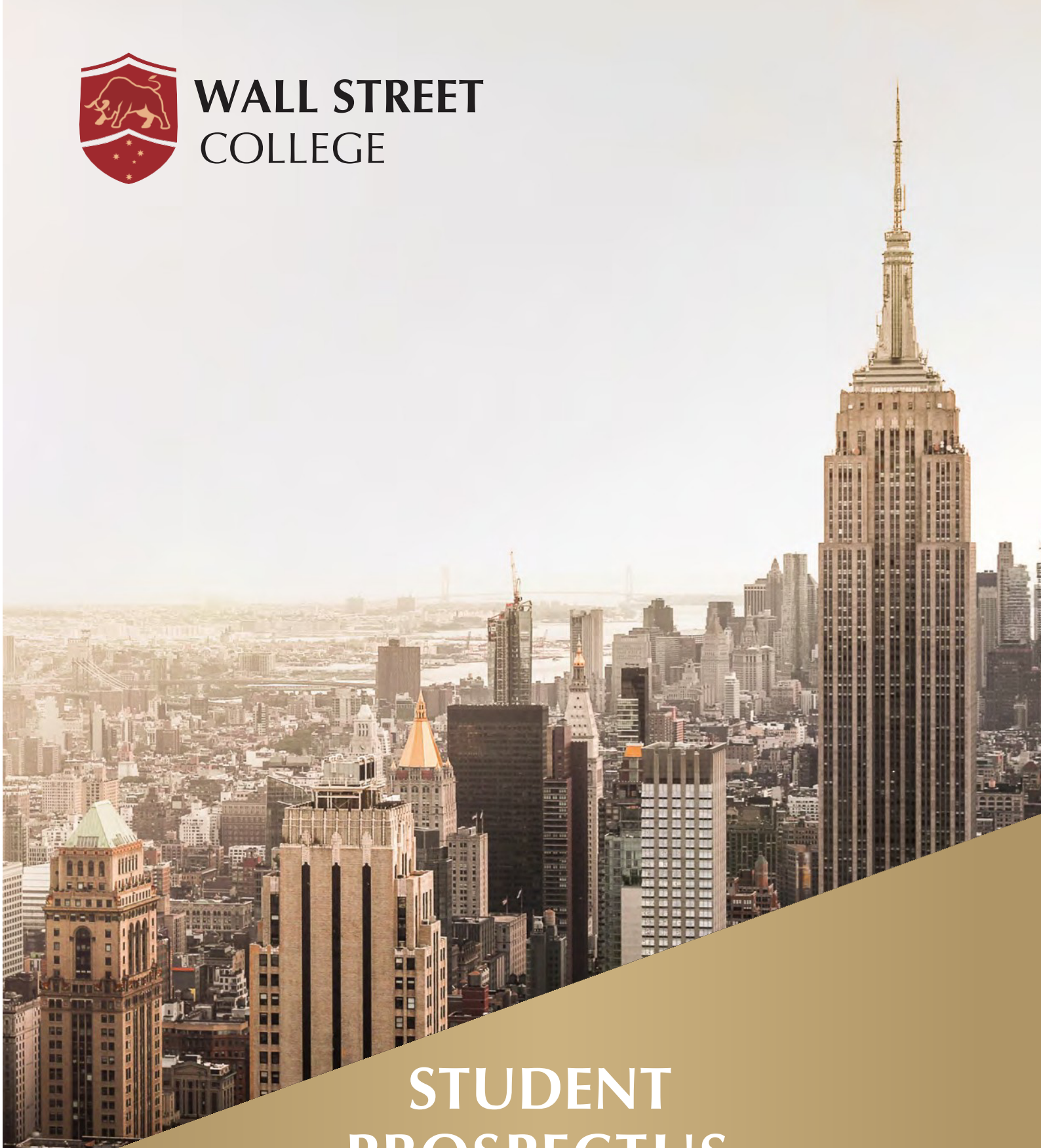




**WALL STREET  
COLLEGE**



# STUDENT PROSPECTUS



CRICOS: 03601F RTO: 41294 ABN: 42 606 344 905

©WSC V3.0 MAY 2021



# About Wall Street College

Wall Street College is a registered training organisation (RTO) with Australian campuses in Melbourne, Victoria and Hobart, Tasmania.

Offering diverse vocational courses to domestic and international students at its Melbourne and Hobart CBD campuses, WSC prioritises the provision of quality academic programs, a student focused culture all within the pleasant environment of either Melbourne or Hobart. These factors make Wall Street College an ideal choice for Vocational education.

Through the provision of a quality learning environment and modern facilities, WSC ensures students are able to perform to their best, acquire appropriate employability skills that adapt to ever changing global economic requirements, ensuring they are work ready and able to compete and contribute productively in their chosen field of study upon graduation.

WSC's Melbourne campus is situated in the heart of the Melbourne central business district (CBD), just next to the world-famous Flinders Street Railway Station and not far from Federation Square. Flinders Street Railway Station serves the entire metropolitan rail network and enables students from all over Melbourne to easily access the campus. Being in the heart of the Melbourne CBD means students are able to immerse themselves in the Melbourne lifestyle, rich with shopping and culinary options, while undertaking their study at WSC.

