



# BACHELOR OF BUSINESS

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## Bachelor of Business

The Bachelor of Business has been developed to ensure you graduate job ready, with the core business knowledge and skills required to move into management roles in large organisations or become an entrepreneur and launch your own business.

This course will teach you how to research, analyse and interpret the domestic and international business environments. Critical thinking skills are used to create strategic business and marketing plans and identify strategic business opportunities.

Business knowledge, combined with electives in marketing, public relations, events, tourism and hospitality will give you varied career options and a chance to learn about a variety of different business areas.

Through our Industry Placement Program, you'll learn about the contemporary business environment first hand, and gain practical skills to complement your theoretical knowledge.

### Career Outcomes

Graduates of the Bachelor of Business will be confident and job ready with the knowledge and skills to secure entry to mid-level business support or management roles in a small to large organisations, or will have the core business skills and support to start their own business.

- Business owner
- Entrepreneur
- Operations Manager
- Sales Team Leader
- Facilities Supervisor
- Business Development Manager
- Administration Manager

### Diploma > Degree > Masters

Interested in getting an MBA? Graduates of the Bachelor of Business programs will get entry into the Master of Business Administration or other Masters at Torrens University Australia, once you have three years of professional experience.

## COURSE OVERVIEW

APM College of Business and Communication is a trading name of Think: Colleges Pty Ltd and Torrens University Australia Ltd  
Think: Colleges Pty Ltd: ABN 93 050 049 299 • CRICOS Provider Code: 00246M • RTO: 0269  
Torrens University Australia Ltd: ABN 99 154 937 005 • RTO No. 41343 • HEP No. 4449 • CRICOS Provider Code 03389E  
*Updated November 2016. Information is correct at time of printing, but may be subject to change.*

<b>BACHELOR OF BUSINESS</b>			
<b>Study Options</b> Domestic Australian students	Full-time Part-time Accelerated	<b>Study options</b> International students	International students must study full-time and on campus (with the option to complete up to 25% online) at The Rocks, Sydney, Fortitude Valley, Brisbane, and Wakefield, Adelaide
<b>Start Dates</b>	<b>2017 Intake Dates</b>  Term 1: 20 Feb 2017  Term 2: 5 June 2017  Term 3: 18 Sept 2017	<b>Course Length</b>	<b>Full-time: 3 years</b> (9 study periods of 12 weeks, plus breaks)  <b>Part-time: 6 years</b> (18 study periods of 12 weeks, plus breaks)  <b>Accelerated: 2 years</b> (6 study periods of 12 weeks, plus breaks)
<b>Entry Requirements</b>	ATAR 60 or equivalent	<b>Special entry requirements</b>	Demonstrated ability to undertake study at this level through work experience, and/or other formal, informal or non-formal study attempted and/or completed.
<b>International students</b>	International students also require an IELTS 6.0 with no skills band less than 5.5	<b>Course study requirements</b>	10 hours study required per subject, per week, during a trimester.  e.g. If you undertake two subjects in a trimester, the study requirement is 20 hours each week.
<b>Location</b>	Sydney Campus Brisbane Campus Adelaide Campus Melbourne Online	<b>Delivered by</b>	APM College of Business & Communication (APM) at Torrens University Australia
<b>Accrediting body</b>	Torrens University Australia	<b>CRICOS Course code</b>	090275E

