENT	ADVANCED DIPLOMA	52 WEEKS	BSB60720
MARKETING AND COMMUNICATION	CERTIFICATE IV	40-44 WEEKS	BSB40820
	DIPLOMA	52 WEEKS	BSB50620



**APPLY NOW!**

**INTAKES EVERY 8 WEEKS**

## 2022

TERM 1: <b>24 JAN 22</b>	TERM 3: <b>16 MAY 22</b>	TERM 5: <b>05 SEP 22</b>
2 WEEK HOLIDAY	2 WEEK HOLIDAY	2 WEEK HOLIDAY
TERM 2: <b>21 MAR 22</b>	TERM 4: <b>11 JUL 22</b>	TERM 6: <b>31 OCT 22</b>
2 WEEK HOLIDAY	2 WEEK HOLIDAY	2 WEEK HOLIDAY + CHRISTMAS BREAK

## 2023

TERM 1: <b>23 JAN 23</b>	TERM 3: <b>15 MAY 23</b>	TERM 5: <b>04 SEP 23</b>
2 WEEK HOLIDAY	2 WEEK HOLIDAY	2 WEEK HOLIDAY
TERM 2: <b>20 MAR 23</b>	TERM 4: <b>10 JUL 23</b>	TERM 6: <b>30 OCT 23</b>
2 WEEK HOLIDAY	2 WEEK HOLIDAY	2 WEEK HOLIDAY + CHRISTMAS BREAK

# ENTRY REQUIREMENTS AND PATHWAYS



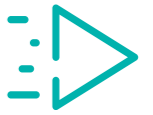
Students must be **18** years of age and over at time of study.



Completed **year 10 or equivalent** (Certificates & Diplomas)  
Completed **year 12 or equivalent** (Advanced & Graduate Diploma)



IELTS **4.5** (Cert. II)  
IELTS **5.5** (Cert. IV, Diploma & Advanced Diploma).



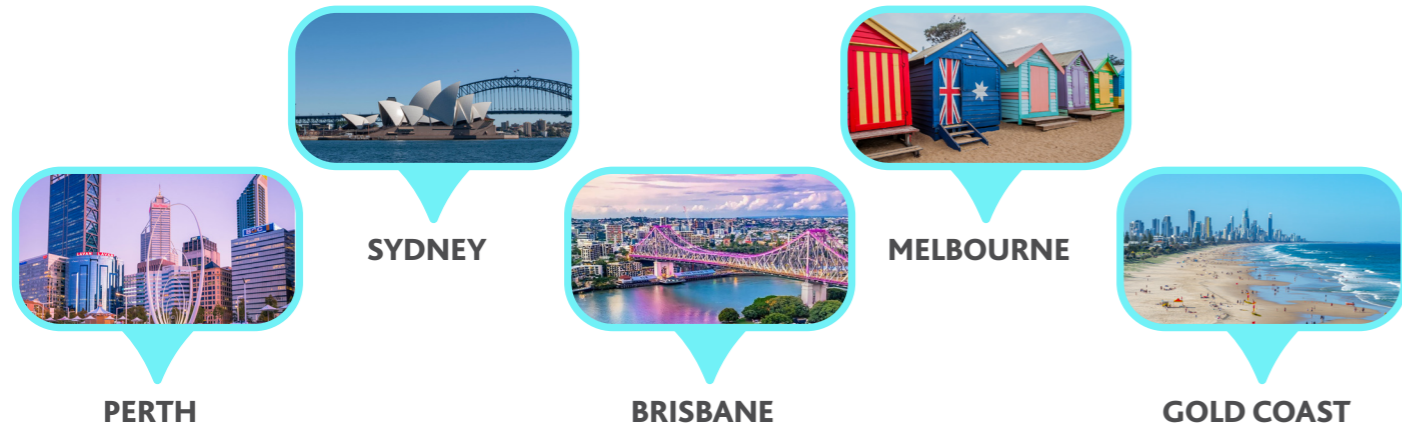
Check **direct entry** available for students on our website.



Do you want to go on to further study at University or College? Greenwich Management College is a highly regarded direct entry pathway provider for selected leading Australian universities and colleges - so you can gain entry without needing to complete an official entrance exam (such as IELTS), or gain credit transfers to our partners programs after completing our selected courses.



# CAMPUSES LOCATIONS



## AMENITIES AND ADVANTAGES OF OUR CAMPUSES



MOBILE  
COMPUTER LABS  
& FREE WIFI



WELL EQUIPPED  
CLASSROOMS



KITCHEN  
FACILITIES



COMMON  
BREAK AREAS



MULTIMEDIA  
LEARNING  
ENVIRONMENT



CENTRAL  
LOCATIONS



EASY ACCESS  
TO PUBLIC  
TRANSPORT



CLOSE TO THE  
BEST CITY  
ATTRACTIVE



STUDENT  
DIVERSITY

# PERTH CAMPUS

Perth campus is bright, colourful and fully equipped for all training needs. Just 5 minutes from the Maylands Cafe strip and the infamous Bayswater bridge. Studying in Perth offers a unique experience. With its stunning landscapes, amazing beaches, and vibrant culture, Perth is one of the most beautiful cities in the world. It's also a great place to get an education, boasting some of Australia's top universities.