WSC's Hobart campus is located in the inner CBD of Hobart, a picturesque city by the water and is located close to public transport, shopping malls and many Hobart landmarks such as Parliament, Franklin Square and Constitution Dock.

No matter which campus you choose, you will find that both WSC campuses offer you an opportunity to experience the Australian way of life, with easy access to a broad array of services.



# Welcome from Wall Street College

It is our pleasure to welcome you as you commence your learning journey with Wall Street College.

Wall Street College is a Registered Training Organisation regulated by the Australian Standard Quality Agency (ASQA), the national Vocational Education regulatory body. At WSC our focus is on providing the highest quality educational experience to all of our students; both in and outside of the classroom. This ethos is lived by our academic and administrative teams who strive to support our students to achieve their goals.

WSC is committed to ensuring that graduates have the required technical skills, knowledge, applied research, applied occupational and professional industry skills, in their particular field, to meet international workforce labour market demand.

Wall Street College engages only trainers with industry-relevant experience to ensure our students learn from people with practical knowledge sourced directly from industry. This means our trainers are able to ‘walk-the-talk’ and provide students with insights into real-world application. In addition to this, students are able to spend one-on-one time with their allocated trainers to develop their confidence to compete in their chosen industry. Throughout, Wall Street College endeavours to nurture ethical values in its students to ensure they become responsible global citizens.

Wall Street College maintains flexibility with our content and delivery methods. We believe in utilizing innovative methods of teaching and learning, to ensure of student develop critical thinking and research skills enabling them to succeed in further study or their chosen career.

Our dedicated team is eager to support your academic endeavours, and on behalf of the team at WSC we welcome you to our community.



# Why Choose Wall Street College?

## **Value for Money**

Wall Street College programs offer a pricing structure which provides students with confidence that they are receiving an excellent value for money return on their investment.

## **Campuses**

The Wall Street College campuses in Melbourne and Hobart are both located in the Central Business District (CBD). Public transport is accessible to and from WSC campuses within metres of the main entrances. Wall Street facilities boast modern classrooms, and computer labs, as well as other training facilities that are ideal for students who wish to maximise their study experience.

## **Teaching Staff**

Wall Street trainers and assessors are experienced, enthusiastic and dedicated, and deliver well-prepared and stimulating lessons across all of our discipline areas. Integrating modern teaching techniques and mediums, our trainers are focused on delivering an interactive learning experience. All trainers and assessors hold relevant discipline area qualifications, a Certificate IV in Training and Assessment and have vast experience within relevant industries.

## **Flexible Learning**

We provide flexible study options allowing students to select from a large range of timetabling schedules to find one that best suits their needs. All classes are conducted face-to-face at our two WSC campuses.

## **Modern Technology and Resources**

Our computer lab is equipped with modern technology and is accessible to assist students during their studies. On campus students have free access to internet for personal and study use during their enrolment.

## **Student Support Services**

Our Student Support Services strive to provide the very best welfare and academic support for our students. With our commitment to ensuring services meets students' needs, our boutique campuses, small class sizes and personal approach to your education, allow us to interact with students as often as they need.

For more detail, please visit <https://wallstreet.edu.au>



# Why Study in Australia?

## Studying in Australia

Australia is an incredible country in which to live and travel. It is a nation that is diverse in its culture and environment.

Its people are friendly and relaxed. Some of Australia's most famous natural tourist attractions include: The Great Barrier Reef, Uluru (Ayers Rock), Kakadu National Park, the Great Ocean Road and the Daintree Rainforest.

## Popularity of Australia

In 2020 there are over 650,000 international students studying in Australia with the vast majority coming from the Asia-Pacific region.

These students choose Australia for several reasons:

- Australia has a high-quality education system
- Australia offers traditional education in reputable colleges and universities
- Australian universities and colleges have established networks of support to help overseas students
- The Australian education system includes informality and accessibility of academic staff, the availability of computers, small group classes and close supervision
- Living costs and tuition costs compare well with other countries
- Most overseas students are permitted to work part-time
- Australia is a safe, stable country with a pleasant climate
- Australia welcomes overseas students.

Read more on <https://www.studiesinaustralia.com/studying-in-australia/why-study-in-australia>



# Why Study in Melbourne?

Melbourne is the capital city of the state of Victoria. It is situated on the Yarra River and around Port Phillip Bay with beautiful beaches and water sports facilities. It is a beautiful spacious city with a rich European History inclusive of a multitude of parks, gardens, sporting venues and scenic places.

Students from all over the world come to Melbourne to take advantage of its world-class liveability, education, and to enjoy its friendly hospitality and cultural diversity.

## **Melbourne is the world's most liveable city**

From 2011-2017, Melbourne has been voted the world's most liveable city by the Economic Intelligence Unit, coming second in 2018 and 2019. Melbourne's high performance in the broad areas of education, healthcare, culture and environment, infrastructure, stability all contributes to this very high ranking. It is also the highly sought-after place for a variety of cultural and sports events as the host of the Melbourne International Comedy Festival, Melbourne International Film Festival, Melbourne Food and Wine Festival and the Australian Open (tennis), the Australia Formula 1 Grand Prix, the Boxing Day Test (cricket), the Melbourne Cup (horseracing) to name but a few.

