

SAY *hello* TO BUSINESS

DEGREES AND DIPLOMAS IN
BUSINESS
COMMERCE
MARKETING
EVENTS
PR
SPORTS MANAGEMENT





SAY *hello* **TO**
NEW FRIENDS!!!

**WE'VE
TEAMED UP
WITH
TORRENS
UNIVERSITY
AUSTRALIA**

Hello

GET READY TO TAKE THE FIRST STEP TOWARDS YOUR FIRST REAL JOB IN BUSINESS.

APM has been leading students to careers across the global business landscape since 1986. As a student at APM, you will be immersed in a fun and stimulating learning environment that will match expectations in the business industry. Graduate as a highly trained and motivated professional with significant work experience under your belt in less than three years (or two years in Accelerated study mode).

GRADUATE WITH A UNIVERSITY QUALIFICATION

In 2016, APM College of Business and Communication teamed up with Torrens University Australia. Australia's first truly global university has one goal for their students; employability. Torrens University Australia has partnered with some of Australia's and the world's best brands and schools to provide students with access to a global network of industry leaders and academics.

Students benefit from flexible study options, small-classes and every bachelor student graduates with work experience on their CV with 520 hours of industry placement included in every business degree.



JOIN A GLOBAL MOVEMENT

APM at Torrens University Australia is part of Laureate International Universities - the world's leading higher education provider. The Laureate network spans more than 70 universities and over 1,000,000 students in 25 countries.



OUR 4 PROMISES TO YOU

1 EVERYONE IS CONNECTED.

Students will graduate with their own network of employers, entrepreneurs and mentors.



2 EVERYONE IS GLOBAL.

Students can uncover global opportunities and networks from over 70 universities around the world.



3 EVERYONE CAN CHANGE THEIR WORLD.

We ready students to make their mark and deliver positive change to the world they live in. We foster social entrepreneurship.



4 EVERYONE IS UNIQUE.

Students choose how and when they learn. They are in control to create the learning experience they want.



WHY STUDY BUSINESS WITH TORRENS?

GRADUATE IN 2 YEARS

All APM Bachelor degrees can be fast-tracked through our accelerated study option. By completing an extra subject every trimester, you can finish your studies in just two years.

Talk to a Course and Career Advisor for more information.

ENJOY SMALL CLASSES

Lecturers will quickly learn your name through our small class sizes. They'll take the time to help you achieve your dreams by supporting your strengths and building on your development areas - even if you're studying online.

WANT TO *chat* ABOUT IT?

You can chat about your career and study aspirations with a Course and Careers Advisor by calling **1300 880 610** or visit torrens.edu.au

All our diplomas pathway into our degree programs...

which means everyone can study a degree

Bachelor degrees include 520 hours of work experience

We have a dedicated industry team focused on connecting you to employers

You can study at modern campuses in Sydney, Melbourne, Brisbane and Adelaide

Or even study online

We have FEE-HELP and Scholarships across all courses

Surviving YEAR 12

Download our Surviving Year 12 guide! Consider it your go-to-guide for surviving your final high school year and getting into the course of your dreams.

Grab your free copy at:
sayhello.torrens.edu.au



PLACE OF BUSINESS: MODERN CAMPUSES, YOURS FOR THE TAKING.

ADELAIDE

82-98 WAKEFIELD STREET,
ADELAIDE, SA 5000

Located on the historic site of the Menz Biscuit Factory, the Wakefield campus of Torrens University in Adelaide has been built from the ground up with a single purpose in mind – the student learning experience.

Students can take advantage of numerous dedicated study areas, breakout pods and chill-out zones, while having unprecedented access to their learning facilitators – there are no separated, closed-off academic offices in the building. Facilitators hot-desk and share open access with the students so the campus functions as a true democratic learning community.

"The focused style of APM really resonated with my employer, and I entered the workforce with a solid understanding of industry and skills to my name."