## 100 LEVEL CORE SUBJECT DESCRIPTIONS

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Subject Name	Subject Description
Business Communications BIZ101	This subject introduces students to the concepts of business communications and transferable academic skills. This subject presents an analysis of the types of communication processes which occur in the internal and external business environment, including an examination of the theoretical underpinning of communication in businesses. Emphasis is placed on writing skills, reports, and presentations, and using technology to communicate. The course will provide students with research skills (information literacy), critical analysis, writing and language techniques. Transferable skills including time management and teamwork are incorporated in the course. The aim of this subject is to provide knowledge and skills needed for Higher Education, to help students to manage their own success and to assist students in reaching their academic potential.
Understanding People and Organisations BIZ102	This subject introduces students to the concept of an organisation, and their role within the organisational context. The student will explore the impact of their relationships and emotional intelligence within a business context, as well as developing the skills to foster effective workplace relationships and to learn how to continue to develop and refine these skills in the workplace. Students will gain an understanding of the idea of cultures within organisations, and how their actions interact within these relationships.
Marketing Fundamentals MKT101A	Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, market segmentation, targeting and positioning, the extended marketing mix and ethics in marketing.
Customer Experience Management BIZ104	This subject explores how a customers' perceptions – both conscious and subconscious – effect their relationship with a brand's value proposition. Students will explore how a customer's interactions with a brand during the customer life cycle will determine levels of customer satisfaction. Students will analyse Customer Journey Mapping techniques, Employees engagement in the customer experience strategy and metrics of satisfaction, loyalty and advocacy.

## 200 LEVEL CORE SUBJECT DESCRIPTIONS

Subject Name	Subject Description
Accounting for Decision Making BIZ201	The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and finance. The use of management accounting information assists in key areas of planning, controlling, reporting, and decision making. It introduces students to basic concepts and functions of the balance sheet, profit and loss statements, cash flow statements, techniques for analysing financial statements investment decisions, full costing and opportunity costing analysis and managing working capital.
The Business Environment BIZ202	This subject covers the analysis of the macro and micro influences on a business' strategy and operations. Includes the interactions of Australia's legal frameworks and global economic principles and the influence on modern organisational decision making. Students will learn about legacy and modern management styles and their application in a dynamic business environment.

## 300 LEVEL CORE SUBJECT DESCRIPTIONS

Subject Name	Subject Description
Organisational Creativity and Innovation BIZ301	This course seeks to build the knowledge, skills and attitudes required to succeed as an entrepreneur. These knowledge and skills are then applied to identify and evaluate innovative high-growth product and service opportunities in the context of a start-up, a corporation, a not-for-profit or a government institution. The course equips students with practical skills, including creativity tools, cash-flow modelling, business model analysis and lean experimentation.
Ethics and Sustainability MGT301A	This subject is built on broad aspects of sustainable development, corporate responsibility, stakeholder thinking and accountability. It explores how organisations acknowledge their impact of their activities in economic, social, and environmental terms. Students will examine why organisations around the world are increasingly moving to reduce the adverse effects of business operations on their stakeholders and local communities. It discusses some of the most common practices associated with environmental ethics evolving to sustainability ethics. It also examines the link between social responsibility and corporate governance. This course will equip you with a set of tools for managing and leading organisations more ethically and sustainably.

## SPECIALISM SUBJECT DESCRIPTIONS

Strategic Management MGT302A	Organisations face increasing environmental uncertainty with shortening product and technology life cycles and increasing competition. Managers need to develop an understanding of their organisation's industry structure, external environment as well as its internal strengths and weaknesses. It is also important that managers are able to think creatively in formulating and implementing their strategies to ensure their organisation's success in its industry. This subject focuses on providing future managers with relevant strategic management concepts to advance their skills and abilities so that they can contribute towards an organisation's competitive advantage.
Business Consulting Project BIZ304	This capstone subject enables students to apply theory and learning to practical management in an industry relevant operation. Students will utilise their research skills for real and current management issues on an industry relevant operation and experience personal growth through setting goals, establishing schedules, and accepting responsibility to an organisation and to self for project completion.
Industry Consulting Project IND301A	A key element of this course is the placement of the students with an endorsed host organisation(s) to complete a minimum of 400 hours of discipline-based professional work placement. While work experience is a component of the placement, there is considerable emphasis on the development of workplace knowledge and employability skills such as communication and coordination skills, the role and responsibility of discipline based professionals, and the links between learned theory and practice in the workplace. A key task will be the completion of a reflective journal covering the experience and the identification and analysis of key learning outcomes.