## **Melbourne universities rank in the world's best**

2020 QS World University Rankings place six of Victoria's 10 universities in the top-ranked 500 universities in the world. Victoria is a global knowledge hub which attracts some of the world's best academics and researchers. Whether your study involves research, technical training, English language or business you'll learning with the best on campuses that offer a rich and rewarding student experience.

## **Australia's best student city**

In 2019, QS Best Student Cities awarded Melbourne as Australia's best student city and the third best in the world. Key features such as Victoria's high standard and quality of living, vibrant multicultural society and social inclusion attracted over 200,000 international students to Victoria in 2018. Often called Australia's cultural capital, Melbourne is home to many of the attractions that make the Australian lifestyle so appealing.

Read More at: <https://www.studymelbourne.vic.gov.au/why-study-in-melbourne/top-reasons-to-study-inmelbourne>



# Why Study in Hobart?

Hobart is the capital city of the island state of Tasmania and the southernmost city within Australia. It is situated on the River Derwent. Hobart presents a blend of heritage, scenery and culture. You can enjoy the beautiful combination of a modern lifestyle within a heritage culture at the foothills of Mt Wellington.

## **Hobart is a unique place to live and study**

Hobart is on the southern coast of Tasmania. Hobart is a naturally beautiful city with plenty of character. It offers an inspiring environment for study while also being Australia's cheapest city for university students to live in. The City of Hobart straddles the deep waters of the Derwent River. The Tasman Bridge connects the larger western side to the eastern shore. Mt Wellington overlooks the city.

Being a smaller city means there are less traffic jams and headaches to navigate as you immerse yourself into a more laid-back lifestyle. It also means you'll be in close proximity to shopping and culinary experiences to keep you engaged while living in Australia.

## **Hobart offers you world class and affordable education**

Hobart has two main public tertiary education providers- the University of Tasmania and TasTAFE. With a smaller number of international students in Hobart, you'll be able to improve your English language skills quickly and you will have fantastic opportunities to meet locals and develop relationships.

Student accommodation is generally plentiful, and students are often able to live in close proximity to the CBD and College. Students often live-in share houses, making "everything" within walking distance.

Read more at:

<https://www.studyinaustralia.gov.au/explore-australia/tas/hobart>

<https://studentcities.com.au/study-hobart/>



# Australian Qualification Framework

| AQF Level | Qualification Type                                                  | Volume of Learning (indicative)       |
|-----------|---------------------------------------------------------------------|---------------------------------------|
| Level 10  | Doctoral Degree                                                     | 3 – 4 years                           |
| Level 9   | Master's Degree                                                     | 1 – 2 years                           |
| Level 8   | Bachelor Honours Degree<br>Graduate Certificate<br>Graduate Diploma | 1 year<br>0.5 – 1 year<br>1 – 2 years |
| Level 7   | Bachelor's degree                                                   | 3 – 4 years                           |
| Level 6   | Advanced Diploma<br>Associate Degree                                | 1 – 2 years<br>2 years                |
| Level 5   | Diploma                                                             | 1 – 2 years                           |
| Level 4   | Certificate 4                                                       | 0.5 – 2 years                         |
| Level 3   | Certificate 3                                                       | 1 – 2 years                           |
| Level 2   | Certificate 2                                                       | 0.5 – 1 year                          |
| Level 1   | Certificate 1                                                       | 0.5 – 1 year                          |



# Student Support and Services

WSC has a range of support services and assistance available to students. All support services on-campus are free of charge. Some referred services external to the College may incur a charge as determined by the provider of the service.

## **Student Orientation**

You are required to participate in an orientation session prior to the start of your course. During orientation you will be provided with detailed information on living and studying in Australia and at WSC, general course information and requirements, the LLN test and use of our online learning platforms to ensure a smooth start to your study period and course. You will also receive general information on WSC policies and procedures, services, student responsibilities, occupational health and safety, transport, banking and postal services.

## **Academic Support**

WSC provides academic support for all students. Learning support and academic consultation with trainers and/or our Academic Manager is available by appointment and/or as scheduled in the timetable. Our team are always there to help should you require anything.

## **Student Services Staff**

WSC has dedicated Student Support and Student Welfare staff at both campuses. These staff are available during normal business hours to assist students with any concerns, issues, difficulties they may be facing. Individual meetings can also be organised by appointment if required.



# Useful Information

## Education Services for Overseas Students

The Education Services for Overseas Students Act 2000, or ESOS Act, establishes legislative requirements and standards for the regulation of education and training institutions offering courses to international students in Australia on a student visa. In particular, ESOS provides tuition protection for international students.

For more information, please visit:

<https://internationaleducation.gov.au/Regulatory-Information/Pages/Regulatoryinformation.aspx>

## Tuition Protection Service

The Tuition Protection Service (TPS) is a government initiative protecting international students in the event that an education provider is unable to fulfil their obligation to deliver the agreed course of study. The TPS ensures that international students are able to complete their study in another course or with another education provider or that they get a refund of their unspent tuition fees.

For more information, please visit:

<https://tps.gov.au/StaticContent/Get/StudentInformation>

## Unique Student Identifier

The Unique Student Identifier (USI) ensures that students have access to all their training records online at any time. It makes life easier for you and your employer. If you are a continuing student in Vocational Education, WSC needs your USI number before issuing a qualification. If you are new student, you can create your USI yourself or WSC can apply on your behalf.