Bryce Baker
Bachelor of Business
(Public Relations)
Senior Program Executive,
Hotwire PR, New York City



SYDNEY

1-5 HICKSON ROAD,
THE ROCKS, NSW 2000

Our brand-new campus is located on the fringe of Sydney CBD at The Rocks. It's an ideal location as you will literally be able to see your future from a classroom window. Having recently relocated across the bridge from North Sydney and set within a pre-Federation era warehouse, the campus boasts a state-of-the-art technological nervous system and custom-designed facilities to provide the best resources for students to achieve highly in their studies.

Torrens shares a vibrant campus community with William Blue College of Hospitality Management.



BRISBANE

90 BOWEN TERRACE,
FORTITUDE VALLEY, QLD 4006

High on the cliffs overlooking the Brisbane River this campus offers the latest in state-of-the-art teaching facilities while incorporating abundant natural light, breathtaking views of the river, Story Bridge and Brisbane CBD. This campus has been carefully designed to provide an inspirational and productive learning environment for students to achieve highly in their coursework.

The Brisbane campuses also houses William Blue College of Hospitality Management, Australasian College of Natural Therapies, Australian National College of Beauty, Billy Blue College of Design and CATC Design School – making seven colleges in all, which promises a fun and inclusive student community.



SAY HELLO TO A CAREER THAT'LL TAKE YOU PLACES.

BUSINESS MANAGEMENT

Do you want to lead in the modern business workplace? With an understanding of business strategy and operations, you'll be a leader of the future. You'll have the skills to start your career in a junior business role and continue to grow and build your way up to a management position in 3-5 years.

BACHELOR OF BUSINESS

Provider: Torrens University Australia
CRICOS Course Code: 081290C
Location: Sydney, Brisbane, Online
Duration: 3 years (2 years accelerated)

- » Sales Manager
- » Agency Account Manager
- » Finance Assistant
- » Marketing Coordinator
- » Entrepreneur

BSB51915 DIPLOMA OF LEADERSHIP AND MANAGEMENT

Provider: APM College of Business and Communication
Location: Online
Duration: 1 year (36 weeks accelerated)

- » Operations Manager
- » Team Leader
- » Facilities Supervisor
- » Administration Manager

BSB50815 DIPLOMA OF INTERNATIONAL BUSINESS

Provider: APM College of Business and Communication
Location: Online
Duration: 1 year (36 weeks accelerated)

- » Entrepreneur
- » Export Manager
- » Global Business Manager
- » Team Leader

BSB50215 DIPLOMA OF BUSINESS

Provider: APM College of Business and Communication
Location: Online
Duration: 1 year (36 weeks accelerated)

- » Entrepreneur
- » Operations Manager
- » Sales Team Leader
- » Business Development Manager

BSB50415 DIPLOMA OF BUSINESS ADMINISTRATION

Provider: APM College of Business and Communication
Location: Online
Duration: 1 year (36 weeks accelerated)

- » Executive Assistant
- » Business Manager
- » Office Manager
- » Administration Manager

MARKETING

Marketing is an integral part to the success of any business. Marketing is responsible for building brand awareness, creating behaviour change, generating customers and driving sales and revenue.

Marketing does this through translating customer and market data into insights, to develop and execute advertising campaigns, events, digital and social marketing and innovating new products to produce business results - and you'll get hands on experience developing these skills in our course.

It's an exciting and broad industry suited to people who are creative, analytical, organised, have great communication skills, are curious and are not afraid to ask questions and who want to work in a fast-paced world.

BACHELOR OF BUSINESS (MARKETING)

CRICOS Course Code: 081291B
Provider: Torrens University Australia
Location: Sydney, Brisbane, Online
Duration: 3 years (2 years accelerated)

- » Marketing Coordinator
- » Assistant Brand Manager
- » Sponsorship Coordinator
- » Agency Account Manager
- » Sales Manager
- » Digital Marketing Executive

DIPLOMA OF MARKETING

CRICOS Course Code: 092485A
Provider: Torrens University Australia
Location: Sydney, Online
Duration: 1 year (36 weeks accelerated)

- » Marketing Assistant
- » Marketing Executive
- » Social Media Assistant

“The good thing about the course from APM is that it presents all the information really simply. There's always additional reading available if you want to go really in-depth on a subject but if you're just getting your head around the basics (like I was with statistics & reporting) it's geared to just give you what you need as well.”