# WHY PERTH?



Affordable  
city



Easy to get  
around



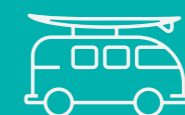
Great urban and  
outdoor lifestyle  
culture



Variety of things  
to do  
in the city



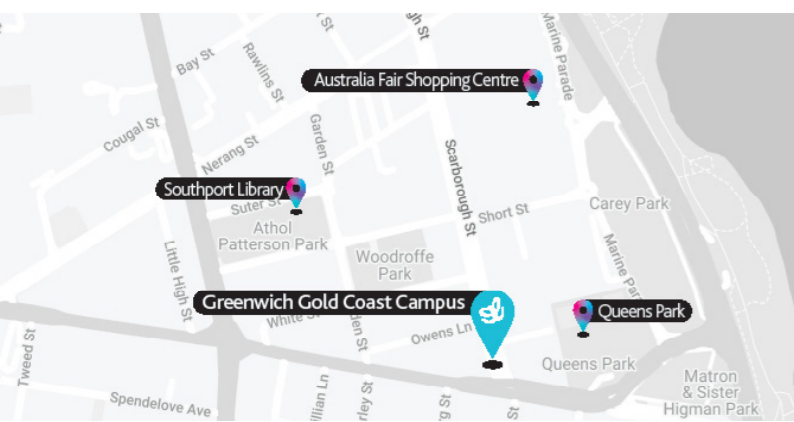
Warm  
weather



Beautiful  
weekend  
getaways

# GOLD COAST CAMPUS

Greenwich's Gold Coast campus is located in Southport, close to the Australia Fair shopping centre and public transport, which has a great network including tram service. Cycling and walking are popular in the city, with over 1,000 kilometres of cycling trails. Enjoy an average of 300 days of sunshine per year with an average yearly temperature of 29 degrees Celsius.



# WHY GOLD COAST?



Affordable city



City of surf



70 kilometres of beautiful coastline



1h from Brisbane



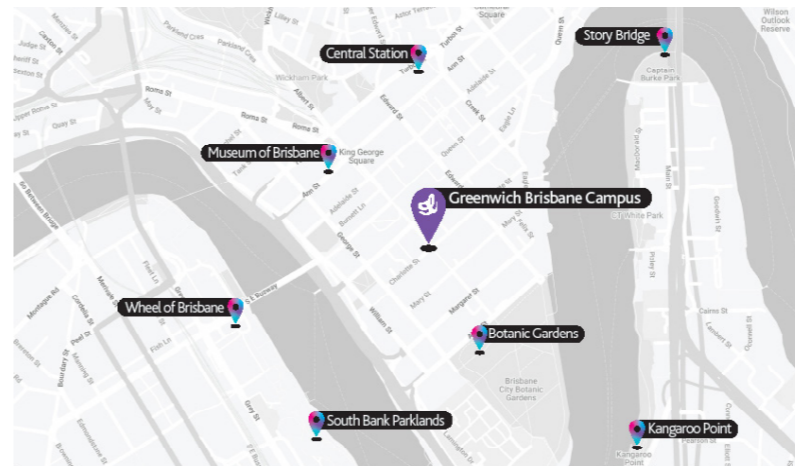
300 days of sunshine



Easy to get around

# BRISBANE CAMPUS

Greenwich's Brisbane city campus is close to the botanical gardens and is a short walk to the heart of the city centre. It is easily accessible by various modes of transport and surrounded by a variety of shops, cafes and restaurants.



# WHY BRISBANE?



Affordable city



Easy to get around



Great urban and outdoor lifestyle culture



Variety of things to do in the city



Warm weather



Beautiful weekend getaways

# SYDNEY CAMPUS

Greenwich English College's modern campuses are located in the heart of Sydney's bustling CBD. Transport, shopping, cafes, entertainment hotspots and major attractions including historical sites and natural beauty, are all within easy walking distance. Some of the world's best-known beaches are a short bus-ride away – so it's easy to experience the best this dynamic city has to offer while you study.



Sydney is one of the world's most naturally stunning and dynamic cities. It has beautiful beaches, exciting cultural festivals, national parks (home to native animals and plants), and an incredible range of restaurants, shops, bars and nightclubs. Sydney's great weather promotes an active, outdoor lifestyle with plenty of fun activities, full of vibrant and outgoing people.



# WHY SYDNEY?



Great beaches and surfing (only 15 mins from campus)



Excellent job opportunities for a large range of industries



World famous festivals and events throughout the year



Restaurants and food from all over the world



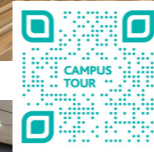
Countless outdoor activities and places to explore



Top most livable and picturesque city in the world

# MELBOURNE CAMPUS

Greenwich English College's state-of-the-art campus is located in the centre of vibrant Melbourne. It's easily accessible via public transport - with the free tram stop and Southern Cross train station on its doorstep. Better yet – you'll be spoiled for choice with a host of dining options, laneways, bars, world-class shops, beautiful parks and major attractions just minutes away.



Brisbane is a safe and welcoming city with sunny weather all year round, perfect for outdoor activities. The city is one of Australia's fastest-growing capital and offers a great range of opportunities for international students. Brisbane is also one of Australia's most affordable metropolitan cities.