For more information, please visit:

For further details please visit: <https://www.usi.gov.au/students>

## Living Costs in Australia

Understanding the average living costs in Australia is an important component of your financial preparation for study in Australia. Further information can be found in the link below.

For more information, please visit:

<http://www.studyinaustralia.gov.au/global/live-in-australia/living-costs>



# Wall Street College Commitment

## **Privacy Statement**

Personal information may be collected and disclosed to relevant VET regulatory bodies which may include verification of a student's previous qualification, NCVER, Commonwealth and State Agencies and Department of Education. Commonwealth and State government agencies will be granted access to enrolment information as requested for specific purposes.

Privacy provisions set out how WSC will collect, use, keep, secure and disclose personal information that it has obtained. This also gives the individual or students the right to know that information WSC holds about them and establishes a right to correct that information if it is incorrect.

## **Training and Assessment**

Wall Street College will provide high quality training resources (human and physical) to ensure that the student enrolled in a course of study will have the best possible chance of completing the competency requirements with reasonable support and in a timely manner. Wall Street College commits to follow the policies, procedures and other commitments made in the Student Handbook and all other documented WSC policies and procedures.

## **Issue of Certificates**

Upon successful completion of all course work and assessment and full payment of the course fee, if applicable, Wall Street College will issue appropriate transcripts and Qualification Certificate in a timely fashion.

## **Assessment**

Assessment for each unit of competence will include a range of tools to allow students a number of different ways to demonstrate competence. Examples include practical demonstration of competence, written questions, case studies, written reports, participation in role-plays and classroom activities.

## **Reassessment**

Students will have opportunity to undertake two supplementary assessments in each unit for which they have been deemed Not Yet Competent (NYC). All reassessment procedures will be provided to students at no cost.

# Life at Wall Street College

At Wall Street College, you will have the opportunity to meet and develop relationships with new people from diverse cultures and regions; all with a unique story. We encourage students to explore new interests and have fun while studying with us in pursuit of their dream career. WSC will provide you with opportunities to interact with your classmates and our friendly team of trainers and administrators.

Whether you decide to share a house with friends or live alone, studying at Wall Street will provide you with a community of peers. With a range of activities, events, social gatherings and great training and delivery facilities, you will be able to maximize the experience at every turn.

Located in the heart of the Melbourne and Hobart CBDs, you will get the chance to immerse yourself in the arts and cultural events and exhibitions that are held year-round.

We understand that living away from home in an unfamiliar place, without your usual support networks, can sometimes feel overwhelming and stressful. Rest assured that Wall Street College provides welfare support services to help students through any difficult periods to ensure they are able to move forward with confidence.

For more information, visit website: [www.wallstreet.edu.au](http://www.wallstreet.edu.au)



## Student Responsibilities, Expectations and Wall Street College Commitments

WSC will ensure that:

1. The training content and course materials are current and reflect the training package requirements.
2. Assessment tools are compliant and are able to accurately determine student's competency against the training package requirements.
3. Training facilities and equipment meet the relevant requirements and are accessible to all students at no additional cost.
4. Trainers are qualified and have current industry experience and are supportive of students.
5. Trainers provide students with constructive learning and assessment feedback in a timely and professional manner.
6. Students' voices are heard through student surveys on curriculum, training and assessment, trainers and assessors, academic support and student services.
7. Students are provided with an orientation at the commencement of their study at WSC.
8. Students receive accurate information and enrolment guidance prior to the commencement of the course.
9. WSC policies are compliant and are readily accessible to students.
10. Qualifications are issued within 30 days upon successful completion of all course requirements.
11. Everyone is treated fairly and equitably.
12. Students have access to learning and welfare support when needed throughout their study at WSC.
13. Students' rights are protected under "Australian Consumer Law".
14. Students are not disadvantaged if Wall Street College changes the requirements of or discontinues the training product in which they are enrolled. Students will be advised of pathways to complete that program, or an appropriate alternative program, according to their needs and with their consent.
15. All students have equal and fair access to Wall Street College's Complaints and Appeal Policy and Procedure.

## Student Responsibilities, Expectations and Wall Street College Commitments

It is the Student's responsibility to:

1. Maintain integrity, work hard and treat others with courtesy and respect.
2. Be aware of the Student Code of Conduct relating to your responsibilities as a student within the WSC community, including those summarized in this brochure, the Student Handbook, pre-enrolment information as well as your Visa requirements.
3. Keep yourself and WSC informed. This includes:
  - a. Providing fair and honest feedback on training performance and on the content and presentation of courses.
  - b. Paying all WSC tuition fees and charges for which you are liable, by the set deadlines.
  - c. Providing accurate and updated contact details (phone, email, address) and immediately notifying WSC if changes occur. Note: Students must provide their current address at all times as per Student Visa conditions.
  - d. Checking your email regularly throughout the course. This is the primary means by which WSC communicates with you (e.g., course progress, assessment results, outstanding fees).
  - e. Replying in a timely manner to all WSC trainer and administrative communications to you, including emails, phone calls and text messages.
4. Attend all classes as timetabled for your course.
5. Successfully complete all the assessment requirements of the course.