## ELECTIVE SUBJECTS

There are 13 electives which may be chosen from any of the TUA undergraduate courses (pre-requisites permitting). 2 electives (20 credit points) must be chosen from 100 level subjects, 4 electives (40 credit points) must be chosen from 200 level subjects and 1 elective (10 credit points) must be chosen from 300 level subjects.

## Elective Pool

### 100 Level

Introduction to Events EVN101	This subject introduces students to the scope and diversity of the events industry and how it functions as a key component of broader business industries. Students will be exposed to a range of events, both large and small, private and public, covering the broader spectrum of the types of events in the Events industry.
Event Concepts and Design EVT101A	This subject introduces the student to events at the initial concept phase, working through the design and planning phases of event creation. The subject will expose students to a wide variety of types of events and students will develop a solid understanding of appropriate event themes and design concepts.
Understanding Public Relations PRN101A	The subject introduces students to key communication and Public Relations theories, as well as to the history of Public Relations. The relevance of basic communication and mass communication theory within the field of Public Relations is discussed and applied. The subject demonstrates the ethical and legal implications of Public Relations decision making through case studies, application and debate. Different contexts and subfields are explored, with specific reference to emerging technologies and the changing social environment. The role of public relations as a relationship builder and reputation manager is developed together with current issues and cutting edge topics such as risk communication, interactive media, deep branding, social networking, media and regulatory convergence. The transformations in contemporary communication industries and global patterns will be of special significance.
Introduction to PR Writing PRN102A	This subject encompasses the fundamentals of PR Writing. The subject explains the Australian media environment to public relations students, including media ownership and the differences between media forms. It introduces students to the main aspects of public relations writing, including selecting the right medium, writing for a range of different media such as internet, broadcast, speeches, and publications, as well as learning to write for 'campaigns', undertaking financial and annual report writing. It also provides students with a comprehensive style guide that they can use as a reference when working in the industry. Students also develop a thorough understanding of emerging media technologies and how they influence public relations writing. The subject provides students with a background of the ethical and legal issues associated with public relations and provides information on dealing with crisis communications, such as natural disasters or company problems caused by bad planning or poor decisions.
Introduction to Sport Management SPO101	In this subject students will be introduced to the field of Sport Management. Students will investigate the historical foundations of sport, management principles, socio-cultural influences of sport, and the role of governance in sport. Students will investigate the role sport plays in building communities and analyse the importance that professional sport plays in contemporary society.

Sports Marketing SPO102	Marketing of sports and recreation is more than simply about the product; it is about broader health and wellness, entertainment, community and generating team or brand loyalty. This unit applies the marketing principles and mix to the field of sports and recreation, to take a broader view on how marketing can support health promotion and advocacy through sport.
Integrated Marketing Communications MKT103A	Integrated Marketing Communications provides students with a contemporary view on the use of all different promotional tools available to marketers today such as sales promotions, direct marketing, advertising, personal selling and public relations.  The subject explores how marketers can increase the number of touch points a brand can explore among its target audience in a consistent and effective manner.
Consumer Behaviour MKG102	This subject introduces students to the main aspects of consumer behaviour, including the societal, family and cultural influences on behaviour. The subject examines vital topics such as consumer learning, needs and wants, motivations, perceptions and experience, and specific consumer behaviours and the factors involved in consumer decision making. Students undertaking this unit are encouraged to critically appraise their own buying behaviour, which in turn assists them in acquiring, critically examining, and communicating information from a range of different sources.

## 200 Level

Event Management and Operations EVT201A	Building upon event concepts and design knowledge, this subject introduces the student to the skills and knowledge of event operation and management and the student will be able to learn how and where to apply the various operations and management tools. The unit further exposes the student to the strategic framework and strategic planning function; contextualised within the event management and operations environment.
Event Venue Management EVT207A	This subject introduces the student to venue management as an integral part of event management and operations. It acknowledges that each venue is different but that each venue operates within a broad industry model. Students will be exposed to different venue types and sectors and the general management principles; including the asset management, maintenance, repair and purchase processes.
Event Financing and Sponsorship EVN203	This subject introduces students to the processes behind the targeting, procuring and managing financial support for events. The subject explores alternative revenue sources available to the event; it extends the student beyond a traditional understanding of sponsorship into thinking of events as assets and saleable commodities.
Content Creation for Social Media PRL201	This subject explores the scope and application of the various channels available in the modern Public Relations landscape. Students will learn about the speed of transmission afforded by modern media channels and how to maximise the return on investment (ROI) by using these mediums, highlighting the benefits and risks associated with these most modern methods of social interaction and communication.