# WHY MELBOURNE?



World's most livable city 7 years running



Free public transport throughout the city centre



Lots of work opportunities for many different industries



Home to famous events (F1 Grand Prix and Australian Open)



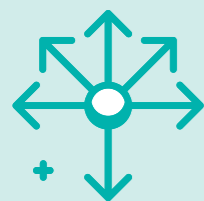
Beautiful beaches (including the unique Brighton Bathing Boxes to visit)



Famous for its art, cultural diversity and graffitied laneways

# LIVE AND STUDY IN AUSTRALIA

By choosing to study in Australia, you'll join thousands of students from all over the world as they seek to discover new friends and opportunities in this beautiful country, which is consistently ranked in the world's top 10 most liveable and happiest countries in the world. Greenwich Management College offers you ongoing support as you settle in, including offering regular events to help you adjust quickly and effectively to your new life.



## FUTURE FIRST FAIR

The Future First Fair connects you directly to more than 30 of Australia's leading universities and colleges. You can discover more information about their courses and discuss your options for further study in Australia. There is a wide range of courses on offer, ranging from vocational certificates to post-graduate degrees.



## INFO SESSION

Info Sessions are held each month and give you the opportunity to access important and useful details on key aspects of life in Australia. Sessions will include topics such as your work rights, visa information, tax processes, how to find a job and how best to settle in Australia. The sessions will help you to thrive in your new home and make your experience the best it can be.



# MAKE THE MOST OF YOUR STUDIES

Our trainers are eager to help you achieve your study goals and address your individual learning needs. Join our Skills Development Classes as an extension of the scheduled face-to-face class to get extra support and guidance during your entire study plan - available for all terms and timetables. We have listed six benefits below on how our Skills Development Classes can help you make the most of your studies at Greenwich Management College.



## EXTRA SUPPORT AND GUIDANCE

An extension lesson of the scheduled face-to-face class to get extra support and guidance.



## ONE-ON-ONE SUPPORT

Have a regular one-on-one support session with a trainer to address your individual learning needs.



## WORK ON ASSESSMENTS TASKS

Seek further clarification or guidance on your assessment tasks or the content of the unit.



## WORK ON SKILLS COMPONENT

Address the 'skills' component of the assessment task (example: role plays and presentations).



## WORK ON RE-ASSESSMENTS

Work on your re-assessments with support and guidance from your skill trainer.



## WORK ON UNITS FROM PREVIOUS TERMS

Seek assistance to work on units you may not have passed in the previous terms.

## MICROLEARNING COURSES TO AMPLIFY YOUR CAREER PROSPECTS

Boost your career skills through our microlearning courses. Available as standalone micro-courses or as part of two packages of three micro-courses, each will focus on a relevant aspect of your own professional development that will immediately improve your ability and understanding. Designed to be short, practical and focused, our micro-courses are convenient to your work and life commitments and only minimal online self-led preparation is required.

### EMOTIONAL INTELLIGENCE FOR DEVELOPING TEAMS

Learn the elements of emotional intelligence and how to build highly engaged and effective teams.

### EFFECTIVE DECISION MAKING

Learn analytical techniques with access to templates that will make your decision making process easier.

### ORGANISATIONAL CHANGE MANAGEMENT

Gain knowledge and skills to manage and lead organisational change.

### SUPPLY CHAIN MANAGEMENT

Gain understanding of the methods and practices involved in supply chain management

### THE POWER OF DELEGATION

Learn skills and knowledge required to manage delegation in the workplace.

### AGILE FOR PROJECT MANAGEMENT

Gain understanding of what an agile approach to project management really is.

## FREE EMPLOYABILITY TOOLKIT

[CLICK TO ACCESS](#)

Our **READYyourself** toolkit will take you on a step-by-step journey – from defining yourself and purpose, choosing your career path and identifying recruitment opportunities – to aspects of job application processes. Additional focus is also given to your professional branding all the way through to alternative career pathways options.



# WORKPLACE SKILLS AND BUSINESS

In this day and age business environments require an integrated approach in all areas. Our Workplace and Business courses will give you the hard and soft skills to be successful in these disruptive, digital and data driven environments.

## WORKPLACE SKILLS CERTIFICATE II BSB20120

This course is for you if you're at the start of your business world career. Learn skills in the key areas of marketing, customer service, team development, and project management.

24 WEEKS COURSE AT 20 HOURS PER WEEK

## BUSINESS CERTIFICATE IV BSB40120

Take your skills to the next level in marketing, customer service, team development, and project management. Build your strong analytical and problem-solving techniques to further your career up the ranks.

40-44 WEEKS COURSE AT 20 HOURS PER WEEK

## BUSINESS (DIGITAL TRANSFORMATION) DIPLOMA BSB50120

Learn practical digital skills that are used and needed in many fields, including social media, advertising, email marketing, SEO, content creation and more. Discover how to utilise business data to create effective strategies, enhancing your career, value and earning potential.

52 WEEKS COURSE AT 20 HOURS PER WEEK

### CAREER OPPORTUNITIES:

- ADMINISTRATIVE ROLES
- COORDINATOR/MANAGER ROLES
- PROJECT OFFICER
- BUSINESS DEVELOPMENT MANAGER
- PROGRAM COORDINATOR



*I enjoy that the course is flexible and relaxed, and that I was assigned a great lecturer. I can discuss the lessons/information without being pressured. I'm currently working part-time in a fashion retail company in the city and this course helped me to expand my connection with people and communication skills.*

ESPERANZA | DIPLOMA OF BUSINESS



# WHAT WILL YOU LEARN?

The Certificate II in Workplace Skills is designed to equip you with the basic skills to begin a successful career in business in an English-speaking country. You will learn to communicate in the workplace and produce digital workplace documents. Gain business knowledge and extends your skills with our Certificate IV in Business so that you can learn the basics of successfully contributing in a business environment. You will learn to implement customer service strategies and basic leadership skills.

