



**GAIN THE SKILLS  
FOR YOUR CAREER SUCCESS**

**WHILE AT  
SCHOOL**



## AXIAL TRAINING

Empowering Lifelong Learning  
in Queensland Schools

### THE AXIAL TRAINING DIFFERENCE

At Axial Training our aim is to provide an exceptional education experience, with quality outcomes and tailored training solutions that add genuine value to a student's secondary school experience.

We have developed an industry-leading blended vocational training model that has proven to be ideal for Queensland Schools delivery.



### SCHOOLS PROGRAM

At Axial Training, we are incredibly passionate about nurturing all of our student's individual qualities, preparing them for meaningful and purposeful lives in industry and study, whilst affording them world-class opportunities to reach their ideal career aspirations.



All students have access to our industry-leading student support program that helps enhance natural skills whilst enriching the total learning experience.

**E: [SCHOOLS@AXIAL.EDU.AU](mailto:SCHOOLS@AXIAL.EDU.AU) W: [WWW.AXIAL.EDU.AU](http://WWW.AXIAL.EDU.AU) P: 1300 729 425**

# BSB50120 DIPLOMA OF BUSINESS [Entrepreneurship and Marketing]

## COURSE OVERVIEW

The “*Entrepreneurship & Marketing*” program, introduces students to real world entrepreneurial thinking and will teach the tools to problem solve and develop innovative thinking and solutions. This course will equip students with the skills needed for a successful career in your own business or anywhere in the diverse and dynamic business industry.

Students will gain an insight into key elements of managing people and organisations, learn and expand their knowledge of contemporary business and marketing practices. Students core business units are further enhanced with subjects focusing on entrepreneurship and marketing, empowering them to think and act in a way that sets the foundation to be able to successfully run their own business.

## COURSE DELIVERY



7 Terms  
Yr 11, Term 1 - 4  
Yr 12, Term 1 - 3



Blended delivery,  
Combination of  
classroom and online  
learning



Lessons delivered at the  
School or via MS Teams/  
Zoom for distance  
learners.

## CORE UNITS

BSBCRT511	Develop critical thinking in others
BSBFIN501	Manage budgets and financial plan
BSBOPS501	Manage business resources
BSBXCM501	Lead communication in the workplace
BSBSUS511	Develop workplace policies and procedures for sustainability

## ELECTIVE UNITS

BSBHRM525	Manage recruitment and onboarding
BSBTWK503	Manage Meetings
BSBTWK502	Manage team effectiveness
BSBESB402	Establish legal and risk management requirements of new business ventures
BSBPEF401	Manage personal health and well being
SIRXMKT006	Develop a social media strategy
BSBMKG541	Identify and evaluate marketing opportunities

## PATHWAYS

Event Assistant, Event Operations Assistant, Sports Event Coordinator's Assistant

## UNIVERSITY CREDIT PARTNERS & ENTRY RANK

 Griffith UNIVERSITY Bachelor of Business	 University of Southern Queensland Bachelor of Business and Commerce Associate Degree of Business and Commerce	 SWINBURNE UNIVERSITY OF TECHNOLOGY Bachelor of Business Bachelor of Accounting Bachelor of Business Analytics and Analysis	 Southern Cross University Bachelor of Business Bachelor of Business and Enterprise Bachelor of Information Technology Bachelor of Legal and Justice Studies Associate Degree in Law Associate Degree in International Hotel and Tourism Management
 JAMES COOK UNIVERSITY AUSTRALIA Bachelor of Business Bachelor of Commerce	 TORRENS UNIVERSITY AUSTRALIA Bachelor of Business Bachelor of Business Information Systems Bachelor of Commerce	 UniSC Bachelor of Business Associate Degree in Business	

Successful completion of this course can see the student receive a 2026 University Entry Rank in the range of **84 to 87**

## QCE POINTS

Successful completion of this course can earn the student up to **8** QCE points.

## COURSE FEES

\$2800.00 [payment plans available]



LET'S CONNECT