Advanced PR Writing PRL202	This subject allows students to refine the theory that they have learned in the course, take their understanding and application of PR to another level and put it into action. Students will further investigate media channel strategies, while focusing on the production of context driven written materials, with an emphasis on the completion of an industry standard Public Relations writing portfolio.
Corporate Communications PRL203	In Corporate Communications the student will focus on all elements and applications of Public Relations in corporate and professional contexts. Students will address the tactics and strategies around Issues and Crisis Management, Stakeholder Management, Not for Profit, Government and Community Relations, and well as the fundamentals of corporate and financial Public Relations and the benefits of corporate and community relationships.
Sports Law SPO201	Sports law as a discipline cuts across a number of areas of law such as contract law, employment law, competition law, intellectual property, criminal law and tort law. In addition, there are a number of areas of law which are specific to sport such as anti-doping policy, sports disciplinary issues, player agency and selection processes. This subject will examine a number of these areas and will analyse the way in which sport and law interact. Students will analyse a number of legal issues connected to the organisation of sporting events, the communication of such events to the public, and participation in sporting events and organisations.
Managing Teams SPO202	There are more to sports teams than the team playing the sport. There are the support teams, the behind the scenes teams, the training teams, and so forth. Being able to manage a team in different circumstances for different outcomes is the focus of this unit, drawing on theory and practice from industry as well as sports literature, paying particular attention to different leadership models and team roles.
Managing Sport Facilities SPO203	This subject requires students investigate how to manage, plan and evaluate the sporting facilities that sports teams and local communities rely on for their recreational and sporting needs. Different types of sports venues, construction and refurbishment, venue design, risk management, technology, and venue management will be discussed in detail.
Business – 2 – Business Marketing MKG201	Business-to-business introduces students to the principles of industrial marketing, also known as B2B. The subject highlights the importance of firms in building strong relationships with their corporate clients in the process of value creation. Students will develop an understanding of business markets and the business marketing environment and will build upon their knowledge of marketing principles and market segmentation to formulate their own B2B marketing strategy.
Marketing and Audience Research MKT202A	This subject provides students with both theoretical knowledge and practical application of the quantitative and qualitative marketing research process. It begins with the concept of marketing research and the research process. It discusses how to design a research project and define the research question. It identifies primary and secondary data sources, and introduces students to qualitative and quantitative research methods.



<p>Digital Marketing Communications MKG203</p>	<p>This subject introduces students to the ways in which the internet and new digital and interactive technologies can be used in the development of digital marketing strategies. It also highlights the integration of digital marketing with traditional marketing strategies and practices. It focuses on new digitally orientated business models that add customer value, build customer relationships and increase company profitability. The subject examines vital topics such as digital marketing strategy development and planning, the impact of emergent technologies, social media marketing, web design, digital communications and customer relationship management as well as the ethical and legal issues involved in digital marketing.</p>
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### 300 Level