CERTIFICATE II IN WORKPLACE SKILLS	
BSBWHS211	CONTRIBUTE TO THE HEALTH AND SAFETY OF SELF AND OTHERS (CORE)
BSBSUS211	PARTICIPATE IN SUSTAINABLE WORK PRACTICES (CORE)
BSBCMM211	APPLY COMMUNICATION SKILLS (CORE)
BSBOPS201	WORK EFFECTIVELY IN BUSINESS ENVIRONMENTS (CORE)
BSBPEF202	PLAN AND APPLY TIME MANAGEMENT (CORE)
BSBOPS203	DELIVER A SERVICE TO CUSTOMERS
BSBPEF201	SUPPORT PERSONAL WELLBEING IN THE WORKPLACE
BSBTEC201	USE BUSINESS SOFTWARE APPLICATIONS
BSBTEC202	USE DIGITAL TECHNOLOGIES TO COMMUNICATE IN A WORK ENVIRONMENT
BSBTEC203	RESEARCH USING THE INTERNET

CERTIFICATE IV IN BUSINESS	
BSBCRT411	APPLY CRITICAL THINKING TO WORK PRACTICES (CORE)
BSBTEC404	USE DIGITAL TECHNOLOGIES TO COLLABORATE IN A WORK ENVIRONMENT (CORE)
BSBTWK401	BUILD AND MAINTAIN BUSINESS RELATIONSHIPS (CORE)
BSBWHS411	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS (CORE)
BSBWRT411	WRITE COMPLEX DOCUMENTS (CORE)
BSBXCM401	APPLY COMMUNICATION STRATEGIES IN THE WORKPLACE (CORE)
BSBPEF402	DEVELOP PERSONAL WORK PRIORITIES
BSBPEF403	LEAD PERSONAL DEVELOPMENT
BSBCMM411	MAKE PRESENTATIONS
BSBPMG430	UNDERTAKE PROJECT WORK
BSBMKG434	PROMOTE PRODUCTS AND SERVICES
BSBOPS404	IMPLEMENT CUSTOMER SERVICE STRATEGIES

The Diploma of Business (Digital Transformation) will equip you to gain a deeper understanding of the digital world. We've recognised the need for this qualification to help upskill students in all aspects of data management and usage, digital marketing, communication and other industry relevant digital skills. Optimise your strategies and tactics to get 100% job ready.

DIPLOMA OF BUSINESS (DIGITAL TRANSFORMATION)	
BSBCRT511	DEVELOP CRITICAL THINKING IN OTHERS (CORE): HOW DIGITAL MARKETING AFFECTS YOUR AUDIENCE
BSBFIN501	MANAGE BUDGETS AND FINANCIAL PLANS (CORE): CONTROL YOUR DIGITAL BUDGET
BSBOPS501	MANAGE BUSINESS RESOURCES (CORE): MANAGE YOUR DIGITAL RESOURCES
BSBSUS511	DEVELOP WORKPLACE POLICIES AND PROCEDURES FOR SUSTAINABILITY (CORE): DEVELOP AN INTERNAL SUSTAINABILITY PROGRAM
BSBXCM501	LEAD COMMUNICATION IN THE WORKPLACE (CORE): BUILD A WORKPLACE COMMUNICATION PLAN
BSBDAT501	ANALYSE DATA: MAXIMISE THE EFFECT OF YOUR DIGITAL STRATEGY & SEO
BSBINS502	COORDINATE DATA MANAGEMENT: MARTECH AND AUTOMATION - CRM AND CMS
BSBTEC403	APPLY DIGITAL SOLUTIONS TO WORK PROCESSES: DEVELOP DIGITAL SOLUTIONS TO WORK PROCESSES
BSBXCS402	PROMOTE WORKPLACE CYBER SECURITY AWARENESS AND PRACTICES: NAVIGATE THE DIGITAL WORLD SAFELY
BSBSUS601	LEAD CORPORATE SOCIAL RESPONSIBILITY: CREATE A SOCIAL RESPONSIBILITY FOCUS
BSBCRT412	ARTICULATE, PRESENT AND DEBATE IDEAS: DEVELOP AND CREATE WORKPLACE COMMUNICATIONS
BSBTWK503	MANAGE MEETINGS: HOST GREAT DIGITAL MEETINGS

MASTER THE WORLD OF DIGITAL AND DATA

**INDUSTRY ENGAGEMENT**

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.

**PRACTICAL LEARNING**

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.

**CAREER KICKSTART**

Perfect if you are fresh out of college or looking to fast-track or reboot your career path. You will learn key skills to apply in the workplace and accelerate your progress inside your industry.

# LEADERSHIP AND MANAGEMENT

Leadership and Management is perfect for students that want to learn the skills and expertise required to manage and lead teams with ability, success and confidence - vital in any industry.

