

THE INTERNATIONAL ENTREPRENEUR'S START-UP TOOLS



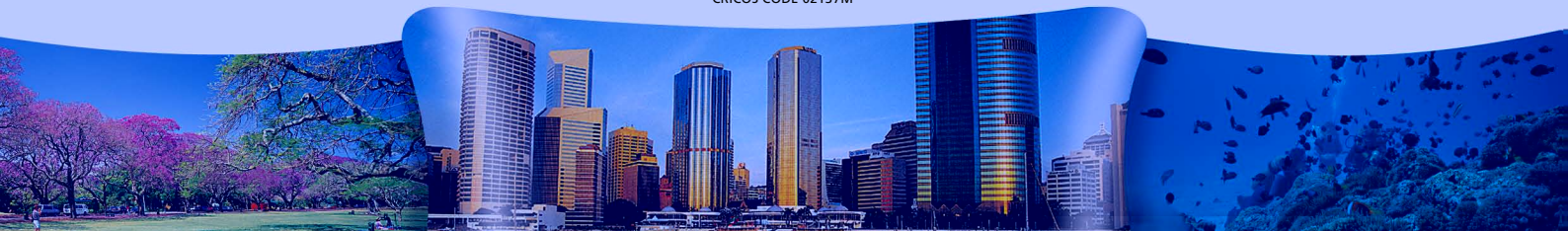
PACIFIC GATEWAY™

BUSINESS COLLEGE

BRISBANE
AUSTRALIA



CRICOS CODE 02137M



Welcome to Pacific Gateway
BRISBANE

Commitment to Excellence



PACIFIC GATEWAY™
BUSINESS COLLEGE

Studying at Pacific Gateway

1. PRE-REQUISITES

ACADEMIC REQUIREMENTS:

Students must complete year 10, or equivalent. There are no prerequisite requirements for individual units, however, prior working knowledge of a business environment would be beneficial. Educational qualifications equivalent to Australian Year 10 would also help students understand the course topics.

ENGLISH REQUIREMENTS:

The English language entry requirement is an IELTS score of 5.5 with a minimum band score of 5.0, or a TOEIC score of 650 with a minimum reading score of 350. Students currently enrolled at the Upper Intermediate level at Pacific Gateway are considered to have the equivalent of an IELTS score of 5.5 and may enter the courses directly.

Applicants must be able to demonstrate that they can complete the course at the relevant competency levels stated in the training documents.

Students must be at least 18 years of age at the commencement of studies at Pacific Gateway.

2. RPL

Recognition of Prior Learning (RPL) is the acknowledgement of a student's previous education and skills, if they are considered relevant to the current course of study. The RPL process is available to all students, and Pacific Gateway recognises the AQF Qualifications and Statements of Attainment issued by other Registered Training Organisations.

Applications for RPL must be submitted either before you enrol or during the first term of study. Applications for RPL will only be accepted if:

- >> you are enrolled in an approved course; and
- >> the appropriate fee has been paid; and
- >> the application is made in the first term of study.

RPL will be granted if you can show that you have successfully completed previous studies that are:

- >> of a similar duration; and
- >> at a similar or higher level; and
- >> of similar content.

RPL exemption only applies to the course you are enrolled in. If you change courses, your RPL will be reviewed to ensure that it is still appropriate



3. ASSESSMENT

You will be assessed at the end of each unit of your program and given feedback on your progress, to make sure you stay on track with your educational goals. Assessment tasks require you to demonstrate that the learning objectives have been achieved. Assessment may include:

- >> written assignments - essays and reports
- >> practical exercises and demonstrations in the classroom
- >> student oral presentations, creative projects and demonstrations
- >> classroom contributions
- >> progress tests and examinations
- >> research studies and projects
- >> multiple-choice and short-answer tests
- >> student-maintained portfolios of notes
- >> problem-solving exercises

4. TIMETABLES

The programs run from 8.30am through to 5.30pm. Programs are based on lectures and tutorials, and will include class work, and group, pair and individual assignments. Fridays are dedicated to either internship programs or the importation project and guest speaker program, depending on your enrolment. Students will have the equivalent of at least 20 hours a week in their programs.

