



## About Wall Street College Pty Ltd (WSC)

### T/A Wall Street College

We aim to provide an attractive quality vocational education training within simulation workplace environment in Leadership Management and Marketing Communication fields.

Our college is committed to the highest standard in the provision of vocational education training under Australian Qualification Framework. Our code of practice base on the Education Service for Overseas Student (ESSOS) Act 2000, the National Code 2018, and the VET Quality Framework- RTO Standard 2015.

We achieve this commitment through its culture of quality driven by stakeholder feedback, its quality assurance review process and key responsibilities held by all members of the Wall Street College (WSC)s' team.

At Wall Street College (WSC), we commit to give you many chances to study more. You can take an extra study support in each lesson from both on and off campus. We also offer you with one to one support to help you with your study skills development. We have a well-resourced student learning support where you can access such as our computer labs which allow you to do some extra study with experienced and well-qualified professionals support staff.

Our main campus locates on Level 4, 20 Queen Street, Melbourne, 3000 Victoria right in the middle of Melbourne's CBD. You can walk to many interesting places such as Town hall, Central Station, Yarra River, and China Town or The RMIT University, Melbourne and TAFE. 5 minutes' walk to central train Station; 5 minutes' walk to shopping centre; cafes restaurants bars and shopping all on your doorstep. Our ultra-modern campus gives you comfortable and modern classrooms with interactive teaching technology with free high-speed Wi-Fi.

Our Hobart campus locates on Level 2, 27 Elizabeth St, Hobart, TAS 7000, which is also the heart of Hobart, and the building of our Hobart campus is the highest building in Tasmania. Our ultra-modern campus gives you comfortable and modern classrooms with interactive teaching technology with free high-speed Wi-Fi.