Students will learn and practice a wide range of relevant skills and develop abilities that will enable them to thrive in larger companies and organisations.

## LEADERSHIP AND MANAGEMENT

### CERTIFICATE IV BSB40520

Develop skills across a range of areas including: customer service, financial administration and business communication to achieve success in a leadership position.

**40-44 WEEKS COURSE AT 20 HOURS PER WEEK**

## LEADERSHIP AND MANAGEMENT

### DIPLOMA BSB50420

Our diploma will take you to a new level in developing advanced aspects of leadership and management including how to plan, organise, implement and monitor the success of teams within an organisation.

**52 WEEKS COURSE AT 20 HOURS PER WEEK**

## LEADERSHIP AND MANAGEMENT

### ADVANCED DIPLOMA BSB60420

Gain knowledge and initiative to lead a company, your business or a team from the front, guiding them to success. Learn how to recruit, train and manage your teams with ability and confidence.

**52 WEEKS COURSE AT 20 HOURS PER WEEK**

### CAREER OPPORTUNITIES:

- SALES MANAGER
- TEAM LEADER
- OPERATIONAL COORDINATOR/MANAGER
- SMALL BUSINESS MANAGER/OWNER
- SENIOR PROJECT/PROGRAM MANAGER



BUILD YOUR BUSINESS LEADERSHIP SKILLS

*I really enjoy the experience we gain during our course. We practice with real situations and we share ideas and solutions. Problem-solving skills are essential in these areas of study. During this course, I improved my communication skills and feedback techniques that aim to maximise workplace productivity through planning and assigning tasks. I am currently working as a Team Leader so every notion is relevant to my job.*

CAMILLA CENCI | DIPLOMA OF LEADERSHIP AND MANAGEMENT



# WHAT WILL YOU LEARN?

The Certificate IV and Diploma of Leadership and Management will equip you to motivate, mentor and coach high performing teams. You will also learn effective communication and how to work with many types of people. You will become an effective leader and be able to work seamlessly with other departments and stakeholders.

## CERTIFICATE IV IN LEADERSHIP AND MANAGEMENT

BSBLDR411	DEMONSTRATE LEADERSHIP IN THE WORKPLACE (CORE)
BSBLDR413	LEAD EFFECTIVE WORKPLACE RELATIONSHIPS (CORE)
BSBOPS402	COORDINATE BUSINESS OPERATIONAL PLANS (CORE)
BSBXCM401	APPLY COMMS STRATEGIES IN THE WORKPLACE (CORE)
BSBXTW401	LEAD AND FACILITATE A TEAM (CORE)
BSBLDR412	COMMUNICATE EFFECTIVELY AS A WORKPLACE LEADER
BSBLDR414	LEAD TEAM EFFECTIVENESS
BSBPEF402	DEVELOP PERSONAL WORK PRIORITIES
BSBWH5411	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS
BSBCRT412	ARTICULATE, PRESENT AND DEBATE IDEAS
BSBOPS404	IMPLEMENT CUSTOMER SERVICE STRATEGIES
BSBPMG430	UNDERTAKE PROJECT WORK

## DIPLOMA OF LEADERSHIP AND MANAGEMENT

BSBCMM511	COMMUNICATE WITH INFLUENCE (CORE)
BSBCRT511	DEVELOP CRITICAL THINKING IN OTHERS (CORE)
BSBLDR523	LEAD AND MANAGE EFFECTIVE WORKPLACE RELATIONSHIPS (CORE)
BSBOPS502	MANAGE BUSINESS OPERATIONAL PLANS (CORE)
BSBPEF502	DEVELOP AND USE EMOTIONAL INTELLIGENCE (CORE)
BSBTWK502	MANAGE TEAM EFFECTIVENESS (CORE)
BSBOPS505	MANAGE ORGANISATIONAL CUSTOMER SERVICE
BSBSTR502	FACILITATE CONTINUOUS IMPROVEMENT
BSBSU511	DEVELOP WORKPLACE POLICIES AND PROCEDURES FOR SUSTAINABILITY
BSBTWK503	MANAGE MEETINGS
BSBXCM501	LEAD COMMUNICATION IN THE WORKPLACE
BSBDAT501	ANALYSE DATA

Our Advanced Diploma of Leadership and Management will equip you to develop a senior management skill set and leadership attributes across a range of areas, including business administration and management, general administration and business communication. You will learn strategies and techniques to help you excel in the work place.

## ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

BSBCRT611	APPLY CRITICAL THINKING FOR COMPLEX PROBLEM SOLVING (CORE)
BSBLDR601	LEAD AND MANAGE ORGANISATIONAL CHANGE (CORE)
BSBLDR602	PROVIDE LEADERSHIP ACROSS THE ORGANISATION (CORE)
BSBOPS601	DEVELOP AND IMPLEMENT BUSINESS PLANS (CORE)
BSBSTR601	MANAGE INNOVATION AND CONTINUOUS IMPROVEMENT (CORE)
BSBPEF501	MANAGE PERSONAL AND PROFESSIONAL DEVELOPMENT
BSBPMG633	PROVIDE LEADERSHIP FOR THE PROGRAM
BSBSTR602	DEVELOP ORGANISATIONAL STRATEGIES
BSBPMG637	ENGAGE IN COLLABORATIVE ALLIANCE
BSBSUS601	LEAD CORPORATE SOCIAL RESPONSIBILITY

**■ PREREQUISITE:** THERE IS NO DIRECT ENTRY INTO THIS COURSE. STUDENTS ARE REQUIRED TO COMPLETE A DIPLOMA COURSE WITH A BSB CODE AS A PRE-REQUISITE.