<p>Events Policy and Strategy EVN301</p>	<p>This subject provides students with the opportunity to examine strategic management functions and process in the context of events. The unit focuses on the application of the latest thinking on the area of strategic management to the event environment reinforcing a strategic planning and management framework.</p>
<p>International Public Relations PRN303A</p>	<p>This subject draws together the public relations skills and knowledge students have acquired throughout the course to date, and applies them to the international arena. Students critically question the ethnocentric assumptions that American or Western public relations can be transferred to any country and culture, and instead ask how public relations theory and practice should be different in different national or cultural contexts. International theory of public relations that can be used in and adapted to different countries of the world are further explored. Students will also debate whether there could be generic principles of public relations applicable to specific contextual conditions in all cultures. Students are provided with an understanding of the role of international companies, communities, governments, and the international media and how these bodies influence the formulation of corporate messages and responses to issues and crisis. It highlights the importance of sensitivity to and understanding of different cultures, and the crucial role of effective intercultural communication. It examines the role of key technologies such as the Internet and other new media to international public relations. The subject concludes with an examination of how international corporations can work effectively with local communities and examines a number of region-specific public relations issues.</p>
<p>Health and Advocacy Strategies SPO301</p>	<p>This course challenges students to utilise sports and recreation to make an impact. Mental health problems and disorders contribute significantly to the burden of disease; unipolar depression is now the second leading cause of disability worldwide. Students will learn about the strong relationship between mental health and physical health. Mental health disorders and problems with alcohol and other drugs are closely intertwined and linked to the social determinants of health for which sport and recreation can play a pivotal role. It introduces students to being change agents, teaching them how to recognise health needs in a community and equipping them with the skills they need to communicate to a wide variety of audiences, preparing them to engage with communities to promote health and engage in health advocacy with intersectoral stakeholders and influencers. Strategies to engage with different communities through sport, and form of partnerships with other sectors will be a key focus of this subject.</p>
<p>Marketing Strategy</p>	<p>This subject introduces students to the concept of marketing strategy and</p>

MKT301A	its position within business strategy and organisational goals. It covers the principles and techniques of creating, implementing, and evaluating a marketing strategy, including analysis of market opportunities and formulating marketing strategies for a variety of different business environments. This subject culminates with a discussion of useful tools and techniques for developing, implementing, monitoring, and evaluating a marketing plan.
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### Non Specialism Electives

Understanding Advertising MKT102A	Understanding Advertising introduces students to the fundamentals of advertising and explains how students can use this important tool to solve communication problems in today's complex and fast-changing world. The unit provides an introduction to the advertising industry and the process of creating advertisements for different media. It begins by looking at the initial steps of advertising planning and research, differentiation and targeting, and the development of an advertising strategy.
Wedding Planning EVT204A	This subject explores the Wedding event in depth. It takes the student through the gamut of the Wedding industry and the process of delivering the client's dream. Students will be exposed to the contemporary and traditional, the conservative and the alternative, the religious and secular in wedding concept and design. Students will have the opportunity to examine contemporary issues in marriage and marriage law.
Sports Events EVT206A	This unit explores the sport event in depth. It takes the student through the depth and breadth of the sport event industry and the process of delivering a sport event. Students will examine the importance of the sport event sector to the Australian economy and culture, and explore some of the social and ethical impacts of sport. Students will be introduced to unique aspects of sport events and the specific tools used to deliver and manage them. Students will have the opportunity to become familiar with sport event scheduling and the issues surrounding implementing and managing large scale sporting events.
Human Resource Management HRM101A	The subject provides students with a comprehensive introduction and overview of the theory and practice of HRM, and discusses how it developed from a largely administrative function – the personnel manager – to a strategic activity closely aligned with developing workplace culture, organisational goals and business competitiveness. Throughout the subject students study a range of human resources approaches and issues within a range of organisational contexts, and are introduced to concepts and practices of human resource planning, human resource development, and performance management and appraisal. The subject also focuses upon several key 'environmental' factors that influence the development of human resource policies and procedures providing quality work and a good work environment along with the contribution of equal opportunity employment, productive diversity and other relevant legislation and regulation. It also addresses new and emerging issues in workplace reform