SAMPLE TIMETABLE

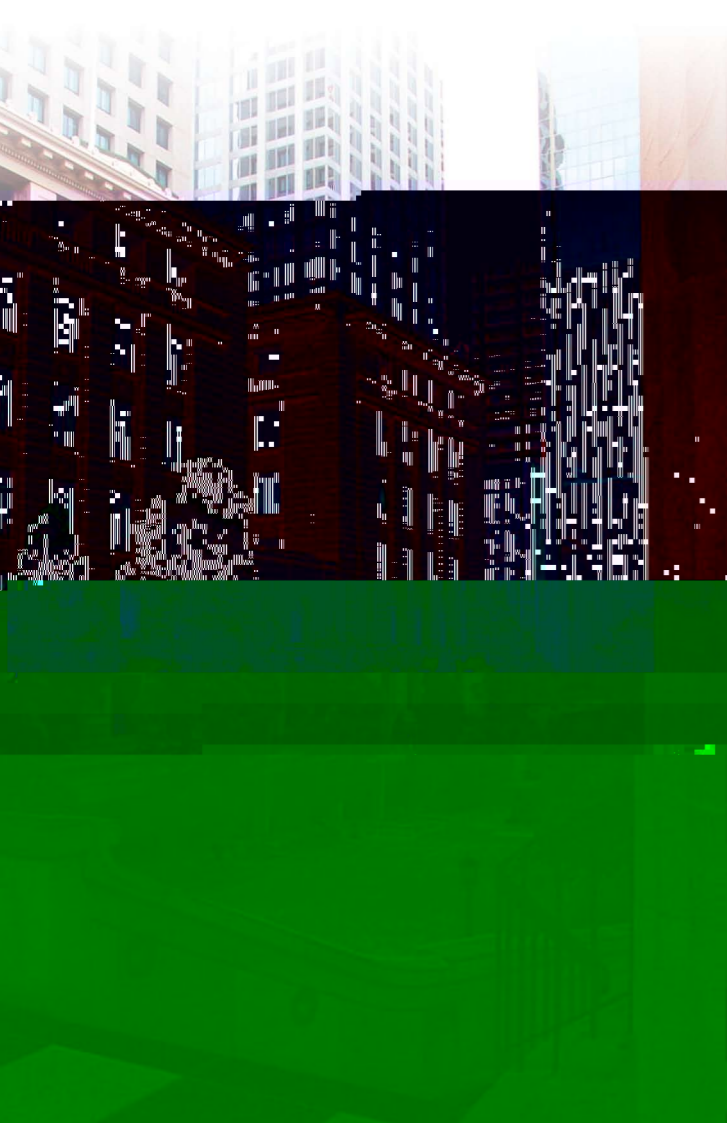
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00-11:15	Optional homework and online units in computer labs				Certificate IV, International Import Project and Guest Speaker Program
11:20-12:50	Lecture 1				
12:55-2:25	Lunch				
2:30-4:00	Lecture 2				or
20 minute break					
4:20-5:30	Lecture 3 or set assignments / group or individual work / scheduled tutorials				Internship Placement Day for Diploma students

VOCATIONAL COURSES

Certificate IV in International Trade
Diploma of International Business
Diploma of Marketing
Diploma of Business

PRACTICAL EXPERIENCE AS YOU STUDY

Import Project and Guest Speaker Program
Internships
Placement for 12 to 16 weeks *
**Duration dependent on company requirements*



The Real Key to Success is Experience

At Pacific Gateway Business College we are committed to helping you succeed, which in today's world means experience. To help you get real world experience, we have designed two streams that complement our courses.

- » The Entrepreneurial Import Project
- » Internship

Participation in these two very practical learning streams will help you walk away with a recognized academic qualification and real experience. Many students today are coming out of universities with higher and higher degrees, but employers are not willing to hire them. Why? Because they are book-smart and have no day-to-day, hands-on experience. Employers' feedback is that they would prefer someone with a vocational qualification combined with real world experience. Both the Internships and the Import Project are not part of your official assessment.