BECOME A NEXT GENERATION BUSINESS LEADER



INDUSTRY ENGAGEMENT

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



PRACTICAL LEARNING

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.



CAREER KICKSTART

Perfect if you are fresh out of college or looking to fast-track or reboot your career path. You will learn key skills to apply in the workplace and accelerate your progress inside your industry.

# MANAGEMENT (LEARNING)

This is an outcome based, newly designed, **BSB80120** Graduate Diploma of Management course for the post COVID world leader. Recent global events show us that leaders need to be agile, versatile and flexible to stay ahead of the game.

The Graduate Diploma of Management (Learning) is the perfect choice for those who wish to advance their knowledge and skills for professional or further learning. Moreover, graduates from this course may wish to continue and complete their qualification as a pathway to higher levels of study, including post-graduate level at Australian universities.

FIRST INTAKE JANUARY 2022

## MANAGEMENT (LEARNING)

GRADUATE DIPLOMA **BSB80120**

Develop and refine the relevant skills and knowledge to achieve success in roles involving management and leadership.

### Course Outcomes:

- Building & Leading Effective Teams
- Planning & Managing Operations
- Managing Workplace Relationships & HR Functions
- Understanding & Interpreting Legislative Requirements
- Sourcing & Applying Information
- Engaging a Range of Stakeholders
- Coordinating Promotional Activities

52 WEEKS COURSE AT 20 HOURS PER WEEK

### CAREER OPPORTUNITIES:

- LINE/SENIOR MANAGER
- LEARNING AND DEVELOPMENT MANAGER
- HEAD OF A DEPARTMENT
- HUMAN RESOURCE PRACTITIONER
- RTO MANAGER/EDUCATION ADVISOR



TRANSMIT  
KNOWLEDGE,  
SKILLS  
AND IDEAS TO  
OTHERS

*This course provides students with what I would look for in a job applicant: flexibility, innovative thinking, operation management and leadership. Most importantly, the ability to connect with others and engage in a significant manner. I find this course to be incredibly suitable for millennials that look for the opportunity to have a meaningful job, rather than just a job that pays the bills.*

MONICA ZARAFU | MANAGING  
DIRECTOR AT BYKKO



# WHAT WILL YOU LEARN?

This Graduate Diploma is an ideal course for those that want to step into a strategic managerial or administration role. It will also assist students to develop their skills and knowledge to enhance their employability opportunities and apply the knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts.

## GRADUATE DIPLOMA OF MANAGEMENT (LEARNING)

BSBHRM613	CONTRIBUTE TO THE DEVELOPMENT OF LEARNING AND DEVELOPMENT STRATEGIES (CORE)
TAELED803	IMPLEMENT IMPROVED LEARNING PRACTICE (CORE)
BSBLDR811	LEAD STRATEGIC TRANSFORMATION (CORE)
BSBSTR801	LEAD INNOVATIVE THINKING AND PRACTICE
BSBTWK601	DEVELOP AND MAINTAIN STRATEGIC BUSINESS NETWORKS
BSBHRM611	CONTRIBUTE TO ORGANISATIONAL PERFORMANCE DEVELOPMENT
BSBLDR812	DEVELOP AND CULTIVATE COLLABORATIVE PARTNERSHIPS AND RELATIONSHIPS
BSBTEC601	REVIEW ORGANISATIONAL DIGITAL STRATEGY

■ MINIMAL ENTRY REQUIREMENTS APPLY. PLEASE REFER TO OUR WEBSITE FOR DETAILS.

ANALYSE,  
GENERATE AND  
TRANSMIT  
SOLUTIONS TO  
COMPLEX  
PROBLEMS

# PATHWAYS

Greenwich Management College is a highly regarded direct entry pathway provider for selected leading Australian universities and colleges - so you can gain entry without needing to complete an official entrance exam or gain credits to our partners programs after completing our courses.

### SOME OF OUR PARTNERS:



■ FOR A FULL LIST OF OUR PATHWAY PARTNERS PLEASE VISIT OUR WEBSITE.



INDUSTRY  
ENGAGEMENT

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



PRACTICAL  
LEARNING

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.



CAREER  
KICKSTART

Perfect if you are fresh out of college or looking to fast-track or reboot your career path. You will learn key skills to apply in the workplace and accelerate your progress inside your industry.

# PROJECT MANAGEMENT

Our Project Management courses are perfect for those looking to diversify their current skillset, or to launch a career and succeed as a Project Manager. Being able to apply Project Management skills in the workplace will enable students to become more effective and efficient.

## PROJECT MANAGEMENT PRACTICE CERTIFICATE IV BSB40920

Gain valuable knowledge and skills to manage a range of projects across different industries, all taught using real-world case studies and projects. Learn the processes behind developing efficient and systematic ways to delivering projects on time and budget.

40-44 WEEKS COURSE AT 20 HOURS PER WEEK

## PROJECT MANAGEMENT DIPLOMA BSB50820

Develop the knowledge and skills to effectively lead a project through from start to finish - including all aspects of a project from budget setting and tracking progress to managing development, controlling communication and managing human resources.