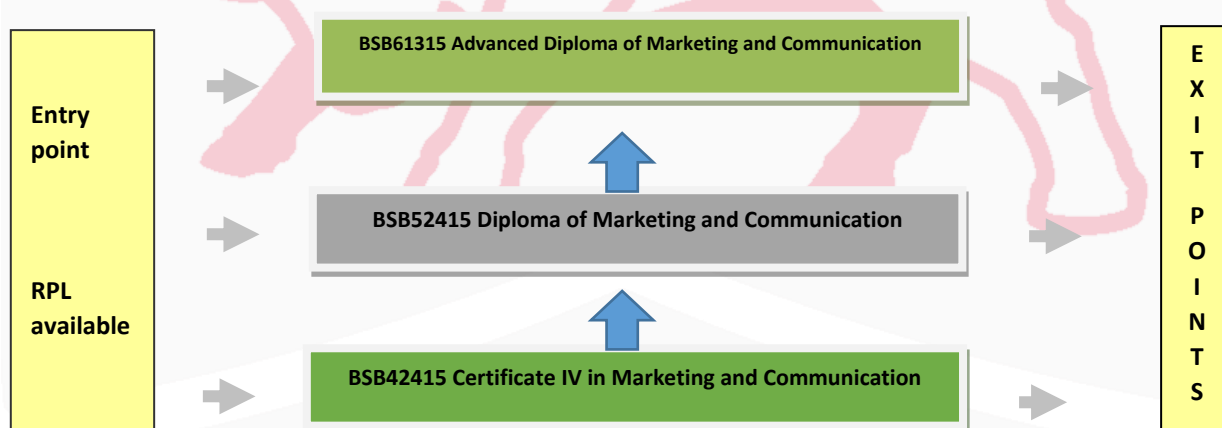


### Qualification Pathway

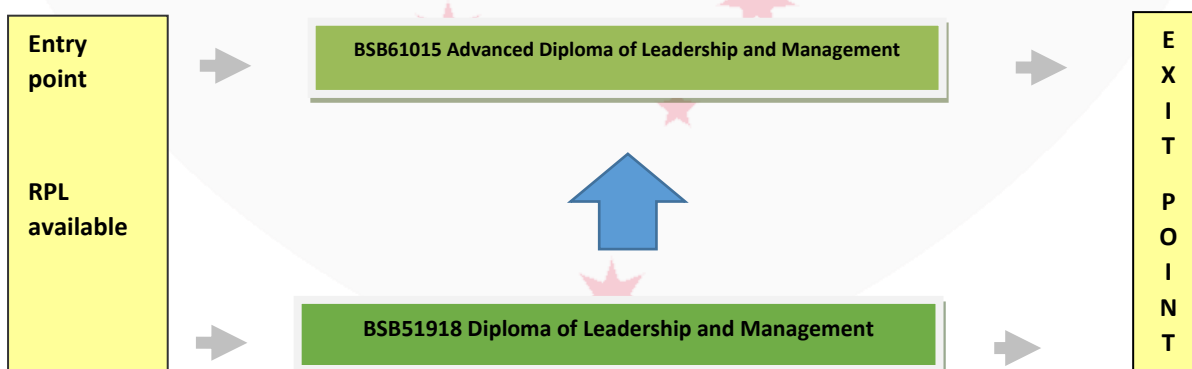
At Wall Street College (WSC), we offer the Australian National Accredited courses in Leadership Management and Marketing Communication field. Our course appropriate and open for those:

Experienced in service and ageing support abilities, who wish to develop and refine their skills further

- Who want to develop the Leadership Management and Marketing Communication skills to a sufficient level to enter into a university level qualification
- Who is seeking to be promoted or who are currently employed seeking to take on a supervisory role in Leadership Management and Marketing Communication area
- University graduates who wish to gain competency-based skills in Leadership Management and Marketing Communication sector prior to employment.



**Figure 1: Qualification Pathway for Marketing and Communication Courses**



**Figure 2: Qualification Pathway for Leadership and Management Courses**



## **BSB42415 - Certificate IV in Marketing and Communication (Release 2)**

**(CRICOS Code 094953F)**

### **Course Overview:**

This qualification is suitable for those who use well developed marketing and communication skills and a broad knowledge base in a wide variety of contexts.

Individuals in these roles apply solutions to a defined range of unpredictable problems and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others, however they typically report to more senior practitioners.

### **Entry Requirement:**

- At least 18 years old at the time of course commencement
- Year 12 successful completion or its overseas equivalent. OR Successful completion of any AQF Certificate III level courses or above. OR has at least 2 years work experience in relevant fields
- For international students, IELTS overall 5.5 or its equivalent, unless your nationality is the US, UK, New Zealand, Canada or Ireland

### **Pathway:**

After completing the BSB42415 Certificate IV in Marketing and Communication, students may articulate into further study of the BSB52415 Diploma of Marketing and Communication offered by any RTO.

### **Job Outcome:**

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing officer
- Market research assistant
- Marketing coordinator
- Public relations officer



This program BSB42415 - Certificate IV in Marketing and Communication (Release 2) is delivered in an institution-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks, case study tutorials, group activities and theory-based documents.

**Course Structure: Duration:**

30 tuition weeks. (40 Weeks include break). The course consists of 12 units and is clustered into 3 groups in order to be delivered within 3 terms of full-time study load. The term duration is 10 weeks.

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB42415>.

Note: please refer to the prior to enrolment kit for the course fee, cancel & refund policy, the enrolment term and condition, and the student welfare support service provided.

**BSB42415 - Certificate IV in Marketing and Communication (Release 2)**

*Delivery Structure (10 Weeks per Term)*

**TERM ONE**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
1- BSBMKG408 Conduct market research	60	30	90
2- BSBLDR402 Lead effective workplace relationships	40	20	60
3.- BSBMKG401 Profile the market	40	20	60
4.- BSBCUS401 Coordinate implementation of customer service strategies	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

**Break**

**TERM TWO**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
5- BSBMKG413 Promote products and services	60	30	90



6- BSBMGT407 Apply digital solutions to work processes	40	20	60
7.- BSBCMM401 Make a presentation	40	20	60
8.- BSBMKG418 Develop and apply knowledge of marketing communication industry	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM THREE</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
9.- BSBMKG417 Apply marketing communication across a convergent industry	60	30	90
10.- BSBCRT401 Articulate, present and debate ideas	40	20	60
11.- BSBRES411 Analyse and present research information	40	20	60
12.- BSBWRT401 Write complex documents	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>



## **BSB52415 - Diploma of Marketing and Communication (Release 2)**

**(CRICOS Code 094954E)**

### **Course Overview:**

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

The purpose of this course is to prepare students to continue and expand their career within the marketing communication industry, and more specifically to international students to attain an Australian nationally recognised qualification in marketing.