## COURSES AT WALL STREET COLLEGE

---

|          |                                                             |
|----------|-------------------------------------------------------------|
| BSB40820 | Certificate IV in Marketing and Communication (Release 1)   |
| BSB50620 | Diploma of Marketing and Communication (Release 1)          |
| BSB60520 | Advanced Diploma of Marketing and Communication (Release 1) |
| BSB50420 | Diploma of Leadership and Management (Release 1)            |
| BSB60420 | Advanced Diploma of Leadership and Management (Release 1)   |



# BSB40820 - Certificate IV in Marketing and Communication

**Qualification:** BSB40820 Certificate IV in Marketing and Communication (Release 1)

**Qualification CRICOS Code:** 105951B

**Qualification Status:** Current

**AQF Level:** 4

**Entry Requirements:** There are no pre-requisites for this qualification or any of the units of competency contained within it. This course is available to all international students and Wall Street College requires that students are able to provide evidence that they:

- have demonstrated an IELTS level of at least 5.5 or equivalent with no band less than 5.0 (test results must be no more than 2 years old) or the successful completion of at least General English Upper Intermediate or English for Academic Purposes Upper Intermediate level.
- have successfully completed Australian year 12 or equivalent or be a mature age student who has completed year 11 of equivalent.
- are aged at least 18 on the date of course commencement.

Please note: WSC will conduct an LLN test and pre-training review prior to commencement, to determine course suitability, existing skills and knowledge and an identification of specific LLN and/or support needs.

A pre-training interview may also be conducted. RPL and credit transfer opportunities are provided at the time of enrolment, and an option for students to apply during their studies.

**Total Core Units:** 6

**Total Electives Units:** 6

**Mode of Delivery:** Face-to-face 20 hours per week.

**Total Course Duration:** 39 weeks including term breaks

**Total Terms:** 3 Terms

## **Possible Employment Pathways:**

From BSB40820 Certificate IV in Marketing and Communication:

- Marketing officer
- Marketing coordinator
- Public relations officer

## **Credit Transfer:**

Credit may be awarded on the basis of a combination of Credit Transfer plus an individual RPL assessment for additional learning.

For international students, any reduction in overall course duration brought about by RPL/Credit transfer is reported via PRISMS and an appropriate eCoE issued. For details, please refer to <https://wallstreet.edu.au/policy-and-procedure/>

## **Course Assessment:**

Trainer/Assessor will use assessment tools to gather sufficient and quality evidence about student performance in order to make the assessment decision based on the qualification training and assessment strategy. Assessment evidence include:

- Case Study
- Project
- Written Report
- Written Question
- Role Play
- Observation.

**Note: Domestic student please contact Marketing Manager or email [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) for the course schedule dates**

# BSB40820 - Certificate IV in Marketing and Communication

## Course Structure

Number of Core Units: 6

Number of Elective Units: 6

| Unit Code  | Unit Name                                                             |
|------------|-----------------------------------------------------------------------|
| 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)                                        |
| BSBMKG431  | Assess marketing opportunities (elective)                             |
| BSBLMKG434 | Promote products and services (elective)                              |
| BSBMKG440  | Apply marketing communication across a convergent industry (elective) |
| BSBLDR413  | Lead effective workplace relationships (elective)                     |
| BSBCRT411  | Apply critical thinking to work practices (elective)                  |
| BSBXCM401  | Apply communication strategies in the workplace (elective)            |

# BSB50620 - Diploma of Marketing and Communication

**Qualification:** BSB50620 Diploma of Marketing and Communication (Release 1)

**Qualification CRICOS Code:** 105922A

**Qualification Status:** Current

**AQF Level:** 5

**Entry Requirements:** This course is available to all international students and Wall Street College requires that students are able to provide evidence that they:

- have demonstrated an IELTS level of at least 5.5 or equivalent with no band score less than 5.0 (test results must be no more than 2 years old) or the successful completion of at least General English Upper Intermediate or English for Academic Purposes Upper Intermediate level.
  - have completed the following units (or equivalent competencies): BSBCMM411 Make presentations; BSBCRT412 Articulate, present and debate ideas; BSBMKG433 Undertake marketing activities; BSBMKG435 Analyse consumer behaviour; BSBMKG439 Develop and apply knowledge of communications industry; and BSBWRT411 Write complex documents. Equivalent competencies are predecessors to these units, which have been mapped as equivalent.
- OR
- have two years equivalent full-time relevant work experience.
  - are aged at least 18 on the date of course commencement

Please note: WSC will conduct an LLN test and pre-training review prior to commencement, to determine course suitability, existing skills and knowledge and an identification of specific LLN and/or support needs.

A pre-training interview may also be conducted. RPL and credit transfer opportunities are provided at the time of enrolment, and an option for students to apply during their studies.

**Total Core Units:** 5

**Total Electives Units:** 7

**Mode of Delivery:** Face-to-face 20 hours per week.

**Total Course Duration:** 52 weeks including term breaks

**Total Terms:** 4 Terms

## **Possible Employment Pathways:**

from BSB52415 Diploma of Marketing and Communication:

- Marketing Manager
- Sales Manager
- Campaign Manager
- Marketing coordinator
- Marketing Team Leader

## **Credit Transfer:**

Credit may be awarded on the basis of a combination of Credit Transfer plus an individual RPL assessment for additional learning.