ENTREPRENEURIAL IMPORT PROJECT:

The Entrepreneurial Import project is offered as part of the Certificate IV in International Trade. This project will be guided by an experienced importer who is currently active in the market. Each year a different import project will be set up, for students to do as a group during the 20 week course.

As an example, students would be involved in purchasing a motor vehicle in the Asia-Pacific region and exporting it from its country of origin to Australia. Tasks would include arranging shipping, doing the paperwork for Australia Customs, collecting the vehicle and making it compliant to Australian standards.

The aim of the exercise is to give students practical, hands-on import experience, from market research through to sale of the product.

During the 20-week course, a series of guest speakers will talk to students about their experiences importing and exporting to a range of countries. Students will meet people currently working in the field and get up-to-date information on strategies for starting an import/export business.

INTERNSHIPS:

Internships are offered as part of the suite of Diploma programs. The aim is for you to experience an Australian workplace in a guided and supported way. Key issues for international employees coming to Australia are communication and understanding the culture. Despite often great language skills, fitting in to the culture and using language successfully may be the biggest problems. In your internship, you will be mentored by one of our academic staff and will write a regular journal of your experiences.

The internship will help you identify and apply specifics from your Diploma in a relevant business environment. As an example, Diploma of Marketing students focus on analysing the marketing strategies used by the business they are placed with.

All students will give a powerpoint presentation of their placement and project to the class as part of the internship program.

The Internship aims to help students develop:

- » Successful communication strategies and cultural understanding
- » Practical skills and experience through working on a small project in a workplace.

Overview of Programs and Units

BSB50207 Diploma of Business	BSB51207 Diploma of Marketing	BSB50807 Diploma of International Business	BSB41107 Cert IV in International Trade
BSBWOR501A Manage personal work priorities and professional development	«	BSBMKG516A Profile international markets	BSBMKG415A Research international markets
BSBHRM506A Manage recruitment, selection and induction processes	«	BSBMKG517A Analyse consumer behaviour for specific international markets	BSBRES401A Analyse and present research information
BSBHRM501A Manage human resources services	«	BSBMKG511A Analyse data from international markets	BSBINT409B Plan for international trade
	«	BSBMKG501B Identify and evaluate marketing opportunities	BSBREL403A Implement international client relationship strategies
	«	BSBMKG502B Establish and adjust the marketing mix	BSBINT405B Apply knowledge of import and export international conventions, laws and finance
	«	BSBMKG506B Plan market research	BSBINT407B Prepare business advice on export Free on Board Value
BSBEBU501A Investigate and design e-business solutions	BSBMKG507A Interpret market trends and developments	BSBREL502A Build international business networks	BSBINT305B Prepare business documents for the international trade of goods
BSBADM502B Manage meetings	BSBMKG515A Conduct a marketing audit	BSBFIA501A Report on finances related to international business	BSBMKG414A Undertake marketing activities
			BSBMKG413A Promote products and services
			BSBMKG416A Market goods and services internationally





Diploma of International Business

Course Duration: 20 weeks*

(Combination of fulltime study and remote learning packages available for Working Holiday Visa students.)

*please check start dates as two courses run for 24 weeks over the Christmas/New Year break

**Course work:**

The Diploma of International Business provides students with a sound theoretical knowledge base in international business management. Students will develop a range of managerial skills to ensure that international business activities are conducted effectively in an organisation.

Internship:

In addition to the course work, you will undertake an unpaid internship placement in the business community. The aim of this placement is to provide practical experience in a business culture and environment. Duties may vary and a business dress code will be required. The Internship coordinator will visit you regularly at your work place and you will use the placement to analyze and write about topics related to your course.

Diploma of International Business

BSBMKG516A: PROFILE INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to select and confirm an appropriate international market. This unit applies to individuals with managerial responsibility for selecting and confirming appropriate international market(s) by identifying and profiling the target market, and developing a positioning strategy.