52 WEEKS COURSE AT 20 HOURS PER WEEK

## PROGRAM MANAGEMENT ADVANCED DIPLOMA BSB60720

Gain a solid foundation in program management across a range of industry contexts. Individuals at this level use initiative and judgement to direct, plan and lead a range of program functions.

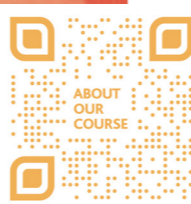
52 WEEKS COURSE AT 20 HOURS PER WEEK

### CAREER OPPORTUNITIES:

- CONTRACT/QUALITY OFFICER
- BUSINESS OPERATOR
- PROJECT ADMINISTRATOR/MANAGER/LEADER
- SENIOR PROJECT MANAGER
- PROGRAM COORDINATOR/MANAGER/LEADER



LEAD A PROJECT FROM START TO FINISH



*My trainers were great and I had all the support I needed from them. Project management completely changed my approach to tasks at work and I'm actually using a number of tools from my course in my current role. In fact, I actually got the position I'm in now because of my course. The recruiter mentioned that my expertise in project management was the point that helped them chose me for the job.*

FABIO MANZINI | DIPLOMA OF PROJECT MANAGEMENT



# WHAT WILL YOU LEARN?

You will learn to control the scope of a project by identifying objectives, outcomes and becoming adept at scheduling, budget management and planning all areas of your project. You will also learn how to liaise with internal and external stakeholders to ensure success, including learning complex and diverse methods for improvement throughout the project lifecycle.

CERTIFICATE IV IN PROJECT MANAGEMENT PRACTICE		DIPLOMA OF PROJECT MANAGEMENT	
BSBPMG420	APPLY PROJECT SCOPE MANAGEMENT TECHNIQUES (CORE)	BSBPMG530	MANAGE PROJECT SCOPE (CORE)
BSBPMG421	APPLY PROJECT TIME MANAGEMENT TECHNIQUES (CORE)	BSBPMG531	MANAGE PROJECT TIME (CORE)
BSBPMG422	APPLY PROJECT QUALITY MANAGEMENT TECHNIQUES (CORE)	BSBPMG532	MANAGE PROJECT QUALITY (CORE)
BSBPMG423	APPLY PROJECT COST MANAGEMENT TECHNIQUES	BSBPMG533	MANAGE PROJECT COST (CORE)
BSBPMG424	APPLY PROJECT HUMAN RESOURCES MANAGEMENT APPROACHES	BSBPMG534	MANAGE PROJECT HUMAN RESOURCES (CORE)
BSBPMG425	APPLY PROJECT INFORMATION MANAGEMENT AND COMMUNICATIONS TECHNIQUES	BSBPMG535	MANAGE PROJECT INFORMATION AND COMMUNICATION (CORE)
BSBPMG426	APPLY PROJECT RISK MANAGEMENT TECHNIQUES	BSBPMG536	MANAGE PROJECT RISK (CORE)
BSBWHS411	IMPLEMENT AND MONITOR WHS POLICIES, PROCEDURES AND PROGRAMS	BSBPMG540	MANAGE PROJECT INTEGRATION (CORE)
BSBLDR414	LEAD TEAM EFFECTIVENESS	BSBCMM511	COMMUNICATE WITH INFLUENCE
		BSBSTR502	FACILITATE CONTINUOUS IMPROVEMENT
		BSBSU5511	DEVELOP WORKPLACE POLICIES AND PROCEDURES FOR SUSTAINABILITY
		BSBTWK502	MANAGE TEAM EFFECTIVENESS

Programs are several projects that are dependant on each other. Our Advanced Diploma of Program Management will equip you with knowledge and complex techniques to delegate projects appropriately and deliver programs that positively impact business growth.

### ADVANCED DIPLOMA OF PROGRAM MANAGEMENT

BSBPMG630	ENABLE PROGRAM EXECUTION (CORE)
BSBPMG634	FACILITATE STAKEHOLDER ENGAGEMENT (CORE)
BSBPMG635	IMPLEMENT PROGRAM GOVERNANCE (CORE)
BSBPMG636	MANAGE BENEFITS (CORE)
BSBPEF502	DEVELOP AND USE EMOTIONAL INTELLIGENCE
BSBPMG631	MANAGE PROGRAM DELIVERY
BSBPMG632	MANAGE PROGRAM RISK
BSBPMG633	PROVIDE LEADERSHIP FOR THE PROGRAM
BSBPMG637	ENGAGE IN COLLABORATIVE ALLIANCES
BSBLDR601	LEAD AND MANAGE ORGANISATIONAL CHANGE
BSBSTR601	MANAGE INNOVATION AND CONTINUOUS IMPROVEMENT
BSBTWK503	MANAGE MEETINGS

LEAD AND MANAGE PROGRAMS TO SUCCESSFUL COMPLETION

**INDUSTRY ENGAGEMENT**

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.

**PRACTICAL LEARNING**

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.

**FREE CAPM PREPARATION COURSE**

Study for a globally recognised Project Management certification. Save \$1200 and join our Certified Associate in Project Management (CAPM) preparation course for free (exclusive for Greenwich students).

# MARKETING AND COMMUNICATION

These courses are designed for students who want to develop a successful career in marketing and communication for a wide variety of business contexts.