For international students, any reduction in overall course duration brought about by RPL/Credit

transfer is reported via PRISMS and an appropriate eCoE issued. For details, please refer to <https://wallstreet.edu.au/policy-and-procedure/>

## **Course Assessment:**

Trainer/Assessor will use assessment tools to gather sufficient and quality evidence about student performance in order to make the assessment decision based on the qualification training and assessment strategy. Assessment evidence include:

- Case Study
- Project
- Written Report
- Written Question
- Role Play
- Observation.

**Note: Domestic student please contact Marketing Manager or email [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) for the course schedule dates**

# BSB50620 – Diploma of Marketing and Communication

## Course Structure

Number of Core Units: 5

Number of Elective Units: 7

| Unit Code | Unit Name                                                    |
|-----------|--------------------------------------------------------------|
| BSBCRT511 | Develop critical thinking in others (elective)               |
| BSBMKG552 | Design and develop marketing communication plans (core)      |
| BSBPMG430 | Undertake project work (core)                                |
| BSBMKG555 | Write persuasive copy (core)                                 |
| BSBMKG543 | Plan and interpret market research (elective)                |
| BSBMKG541 | Identify and evaluate marketing opportunities (core)         |
| BSBMKG542 | Establish and monitor the marketing mix (core)               |
| BSBLDR523 | Lead and manage effective workplace relationships (elective) |
| BSBCMM511 | Communication with influence (elective)                      |
| BSBMKG546 | Develop social media engagement plans (elective)             |
| BSBMKG544 | Plan and monitor direct marketing activities (elective)      |
| BSBFIN501 | Manage budgets and financial plans (elective)                |

# BSB60520 - Advanced Diploma of Marketing and Communication

**Qualification:** BSB60520 Advanced Diploma of Marketing and Communication (Release 1)

**Qualification CRICOS Code:** 105953M

**Qualification Status:** Current

**AQF Level:** 6

**Entry Requirements:** This course is available to all international students and Wall Street College requires that students are able to provide evidence that they:

- have demonstrated an IELTS level of at least 5.5 or equivalent with no band score less than 5.0 (test results must be no more than 2 years old) or the successful completion of at least General English Upper Intermediate or English for Academic Purposes Upper Intermediate level.
- Have completed the following units (or equivalent competencies): BSBMKG541 Identify and evaluate marketing opportunities; BSBMKG542 Establish and monitor the marketing mix; BSBMKG552 Design and develop marketing communication plans; BSBMKG555 Write persuasive copy; and BSBPMG430 Undertake project work. Equivalent competencies are predecessors to these units, which have been mapped as equivalent OR Have four years equivalent full-time relevant work experience.
- are aged at least 18 on the date of course commencement

Please note: WSC will conduct an LLN test and pre-training review prior to commencement, to determine course suitability, existing skills and knowledge and an identification of specific LLN and/or support needs.

A pre-training interview may also be conducted. RPL and credit transfer opportunities are provided at the time of enrolment, and an option for students to apply during their studies.

**Total Core Units:** 4

**Total Electives Units:** 8

**Mode of Delivery:** Face-to-face 20 hours per week.

**Total Course Duration:** 78 weeks including term breaks

**Total Terms:** 6 Terms

## **Possible Employment Pathways:**

from BSB61315 Advanced Diploma of Marketing and Communication:

- Marketing Director
- Marketing Strategist
- Marketing Manager
- Advertising Account Planning Manager

## **Credit Transfer:**

Credit may be awarded on the basis of a combination of Credit Transfer plus an individual RPL assessment for additional learning.

For international students, any reduction in overall course duration brought about by RPL/Credit

transfer is reported via PRISMS and an appropriate eCoE issued. For details, please refer to <https://wallstreet.edu.au/policy-and-procedure/>

## **Course Assessment:**

Trainer/Assessor will use assessment tools to gather sufficient and quality evidence about student performance in order to make the assessment decision based on the qualification training and assessment strategy. Assessment evidence include:

- Case Study
- Project
- Written Report
- Written Question
- Role Play
- Observation.

**Note: Domestic student please contact Marketing Manager or email [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) for the course schedule dates**

# BSB60520 - Advanced Diploma of Marketing and Communication

## Course Structure

Number of Core Units: 4

Number of Elective Units: 8

| Unit Code | Unit Name                                                      |
|-----------|----------------------------------------------------------------|
| BSBMKG626 | Develop advertising campaigns (elective)                       |
| BSBMKG622 | Manage organizational marketing processes (core)               |
| BSBMKG623 | Develop marketing plans (core)                                 |
| BSBMKG621 | Develop organisational marketing strategy (core)               |
| BSBTWK601 | Develop and maintain strategic business networks (core)        |
| BSBLDR601 | Lead and manage organisational change (elective)               |
| BSBLDR602 | Provide leadership across the organisation (elective)          |
| BSBSTR601 | Manage innovation and continuous improvement (elective)        |
| BSBCRT611 | Apply critical thinking for complex problem solving (elective) |
| BSBMKG627 | Executive Advertising Campaigns (elective)                     |
| BSBPEF501 | Manage personal and professional development (elective)        |
| BSBFIN601 | Manage organizational finances (elective)                      |