BSBMKG517A: ANALYSE CONSUMER BEHAVIOUR FOR SPECIFIC INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to analyse consumer behaviour for specific international markets.

BSBMKG511A: ANALYSE DATA FROM INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to analyse data from international markets.

BSBMKG501B: IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES

This unit describes the performance outcomes, skills and knowledge required to identify, evaluate and take advantage of marketing opportunities, by analysing market data, distinguishing the characteristics of possible markets and assessing the viability of changes to operations. Based on this evaluation, changes to current business operations can be determined to take advantage of marketing opportunities.

BSBMKG512A: FORECAST INTERNATIONAL MARKET AND BUSINESS NEEDS

This unit covers gathering intelligence about the target international market and how to use that information in the business.

BSBMKG513A: PROMOTE PRODUCTS AND SERVICES TO INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to promote products and/or services of the business within specified international markets. Management of promotional activities may involve geographic separation from these activities.

BSBREL502A: BUILD INTERNATIONAL BUSINESS NETWORKS

This unit describes the performance outcomes, skills and knowledge required to build international business networks.

BSBFIA501A: REPORT ON FINANCES RELATED TO INTERNATIONAL BUSINESS

This unit describes the performance outcomes, skills and knowledge required to report on finances related to international business activity. This unit applies to individuals with managerial responsibility for compiling required financial information; identifying and meeting compliance requirements of relevant international, Australian and overseas finance regulations; and analysing the financial information to frame recommendations to improve compliance and the effectiveness of international business activity.



Diploma of Business

Course Duration: 20 weeks*

(Combination of fulltime study and remote learning packages available for Working Holiday Visa students.)

*please check start dates as two courses run for 24 weeks over the Christmas/New Year break



Course work:

The Diploma of Business provides students with a solid foundation in business operations, including units in marketing, business planning, human resources and international business.

Internship:

In addition to the course work you will undertake an unpaid internship placement in the business community. The aim of this placement is to provide practical experience in business culture and environment. Duties may vary and a business dress code will be required. The Internship coordinator will visit you regularly at your work place and you will use the placement to analyze and write about topics related to your course.



Diploma of Business

BSBWOR501A: MANAGE PERSONAL WORK PRIORITIES AND PROFESSIONAL DEVELOPMENT

This unit describes the performance outcomes, skills and knowledge required to manage your own performance and professional development. Particular emphasis is on setting and meeting priorities, analysing information and using a range of strategies to develop further competence.

BSBHRM506A: MANAGE RECRUITMENT, SELECTION AND INDUCTION PROCESSES

This unit describes the performance outcomes, skills and knowledge required to manage all aspects of the recruitment, selection and induction processes in accordance with organisational policies and procedures. This unit applies to human resources managers and personnel who take responsibility for managing all aspects of selecting new staff and orientating those staff to their new positions.

BSBHRM501A: MANAGE HUMAN RESOURCES SERVICES

This unit describes the performance outcomes, skills and knowledge required to plan, oversee and deliver human resources services. It deals with the coordination of services and approaches and is not specific to any given human resources function. This unit takes an overview of human resources services and includes business ethics.

BSBMKG501B: IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES

This unit describes the performance outcomes, skills and knowledge required to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing the characteristics of possible markets and assessing the viability of changes to operations. Based on this evaluation, changes to current business operations can be determined to take advantage of marketing opportunities.

BSBMKG502B: ESTABLISH AND ADJUST THE MARKETING MIX

This unit describes the performance outcomes, skills and knowledge required to determine the optimum marketing mix for a business through analysis of interrelated marketing components.

BSBMKG506B: PLAN MARKET RESEARCH

This unit describes the performance outcomes, skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data-gathering approaches and developing a market research plan.

BSBEBU501A: INVESTIGATE AND DESIGN E-BUSINESS SOLUTIONS

This unit describes the performance outcomes, skills and knowledge required to evaluate e-business models and strategies, and to incorporate the results of this evaluation into the design of an e-business solution.