### **Entry Requirement:**

- At least 18 years old at the time of course commencement
- Year 12 successful completion or its overseas equivalent. AND Successful completion of any ALL core units in BSB42415 Certificate IV in Marketing and Communication
- For international students, IELTS overall 5.5 or its equivalent, unless your nationality is the US, UK, New Zealand, Canada or Ireland

### **Pathway:**

After completing the BSB52415 Diploma of Marketing and Communication, students may articulate into further study of the BSB61315 Advanced Diploma of Marketing and Communication offered by any RTO.

### **Job Outcome:**

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing officer
- Market research assistant
- Marketing coordinator
- Public relations officer

This program BSB52415 - Diploma of Marketing and Communication (Release 2) is delivered in an institution-based environment with face to face delivery. The mode of training is highly



practical with a combination of practical projects, practical tasks, case study tutorials, group activities and theory-based documents.

**Course Structure: Duration:**

40 tuition weeks (52 Weeks include break). The course consists of 12 units and is clustered into 4 groups in order to be delivered within 3 terms of full-time study load. The term duration is 10 weeks.

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB52415>.

Note: please refer to the prior to enrolment kit for the course fee, cancel & refund policy, the enrolment term and condition, and the student welfare support service provided.

**BSB52415 - Diploma of Marketing and Communication (Release 2)**

*Delivery Structure (10 Weeks per Term)*

**TERM ONE**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
1- BSBMKG514 Implement and monitor marketing activities	80	40	120
2- BSBMKG501 Identify and evaluate marketing opportunities	60	30	90
3. BSBADV507 Develop of media plan	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

**Break**

**TERM TWO**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
4- BSBLDR502 Lead and manage effective workplace relationships	40	20	60
5- BSBMKG507 Interpret market trends and developments	60	30	90





6. BSBFIM501 Manage budgets and financial plans	100	50	150
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM THREE</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
7- BSBPMG522 Undertake project work	60	30	90
8- BSBMKG506 Plan market research	40	20	60
9. BSBMKG523 Design and develop an integrated marketing communication plan	100	50	150
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM FOUR</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
10.- BSBCRT501 Originate and develop concepts	100	50	150
11.- BSBMKG502 Establish and adjust the marketing mix	60	30	90
12.- BSBMKG515 Conduct a marketing audit	40	20	60
Total	<b>200</b>	<b>100</b>	<b>300</b>





## **BSB61315 - Advanced Diploma of Marketing and Communication (Release 2)**

**(CRICOS Code 094955D)**

### **Course Overview:**

This qualification reflects the role of individuals who provide leadership and strategic direction in the marketing and communications activities of an organisation. They analyse, design and execute judgements using wide-ranging technical, creative, conceptual and managerial competencies.

The purpose of the course is to help student broaden their knowledge base specialised within the marketing and communications field. Students will be trained to build up their accountability for group outcomes and the overall performance of the marketing and communication, advertising or public relations functions of an organisation.

### **Entry Requirement:**

- At least 18 years old at the time of course commencement
- Year 12 successful completion or its overseas equivalent. AND Successful completion of any ALL core units in BSB52415 Diploma in Marketing and Communication
- For international students, IELTS overall 5.5 or its equivalent, unless your nationality is the US, UK, New Zealand, Canada or Ireland

### **Pathway:**

After completing the BSB61315 Advanced Diploma of Marketing and Communication, students may articulate into further study of the any Bachelor Degree programs offered by Australian Higher Education providers.

### **Job Outcome:**

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Marketing director
- Market strategist
- National, regional and global marketing manager



This program BSB61315 - Advanced Diploma of Marketing and Communication (Release 2) is delivered in an institution-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks, case study tutorials, group activities and theory-based documents.

**Course Structure: Duration:**

40 tuition weeks. (52 Weeks include break) The course consists of 12 units and is clustered into 4 groups in order to be delivered within 3 terms of full-time study load. The term duration is 10 weeks.

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB61315>.

Note: please refer to the prior to enrolment kit for the course fee, cancel & refund policy, the enrolment term and condition, and the student welfare support service provided.