# BSB50420 - Diploma of Leadership and Management

**Qualification:** BSB50420 Diploma of Leadership and Management (Release 1)

**Qualification CRICOS Code:** 104326B

**Qualification Status:** Current

**AQF Level:** 5

**Entry Requirements:** There are no pre-requisites for any of the units of competency contained within this qualification. This course is available to all international students and Wall Street College requires that students are able to provide evidence that they:

- International Students- IELTS overall 5.5 or equivalent with no band scores less than 5.0 (test results must be no more than 2 years old) or the successful completion of at least General English Upper Intermediate or English for Academic Purposes Upper Intermediate level.
- Year 12 successful completion OR its overseas equivalent OR Successful completion of any AQF Certificate IV level (or above) courses in Business or in a relevant field OR a minimum of 2 years of experience in supervisory role.
- Are aged at least 18 on the date of course commencement

Please note: WSC will conduct an LLN test and pre-training review prior to commencement, to determine course suitability, existing skills and knowledge and an identification of specific LLN and/or support needs.

A pre-training interview may also be conducted. RPL and credit transfer opportunities are provided at the time of enrolment, and an option for students to apply during their studies.

**Total Core Units:** 6

**Total Electives Units:** 6

**Mode of Delivery:** Face-to-face 20 hours per week.

**Total Course Duration:** 52 weeks including term breaks

**Total Terms:** 4 Terms

## **Possible Employment Pathways:**

from BSB50420 Diploma of Leadership and Management:

- Frontline Manager
- Business Development Manager
- Business Manager
- Production Manager
- Sales Team Manager

## **Credit Transfer:**

Credit may be awarded on the basis of a combination of Credit Transfer plus an individual RPL assessment for additional learning.

For international students, any reduction in overall course duration brought about by RPL/Credit

transfer is reported via PRISMS and an appropriate eCoE issued. For details, please refer to <https://wallstreet.edu.au/policy-and-procedure/>

## **Course Assessment:**

Trainer/Assessor will use assessment tools to gather sufficient and quality evidence about student performance in order to make the assessment decision based on the qualification training and assessment strategy. Assessment evidence include:

- Case Study
- Project
- Written Report
- Written Question
- Role Play
- Observation.

**Note: Domestic student please contact Marketing Manager or email [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) for the course schedule dates.**

# BSB50420 - Diploma of Leadership and Management

## Course Structure

Number of Core Units: 6

Number of Elective Units: 6

| Unit Code  | Unit Name                                                |
|------------|----------------------------------------------------------|
| 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)                         |
| BSBMXCM501 | Lead Communication in the Workplace (elective)           |
| BSBTWK503  | Manage Meetings (elective)                               |
| BSBOPS501  | Manage Business Resources (elective)                     |
| BSBPEF501  | Manage Personal and Professional Development (elective)  |
| BSBOPS504  | Manage Business Risk (elective)                          |
| BSBLDR522  | Manage People Performance (elective)                     |

# BSB60420 - Advanced Diploma of Leadership and Management

**Qualification:** BSB60420 Advanced Diploma of Leadership and Management (Release 1)

**Qualification CRICOS Code:** 105954K

**Qualification Status:** Current

**AQF Level:** 6

**Entry Requirements:** There are no pre-requisites for any of the units of competency contained within it. This course is available to all international students and Wall Street College requires that students are able to provide evidence that they:

- Have demonstrated an IELTS level of at least 5.5 or equivalent with no band lower than 5.0 (test results must be no more than 2 years old) or the successful completion of at least General English Upper Intermediate or English for Academic Purposes Upper Intermediate level.
- Students who intend to enrol in this course must prove their successful completion of a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions) OR have two years equivalent full time relevant workplace experience in an operational or leadership role in an enterprise.
- Are aged at least 18 on the date of course commencement

Please note: WSC will conduct an LLN test and pre-training review prior to commencement, to determine course suitability, existing skills and knowledge and an identification of specific LLN and/or support needs.

A pre-training interview may also be conducted. RPL and credit transfer opportunities are provided at the time of enrolment, and an option for students to apply during their studies.

**Total Core Units:** 5

**Total Electives Units:** 5

**Mode of Delivery:** Face-to-face 20 hours per week.

**Total Course Duration:** 78 weeks including term breaks

**Total Terms:** 6 Terms

## **Possible Employment Pathways:**

from BSB60420 – Advanced Diploma of Leadership and Management:

- Entrepreneurship
- Business Enterprise Manager
- Business Development Manager
- Business Manager
- Area Manager

## **Credit Transfer:**

Credit may be awarded on the basis of a combination of Credit Transfer plus an individual RPL assessment for additional learning.