Focus on latest methods and tools necessary to stay up to date in this ever changing digital and social media world, so you will be perfectly job ready as soon as you have finished your course.

## MARKETING AND COMMUNICATION

CERTIFICATE IV **BSB40820**

Are you ready to pursue the world of digital and social marketing and communication? Learn the required skills needed to succeed in the marketing communication industry and build strong technical skills to reach your career goals quickly.

**40-44 WEEKS COURSE AT 20 HOURS PER WEEK**

## MARKETING AND COMMUNICATION

DIPLOMA **BSB50620**

Do you want to become a savvy marketer? Learn the leading digital and social media tools and best practices used in modern business to succeed in the marketing communications industry and gain expertise in communication, marketing concepts, media planning, social media and budgets.

**52 WEEKS COURSE AT 20 HOURS PER WEEK**

### CAREER OPPORTUNITIES:

- COMMUNICATIONS COORDINATOR/MANAGER
- MARKET RESEARCH SPECIALIST
- MARKETING COORDINATOR
- MARKETING MANAGER
- PUBLIC RELATIONS OFFICER



BECOME AN EXPERT IN DIGITAL AND SOCIAL MARKETING

*I had a wonderful time studying Marketing and Communication at Greenwich. Although I already had marketing experience from my home country, this course really added useful skills to start my career in Australia. The trainer was great and gave me a lot of industry insights to build my career. The assessments were always very practical and we could exchange knowledge amongst the other students too.*

STEPHANYE | CERTIFICATE IV IN MARKETING AND COMMUNICATION



# WHAT WILL YOU LEARN?

You will learn to build great presentations, perfecting your ability to wow your clients and deliver a compelling pitch. You will also learn a wide range of digital solutions to power your marketing and enhance your communication, becoming adept at implementing customer centric solutions and leading effective workplace relationships. The Certificate IV in Marketing and Communication will also guide you to profile your market, analyse and present your findings in professional documents.

## CERTIFICATE IV IN MARKETING AND COMMUNICATION

BSBCMM411	MAKE PRESENTATIONS (CORE)
BSBCRT412	ARTICULATE, PRESENT AND DEBATE IDEAS (CORE)
BSBMKG433	UNDERTAKE MARKETING ACTIVITIES (CORE)
BSBMKG435	ANALYSE CONSUMER BEHAVIOUR (CORE)
BSBMKG439	DEVELOP AND APPLY KNOWLEDGE OF COMMUNICATIONS INDUSTRY (CORE)
BSBWRT411	WRITE COMPLEX DOCUMENTS (CORE)
BSBMKG434	PROMOTE PRODUCTS AND SERVICES
BSBMKG440	APPLY MARKETING COMMUNICATION ACROSS A CONVERGENT INDUSTRY
BSBPEF402	DEVELOP PERSONAL WORK PRIORITIES
BSBOPS404	IMPLEMENT CUSTOMER SERVICE STRATEGIES
BSBTWK503	MANAGE MEETINGS
BSBTEC303	CREATE ELECTRONIC PRESENTATIONS

PREPARE FOR A REWARDING CAREER

The Diploma of Marketing and Communication will equip you with digital and creative thinking skills in order to drive measurable marketing success. Our course is designed with today's digital world at the core of our syllabus. All learning concepts are delivered in a relevant digital context for you to become a savvy marketing and communications practitioner.

## DIPLOMA OF MARKETING AND COMMUNICATION

BSBMKG541	IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES (CORE)
BSBMKG542	ESTABLISH AND MONITOR THE MARKETING MIX (CORE)
BSBMKG552	DESIGN AND DEVELOP MARKETING COMMUNICATION PLANS (CORE)
BSBMKG555	WRITE PERSUASIVE COPY (CORE)
BSBPMG430	UNDERTAKE PROJECT WORK (CORE)
BSBMKG543	PLAN AND INTERPRET MARKET RESEARCH
BSBMKG545	CONDUCT MARKETING AUDIT
BSBMKG551	CREATE MULTIPLATFORM ADVERTISEMENTS FOR MASS MEDIA
BSBCMM511	COMMUNICATE WITH INFLUENCE
BSBPEF501	MANAGE PERSONAL AND PROFESSIONAL DEVELOPMENT
BSBOPS501	MANAGE BUSINESS RESOURCES
BSBPMG535	MANAGE PROJECT INFORMATION AND COMMUNICATION

FOCUS IN THE DIGITAL MARKETING WORLD

■ **PREREQUISITE:** THERE IS NO DIRECT ENTRY INTO THIS COURSE. STUDENTS ARE REQUIRED TO COMPLETE A CERTIFICATE IV IN MARKETING AND COMMUNICATION (BSB40820).



INDUSTRY ENGAGEMENT

We offer students the chance to engage, meet and network with industry leaders through a variety of open channels including our own Industry Insider.



PRACTICAL LEARNING

Designed to help students develop practical, day-to-day skills. Through our expert trainers and real-life case study approach, our graduates are job-ready faster.



DIGITAL FOCUS

Launch a creative career in Marketing and Communication. Our course is designed with today's digital world at the core of our syllabus. All learning concepts are delivered in a relevant digital context.



GREENWICH ENGLISH COLLEGE

SYDNEY • MELBOURNE • BRISBANE • GOLD COAST • PERTH

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