**BSB61315 - Advanced Diploma of Marketing and Communication (Release 2)**

*Delivery Structure (10 Weeks per Term)*

**TERM ONE**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
1- BSBMKG608 Develop organizational marketing objectives	60	30	90
2- BSBMKG609 Develop a marketing plan	40	20	60
3. BSBADV602 Develop an advertising campaign	100	50	150
Total	<b>200</b>	<b>100</b>	<b>300</b>

**Break**

**TERM TWO**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
4- BSBRSK501 Manage risk	40	20	60
5- BSBINN601 Lead and manage organisational change	60	30	90



6. BSBMGT617 Develop and implement a business plan	100	50	150
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM THREE</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
7- BSBMGT616 Develop an implement strategic plans	60	30	90
8- BSBMGT605 Provide leadership across the organisation	40	20	60
9. BSBMGT608 Manage innovation and continuous improvement	100	50	150
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM FOUR</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
10.- BSBFIM601 Manage finances	100	50	150
11.- BSBMKG603 Manage the marketing process	60	30	90
12.- BSBMKG607 Manage market research	40	20	60
Total	<b>200</b>	<b>100</b>	<b>300</b>



## **BSB51918 - Diploma of Leadership and Management (Release 4)**

**(CRICOS Code 098895A)**

### **Course Overview:**

This qualification reflects the role of individuals who apply knowledge, practical skills and experience in leadership and management across a range of enterprise and industry contexts.

The objectives of this course is to train students to display initiative and judgement in planning, organising, implementing and monitoring their own workload and the workload of others. Students exit from this course are expected to use effective communication skills to support individuals and teams to meet organisational or enterprise requirements, to plan, design, apply and evaluate solutions to unpredictable problems, and to identify, analyse and synthesise information from a variety of sources.

### **Entry Requirement:**

- At least 18 years old at the time of course commencement
- Year 12 successful completion or its overseas equivalent. OR Successful completion of any AQF Certificate IV level (or above) courses in Business or in relevant field. OR Have a minimum of 2 years of experience in supervisory role.
- For international students, IELTS overall 5.5 or its equivalent, unless your nationality is the US, UK, New Zealand, Canada or Ireland

### **Pathway:**

After completing the BSB51918 Diploma of Leadership and Management, students may articulate into further study of the Advanced Diploma of Leadership and Management offered by any RTO or they may have opportunities to continue their studies in Bachelor Degree programs offered by any Australian Higher Education providers.

### **Job Outcome:**

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Assistant manger
- Manager
- Administration manager



- Operational manager
- Team leader

This program BSB51918 - Diploma of Leadership and Management (Release 4) is delivered in an institution-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks, case study tutorials, group activities and theory-based documents.

**Course Structure: Duration:**

40 tuition weeks. (52 Weeks include break) The course consists of 12 units and is clustered into 4 groups in order to be delivered within 3 terms of full-time study load. The term duration is 10 weeks.

<b>BSB51918 - Diploma of Leadership and Management (Release 4)</b> <i>Delivery Structure (10 Weeks per Term)</i>			
<b>TERM ONE</b>			
<b>Unit of competency</b>	<b>In class Hours</b>	<b>Self-Study/ Individual Learning Hours</b>	<b>Combined Hours</b>
1- BSBMGT517 Manage operational plan	80	40	120
2- BSBMGT502 Manage people performance	60	30	90
3. BSBLDR511 Develop and use emotional intelligence	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM TWO</b>			
<b>Unit of competency</b>	<b>In class Hours</b>	<b>Self-Study/ Individual Learning Hours</b>	<b>Combined Hours</b>
4- BSBFIM501 Manage budgets and financial plans	80	40	120
5- BSBADM502 Manage meetings	40	20	60
6. BSBPMG522 Undertake project work	80	40	120



Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM THREE</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
7- BSBLDR502 Lead and manage effective workplace relationship	60	30	90
8- BSBWOR501 Manage personal work priorities and professional development	80	40	120
9. BSBCUS501 Manage quality customer service	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>
<b>Break</b>			
<b>TERM FOUR</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
10.- BSBMGT516 Facilitate continuous improvement	80	40	120
11.- BSBWOR502 Lead and manage team effectiveness	60	30	90
12.- BSBHRM513 Manage workforce planning	60	30	90
Total	<b>200</b>	<b>100</b>	<b>300</b>

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB51918>.