Holly Hardstaff
Bachelor of Business (Marketing)
Director, Harhar Group

EVENT MANAGEMENT

As an event manager, you'll start by responding to a client brief with creative event ideas within budget that will meet your client's needs - then get ready to bring the event to life!

Key skills you need to be successful in event management include project management, confidence to manage others, good communication, able to handle pressure well and be full of creative ideas - don't worry you'll get plenty of experience in our course!

Events you can work on include weddings, festivals, product launches, exhibitions, conferences, sporting and music events and Government celebrations like NYE and arts festivals.

BACHELOR OF BUSINESS (EVENT MANAGEMENT)

CRICOS Course Code: 081293M
Provider: Torrens University Australia
Location: Sydney, Brisbane, Online
Duration: 3 years (2 years accelerated)

- » Event Manager / Executive
- » Agency Account Manager
- » Project Manager
- » Functions Coordinator
- » Communications and Media Advisor

PUBLIC RELATIONS

Public Relations covers a broad range of roles including communication and media specialists, media spokesperson, PR agency director, PR managers, and public affairs officers. Working in PR you could find yourself building awareness for a new product or brand, hosting events and managing the image, message and reputation of a government, business, brand or personality.

You need to be able to build good relationships with media and key industry stakeholders, be confident, have excellent written and verbal communication skills and be well versed in the industry, political and media landscape to advise your clients on the best solutions.

BACHELOR OF BUSINESS (PUBLIC RELATIONS)

CRICOS Course Code: 081292A
Provider: Torrens University Australia
Location: Sydney, Brisbane, Online
Duration: 3 years (2 years accelerated)

- » Publicity Officer
- » Communications and Media Advisor
- » PR Assistant Manager

For further information and detailed course descriptions on any course, please visit torrens.edu.au



PROJECT MANAGEMENT

If you pride yourself on having excellent time management and like making plans, a career in project management could be for you!

Learn how to build project timelines and plans, identify and manage risks, resources and budgets.

Work on projects in IT, construction, government, marketing and retail.

BSB51415 DIPLOMA OF PROJECT MANAGEMENT

Provider: APM College of Business and Communication
Location: Online
Duration: 1 year

- » Project Manager
- » Project Leader
- » Project Team Leader
- » Project Contract Manager
- » Project Vendor Manager

COMMERCE

Learn the basic principles of accounting, economics and finance, and specialise in one of these disciplines.

BACHELOR OF COMMERCE

Provider: Torrens University Australia
Location: Sydney
Duration: 3 years (2 years accelerated)

- » Accountant
- » Finance Officer
- » Risk Manager
- » Financial Analyst
- » Stock Broker
- » Payroll and Operations Supervisor

SPORTS MANAGEMENT

If you want a career on the business side of the sports industry, this is the course for you.

You'll develop core business strategy and operational knowledge and skills, with a specialised understanding of the sports industry and key functions including contract management, sports marketing and venue management.

BACHELOR OF BUSINESS (SPORTS MANAGEMENT)

Provider: Torrens University Australia
Location: Sydney or online
Duration: 3 years (2 years accelerated)

COURSE ENTRY REQUIREMENTS

BACHELOR DEGREE

Year 12 or equivalent with ATAR 60/ OP 17

OR

- » Demonstrated ability to undertake study at this level:
 - » Work experience, and/or other formal, informal or non-formal
 - » Study attempted and/or completed

DIPLOMA

- » A completed Australian secondary education qualification or equivalent



“I chose APM because they provide fantastic work experience opportunities while you study. The work experience opportunities were invaluable in giving me the confidence to start my own business.”

Lisa Hyde
Bachelor of Business (Event Management)
Owner, Shevoke

WORK EXPERIENCE: NOT QUITE THE SAME AS HIGH SCHOOL

We know what it takes to get a foot in the door for your first real job in business and we want to make sure you have a head start over graduates from other universities.

It's why we've developed our degrees to include 520 hours of work experience which our dedicated Industry team will help arrange by connecting you to opportunities with over 80+ industry partners.