BSBADM502B: MANAGE MEETINGS

This unit describes the performance outcomes, skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes.



Diploma of Marketing

Course Duration: 20 weeks*

(Combination of fulltime study and remote learning packages available for Working Holiday Visa students.)

**please check start dates as two courses run for 24 weeks over the Christmas/New Year break*



Course work:

The Diploma of Marketing focuses on the skills required to research and analyse market needs, define target markets and develop marketing strategies. Students learn how to price and promote products and services, so they can produce a comprehensive marketing communications plan.

Internship:

In addition to the course work, you will undertake an unpaid internship placement in the business community. The aim of this placement is to provide practical experience in business culture and environment. Duties may vary and a business dress code will be required. The Internship coordinator will visit you regularly at your work place and you will use the placement to analyze and write about topics related to your course.



Diploma of Marketing

BSBMKG516A: PROFILE INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to select and confirm an appropriate international market.

BSBMKG517A: ANALYSE CONSUMER BEHAVIOUR FOR SPECIFIC INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to analyse consumer behaviour for specific international markets.

BSBMKG511A: ANALYSE DATA FROM INTERNATIONAL MARKETS

This unit describes the performance outcomes, skills and knowledge required to analyse data from international markets. The purpose and intent of reporting on market data is to assist the organisation to target marketing activities and to draw up marketing plans.

BSBMKG501B: IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES

This unit describes the performance outcomes, skills and knowledge required to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing the characteristics of possible markets and assessing the viability of changes to operations. Based on this evaluation, changes to current business operations can be determined to take advantage of marketing opportunities.

BSBMKG502B: ESTABLISH AND ADJUST THE MARKETING MIX

This unit describes the performance outcomes, skills and knowledge required to determine the optimum marketing mix for a business through analysis of interrelated marketing components.

BSBMKG506B: PLAN MARKET RESEARCH

This unit describes the performance outcomes, skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data-gathering approaches and developing a market research plan.

BSBMKG507A: INTERPRET MARKET TRENDS AND DEVELOPMENTS

This unit describes the performance outcomes, skills and knowledge required to conduct an analysis of market data in order to determine organisational and competitor business performance, and to prepare market and business forecasts that assist in targeting marketing activities and drawing up a marketing plan.

BSBMKG515A: CONDUCT A MARKETING AUDIT

This unit describes the performance outcomes, skills and knowledge required to prepare for, conduct and report on a marketing audit in accordance with an organisation's marketing plan. The outcomes of marketing audits are usually used to inform an organisation's marketing plan.

School Facilities and Student Services

ORIENTATION:

On your first day at the school, you will receive an orientation on the school, your program, assessment and facilities. If you are in Homestay, you will receive a second orientation that covers all aspects of Australian family life and the support services offered by the school during your stay.

You will also be advised of your rights as a student and your obligations while studying in Australia and at Pacific Gateway.

ENGLISH ONLY POLICY:

Studying overseas gives you the opportunity to experience a full immersion environment, where you live with and are surrounded by English-speaking people all the time. Pacific Gateway has a very strict English Only Policy, to help you maximize your time in Australia and become fluent in English as quickly as possible. The English Only policy is enforced at all levels of the school.

CHAT (CROSS-CULTURAL HELP AND TRAINING) SERVICES:

Pacific Gateway is committed to helping students reach their goals. CHAT Services help students design an enjoyable life in Brisbane and offer many important extras to students—free!

ACADEMIC COUNSELLING AND PATHWAYS INFORMATION:

Students planning to enter an Australian university or college can access Pacific Gateway's academic counsellor, who can advise students on appropriate study options. Partner institutions recognize Pacific Gateway's English and Academic Preparation (EAP) programs, so students can move easily into areas of further study.