Note: please refer to the prior to enrolment kit for the course fee, cancel & refund policy, the enrolment term and condition, and the student welfare support service provided.



## **BSB61015 - Advanced Diploma of Leadership and Management (Release 3)**

**(CRICOS Code 095837B)**

### **Course Overview:**

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts.

Individuals at this level use initiative and judgement to plan and implement a range of leadership and management functions, with accountability for personal and team outcomes within broad parameters.

They use cognitive and communication skills to identify, analyse and synthesise information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.

### **Entry Requirement:**

- Successful completion of BSB51918 Diploma of Leadership and Management; OR Successful completion of any AQF Diploma (or above) courses in Business or in relevant field. OR Have a minimum of 3 years of experience in supervisory role.
- At least 18 years old at the time of course commencement.
- For international students, IELTS overall 5.5 or its equivalent, unless your nationality is the US, UK, New Zealand, Canada or Ireland.

### **Pathway:**

After completing the BSB61015 Advance Diploma of Leadership and Management, students may articulate to continue their studies in VET Graduate Certificate or Bachelor Degree programs offered by Australian Higher Education providers.

### **Job Outcome:**

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:





- Department head
- Manager or Operational manager
- Director of small business company
- Team leader or Head of strategic or marketing unit

This program BSB61015 - Advanced Diploma of Leadership and Management (Release 3) is delivered in an institution-based environment with face to face delivery. The mode of training is highly practical with a combination of practical projects, practical tasks, case study tutorials, group activities and theory-based documents.

**Course Structure: Duration:**

40 tuition weeks (52 Weeks include break). The course consists of 12 units and is clustered into 4 groups in order to be delivered within 3 terms of full-time study load. The term duration is 10 weeks.

**BSB61015 - Advanced Diploma of Leadership and Management (Release 3)**

*Delivery Structure: break down into 4 terms of full-time study load (10 Weeks per Term)*

**TERM ONE**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
1. BSBMKG607- Manage Market Research	100	125	225
2. BSBMGT605- Provide Leadership across the Organisation	40	50	90
3. BSBSUS501- Develop Workplace Policy and Procedures for Sustainability	60	75	135
Total	<b>200</b>	<b>250</b>	<b>450</b>

**TERM TWO**

Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
4. BSBWHS605- Develop, implement and maintain WHS management systems	60	75	135
5. BSBMGT608- Manage innovation and continuous improvement	40	50	90



6. BSBINM601- Manage knowledge and information	100	125	225
Total	<b>200</b>	<b>250</b>	<b>450</b>
<b>TERM THREE</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
7. BSBINN601- Lead and manage organizational change	60	75	135
8. BSBRSK501- Manage Risk	40	50	90
9. BSBMKG609- Develop a marketing plan	100	125	225
Total	<b>200</b>	<b>250</b>	<b>450</b>
<b>TERM FOUR</b>			
Unit of competency	In class Hours	Self-Study/ Individual Learning Hours	Combined Hours
10. BSBMGT616- Develop and Implement Strategic Plans	40	50	90
11. BSBMGT617- Develop and Implement a Business Plan	60	75	135
12. BSBFIM601- Manage finances	100	125	225
Total	<b>200</b>	<b>250</b>	<b>450</b>

Please refer to the unit description on <https://training.gov.au/Training/Details/BSB61015>.

Note: please refer to the prior to enrolment kit for the course fee, cancel & refund policy, the enrolment term and condition, and the student welfare support service provided.

### **RPL and advance standing:**

Students are able to apply for Recognition of Prior Learning (RPL) from the previous qualification gained or practical experience.



You require providing evidence that will demonstrate competency in the learning outcomes of the course.

### **Benefits of PRL/RCC/Credit Transfer:**

- Conforms to the requirements for equity in adult education programs.
- Avoids the problem of students having to unnecessarily repeat learning experiences.
- Encourages the development of various assessment procedures.
- Assesses the candidates current competence in comparison to the stated standards of competence required.
- Clarifies what relevant skills the student does and does not possess so that the learning program can be tailored accordingly.
- The RPL will be granted when all the stated learning and performance criteria of the training courses have been shown to be met.
- Upon successful RPL granted, the course duration will be shorter and will affect your study duration which state on the confirmation of enrolment (COE) document.