CONNECTIONS TO THE BEST INDUSTRY CONTACTS

Our Career Management subject is designed to gradually improve your practical skill level while increasing your exposure to the industry. We have partnerships with leading Australian and international hotels, restaurants, events, PR and tourism agencies, and businesses, which will increase the variety of opportunities available to start your career within the industry. This will give you a powerful combination of practical industry experience and theoretical knowledge.



“At APM we focused on the mechanisms of a business and creating an event as well as learning how an event can be expanded across different arenas and platforms. I enjoyed being able to see a different side of business and learning why things are done a certain way.”

Kate Thurtell
Bachelor of Business (Marketing), Current Student
Bachelor of Business (Event Management), 2013 Graduate

MONEY MATTERS: SCHOLARSHIP AND FEE-HELP

SCHOLARSHIPS

Each year we seek out the most passionate and committed students of business, event management, public relations and marketing to be granted industry scholarships to study at APM. Sponsored and awarded by the corporate world, this scholarship offers the opportunity of a lifetime to begin your future as a Business Owner, Event Manager, Brand Manager or PR Manager!

Visit apm.edu.au/scholarships for more information on how you can have someone else pay for your education (or at least part of it).

FEE-HELP & VET FEE-HELP

HELP is the government's Higher Education Loans Program, which effectively allows eligible students to study now, pay later. It helps with the cost of further education. You'll only have to start paying the government back once you've started work and your income rises above a certain threshold. Then the money will slowly and automatically be recuperated through the tax system once you earn above a set amount.

VET FEE-HELP is available to assist eligible students studying higher level vocational education and training (VET) qualifications to pay their tuition fees. Higher level VET qualifications are at the diploma level and above. VET FEE-HELP can be used to pay all or part of an eligible student's tuition fees, but cannot be used for additional study costs such as accommodation or text books.

There are limits to how much you can borrow, as well as other important terms and conditions. While HELP is used by thousands of students every year, you should still make sure you understand how it works.

Visit studyassist.gov.au for all the info.



NEED TO KNOW: DATES AND APPLYING

WITH SIX INTAKES PER YEAR, START STUDYING WHEN IT SUITS YOU:

2017

Trimester 1: 20 Feb - 2 April

Term 1B: 3 April - 14 May

Trimester 2: 5 June - 16 July

Term 2B: 17 July - 27 Aug

Trimester 3: 18 Sep - 29 Oct

Term 3B: 30 Oct - 10 Dec

HOW TO APPLY

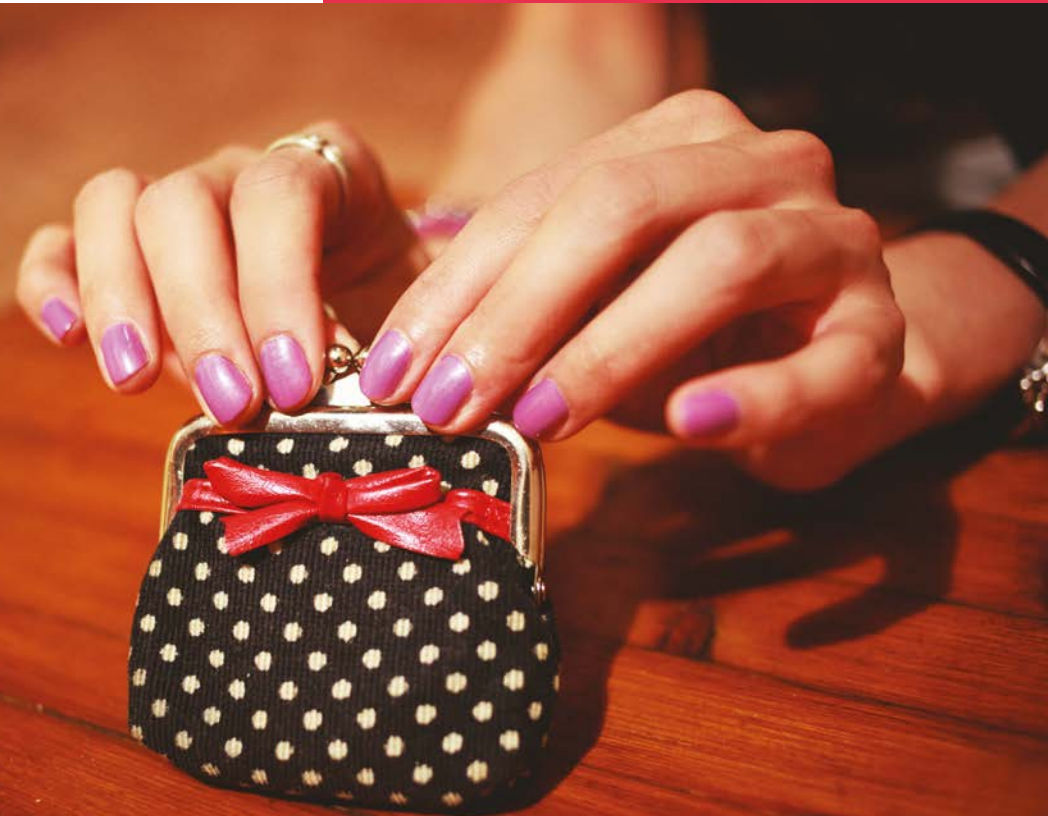
» Call a Course and Career Advisor to discuss your future at APM and in the business industry:

1300 880 610

» Or apply online:

apm.edu.au/apply

torrens.edu.au/apply





“To win a scholarship at APM was a dream come true! I worked hard preparing for the scholarship interview and it paid off. APM is the perfect college for me because of the intimate class sizes and knowledgeable lecturers.

Courtney Brazel
Bachelor of Business (Event Management)
2013 Scholarship Recipient

WHAT OUR STUDENTS SAY

OPEN DAY

Visit Torrens at Open Day or Open House events held throughout the year and see where studying business could take you.

- * See what life's like at Torrens
- * Hear from special industry guests
- * Learn about career possibilities
- * Speak with lecturers and students
- * Tour campus

DAY IN THE LIFE

Participate in a Day In The Life workshop and experience what it takes to work in business, PR, events or marketing.

- * Behind-the-scenes tour of a local business
- * Speak with special industry guests
- * Participate in fun activities typical of the industry
- * One-on-one consultation with a Course and Career Advisor

CHECK TORRENS.EDU.AU OR LIKE US ON FACEBOOK FOR ANNOUNCEMENTS AND DETAILS.

“Through APM’s Industry Placement program, I put my classroom theories into practice and gained valuable experience of event management. By the time I arrived in Los Angeles ready to start my new role, I already had a sense of what would be expected of me in terms of performance and know-how.”

Shayne Evans
Bachelor of Business (Event Management),
Production Supervisor, Kelly Yvonne Productions in LA





SAY GOODBYE TO OLD SCHOOL

CONTACT US

WEB torrens.edu.au & apm.edu.au

EMAIL enquiries@apm.edu.au

TELEPHONE 1300 880 610

STILL IN HIGH SCHOOL?

Visit our blog: sayhello.torrens.edu.au

CONNECT WITH US:

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youtube.com/torrensuniversity

INSTAGRAM

instagram.com/apmcollege

instagram.com/torrensuni



**APM COLLEGE OF
BUSINESS AND
COMMUNICATION®**



**TORRENS
UNIVERSITY
AUSTRALIA**

WWW.TORRENS.EDU.AU

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TEQSA is the only national accreditation authority in Australia for Higher Education. All accredited TEQSA qualifications undertaken by international and domestic students are awarded by Torrens University Australia Ltd (ABN 99 154 937 005, RTO No. 41343, CRICOS Provider Code: 03389E). ASQA is a national accreditation authority, authorised via the National Vocational Education and Training Regulator Act (2011) and related legislation to accredit private providers of vocational education and training. All accredited ASQA qualifications undertaken by international and domestic students are awarded by Think: Colleges Pty Ltd (ABN 93 050 049 299, RTO No. 0269, CRICOS Provider Code NSW 00246M).

Information provided in this brochure is current at the date of publication, and may be subject to change.

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