For international students, any reduction in overall course duration brought about by RPL/Credit transfer is reported via PRISMS and an appropriate eCoE issued. For details, please refer to <https://wallstreet.edu.au/policy-and-procedure/>

## **Course Assessment:**

Trainer/Assessor will use assessment tools to gather sufficient and quality evidence about student performance in order to make the assessment decision based on the qualification training and assessment strategy. Assessment evidence include:

- Case Study
- Project
- Written Report
- Written Question

**Note: Domestic student please contact Marketing Manager or email [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) for the course schedule dates**

# BSB60420 - Advanced Diploma of Leadership and Management

## Course Structure

Number of Core Units: 5

Number of Elective Units: 5

| Unit Code | Unit Name                                                                       |
|-----------|---------------------------------------------------------------------------------|
| BSBCRT611 | Apply critical thinking for complex problem solving (core)                      |
| BSBLDR601 | Provide leadership across the organization (core)                               |
| BSBOPS601 | Develop and implement business plans (core)                                     |
| BSBLDR602 | Provide leadership across the organisation (core)                               |
| BSBHRM613 | Contribute to the development of learning and development strategies (elective) |
| BSBFIN601 | Manage organizational finances (elective)                                       |
| BSBSTR602 | Develop organizational strategies (elective)                                    |
| BSBHRM614 | Contribute to strategic workforce planning (elective)                           |
| BSBSTR601 | Manage innovation and continuous improvement (core)                             |
| BSBPMG633 | Provide leadership for the program (elective)                                   |

# How to Apply (International Student)

1. Select the course you wish to study.  
The list of the courses, fees and the entry requirements can be found in the International Student Prospectus located here <https://wallstreet.edu.au/student-prospectus-brochure/> and on the WSC website <https://wallstreet.edu.au/>
2. Complete the International Student Application Form, sign and send with the following supporting documentation:
  - Certified copy of Passport picture page and visa page
  - Certified copy of academic transcript and certificate of the highest previous study (translated into English if required)
  - IELTS Certificate
3. Students can apply directly to WSC or through a WSC approved agent.  
If applying directly, please send the completed International Student Application Form and the supporting documents to [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au)
4. Please read the WSC Policy and Procedures that are located at <https://wallstreet.edu.au/policy-and-procedure/>
5. Once the application has been reviewed by the WSC admissions team, students will be issued with a Letter of Offer, which will include the tuition fees and other costs associated with your selected course(s) as well as a Written Agreement. (Note – the offer may be conditional on the provision of additional documentation and/or meeting certain entry requirements)
6. Students from countries that require Pre-Visa Approval (PVA) will not need to forward fees until PVA has been granted by the Department of Home Affairs (DHA).
7. Student are required to pay these fees as per the Letter of Offer:
  - Course fees
  - Enrolment fees
  - Overseas Student Health Cover (OSHC)Fees can be paid via a Bank Draft made payable to Wall Street College, directly to our bank account or via credit card.

WSC Postal Address:

Melbourne Campus: Wall Street College Level 4, 20 Queen St, Melbourne, VIC 3000

Hobart Campus: GPO Box 499, Hobart, TAS 7001

Email: [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au)

8. Once we receive your payment and signed Written Agreement, we will issue an electronic Confirmation of Enrolment (eCoE) and you will be able to proceed with your student visa application.

For more information about Australian Student Visas visit: <https://www.homeaffairs.gov.au/>

TPS: <https://tps.gov.au/Home/NotLoggedIn>

## How to Apply (Domestic Student)

1. Complete the Domestic Student Application Form and send the completed form to [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au), along with the following documents and an application fees of AUD 200 (non-refundable).
  - Certified copy of academic transcript and certificate of the highest previous study
2. For courses and fees details, please visit WSC website [www.wallstreet.edu.au](http://www.wallstreet.edu.au)
3. Once your application has been reviewed and approve, you will be issued with a letter of offer which will include the tuition fees and other costs associated with your selected course(s).
4. Students need to accept the enrolment offer and submit to the form to [admissions@wallstreet.edu.au](mailto:admissions@wallstreet.edu.au) with the deposit payment.  
For details of the WSC policy please visit <https://wallstreet.edu.au/policy-and-procedure/>.
5. On receipt of payment WSC will issue an Enrolment Confirmation via email with the proposed course start date.

### Our BankDetail- Melbourne

Electronic Bank Transfer (TT) from an overseas bank account:

*Account Name:*  
**WALL STREET COLLEGE PTY LTD**

*Bank:*  
**COMMONWEALTH BANK OF AUSTRALIA**

*BSB:*  
**063 019**

*Account Number:*  
**1175 7863**

*Swift Code:*  
**CTBAAU2S**

### Our BankDetail- Hobart

*Account Name:*  
**WALL STREET COLLEGE PTY LTD**

*Bank:*  
**COMMONWEALTH BANK OF AUSTRALIA**

*BSB:*  
**063 019**

*Account Number:*  
**1188 7190**

*Swift Code:*  
**CTBAAU2S**

# Wall Street Courses and Fees

| Course Name                                     | VET National Code | CRICOS Code | Application Fee | Material Fee | Onshore Tuition Fee | Offshore Tuition Fee |
|-------------------------------------------------|-------------------|-------------|-----------------|--------------|---------------------|----------------------|
| Diploma of Leadership and Management            | BSB50420          | 104326B     | \$200           | \$300        | \$ 6,000            | \$8,000              |
| Advanced Diploma of Leadership and Management   | BSB60420          | 095837B     | \$200           | \$300        | \$ 6,000            | \$8,000              |
| Certificate IV in Marketing and Communication   | BSB40820          | 094953F     | \$200           | \$300        | \$4,500             | \$6,000              |
| Diploma of Marketing and Communication          | BSB50620          | 094954E     | \$200           | \$300        | \$ 6,000            | \$8,000              |
| Advanced Diploma of Marketing and Communication | BSB60520          | 094955D     | \$200           | \$300        | \$ 6,000            | \$8,000              |