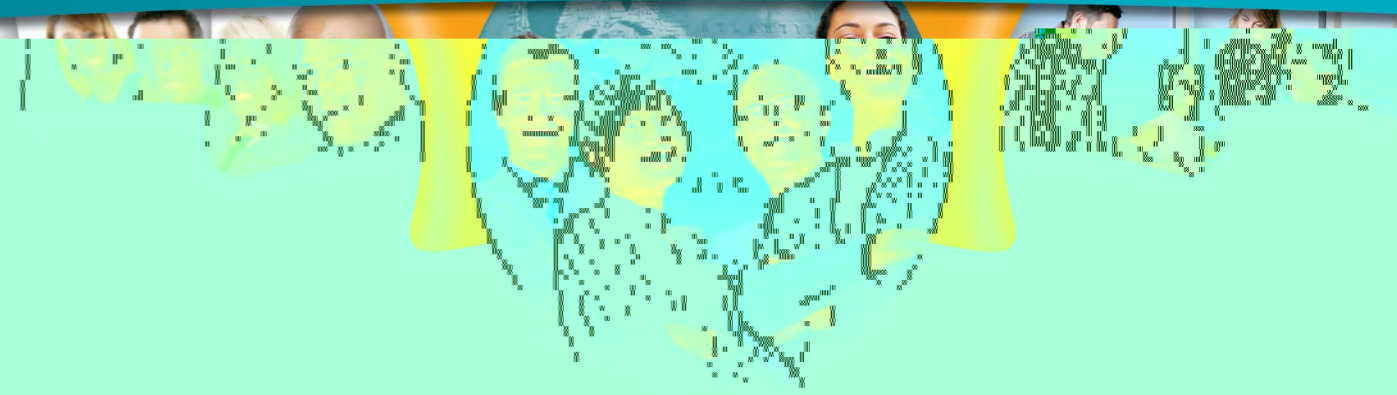
Pacific Gateway offers ongoing academic counselling through your teacher, or you can make an appointment to see the Director of Studies if you require counselling on your overall course and study pathways.

WELFARE COUNSELLING:

Pacific Gateway has welfare counsellors and bilingual translators available at each campus, to help you with any problems you may have during your stay in Australia. Our counsellors can refer you to other support services if necessary.

SCHOOL FACILITIES:

Pacific Gateway's Brisbane campus has two outdoor courtyards and two kitchens. There are over 40 computers available to students, and most rooms are fitted with projectors for powerpoint and internet delivery by both teachers and students. Pacific Gateway's student intranet allows you to email assignments to your teachers, download copies of key class materials and organise your printing and photocopying.



ACCOMMODATION AND AIRPORT PICK UP:

The Homestay Program at Pacific Gateway is administered through an in-house accommodation manager and a support team of bilingual counsellors, who match you with a suitable family. Our Homestay Program staff are friendly and approachable and have many years' experience, so they can help with any questions you may have during your stay. Your airport pick-up can be arranged by Pacific Gateway, if required.

ACTIVITIES PROGRAM:

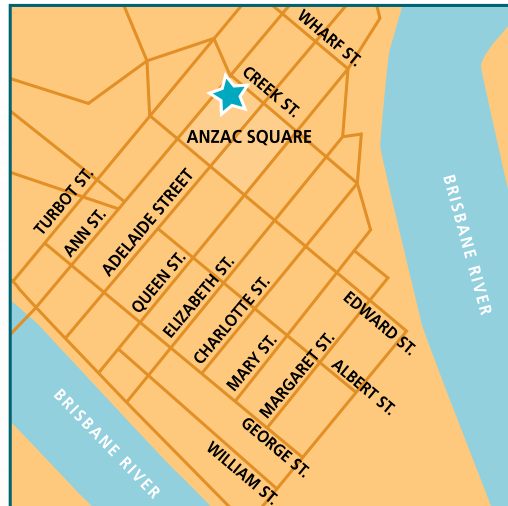
Pacific Gateway offers a full Activities Program with an in-house coordinator, so you can take advantage of the wonderful activities available in the Brisbane area while you study.



PROUD MEMBER OF:

PACIFIC GATEWAY™

STUDY GROUP



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