	in Australia and internationally.
Project Management MGT201A	Businesses today are increasingly adopting a project-based approach to undertake and manage a diverse mix of business activities ranging from recruitment and change management to product development and implementation. Project management allows organisations to more effectively manage human and financial resources and to meet specific time constraints. This subject introduces students to the field of project management. It explores the historical development of project management and introduces students to the Project Management Body of Knowledge. It examines the theoretical underpinnings of project management and looks at such specific elements as the project life cycle, the role of the project manager, the use of project teams, issues affecting project implementation, and planning, scheduling, and costing. It also explores how technology is used to assist in the management of projects and discusses various project management tools.
MKT303A International Marketing	This subject introduces students to the theories and principles of international marketing. The first part of the course examines the economic, financial, legal, political and cultural issues affecting global marketing and business operations. Students will then discuss the profile of international consumers, the evolving global consumer culture and the opportunities that exist for international marketing. The second part of the course looks at the development of international marketing strategies and takes into account research methods, data analysis techniques and marketing mix decisions.
MKT304A Brand and Product Management	This subject provides students with theoretical knowledge and practical application of the brand building process and the role of the marketing mix within it. It begins with the strategic importance of brand management and presents a consumer-focused model of brand equity. It explores the contribution of advertising to strategies for building and sustaining strong brands over time.

## WHY STUDY AT APM AT TORRENS UNIVERSITY AUSTRALIA?

APM was established over 25 years ago by a group of industry professionals, Australian Progressive Marketing. They came to education with a vision to transform students into work-ready professionals by offering them the business skills they needed to embark on successful careers.

### **APM IS MOVING UP**

In 2016, APM College of Business and Communication partnered with Torrens University Australia which means every student will now graduate with a university qualification.

Torrens University Australia is part of Laureate International Universities, which means APM students will be joining a global network of over 70 institutions, including renowned business schools from around the world.

APM students will continue to enjoy the benefits of a specialised business school: small class sizes, dedicated student support, faster and more flexible learning options and lecturers who are connected to industry. Plus, work placement internships provide students with the practical skills and experience on their CV to be in demand with employers once they graduate.

And now as a partner of Torrens University Australia, all students graduate with a university qualification, benefiting from wider employment opportunities and recognition.

### **1. Graduate Job Ready**

Every APM Bachelor degree includes 520 hours in APM's Industry Placement Program industry across the lifespan of your degree, gaining invaluable work experience and business contacts. With a wide range of organisations to select from, we will assist you in finding a placement where you will experience life working in your industry.

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Because APM graduates are so highly regarded, many internships lead to permanent employment – so you could graduate with a job waiting for you.

\*If you already have relevant industry experience, you may be exempt from part or this entire subject if you meet the specified requirements.

## 2. **Lecturers and Academic Staff**

APM engages lecturers who are industry practitioners with solid experience in their field. Staff are not only educated and qualified in their chosen field, but have industry and corporate experience, giving them a practical knowledge aspect to their teaching. Students not only learn the theory but get to experience their application in the real world, and the knowledgeable staff are always on hand to assist.

## 3. **Strong industry connections**

APM at Torrens University courses are designed and delivered by industry practitioners. What you learn is practical, relevant and up-to-date.

APM is affiliated with a large number of key industry bodies – making us a strong contender in our field. These bodies include:

- Australian Marketing Institute (AMI)
- NSW Institute of Sport (NSWIS)
- Public Relations Institute of Australia (PRIA)
- International Special Events Society (ISES)
- Queensland Academy of Sport (QAS)

## **FREQUENTLY ASKED QUESTIONS**

### **I haven't done any formal studying for some time and am concerned about keeping up. Can you help?**

Torrens University offers Learning and Academic Skills Unit (LASU) study skills sessions which are useful especially if you are returning to study after a long time or are unfamiliar with the requirements of formal study. These sessions also provide you with tips on studying, making notes, writing assignments and preparing for exams.

In addition, APM lecturers and staff are always available for advice. You have the option of deferring individual subjects for up to one year so you can study at a slower pace at no additional cost. Many students who are working full-time choose to commence their studies with just one or two subjects while they are getting used to their new work-study lifestyle. You may always pick up additional subjects in future terms also depending on how much time you have to spare.

### **Is Course Credit available?**

Yes, Course Credit is available upon academic approval. For further information please contact a Course and Career Advisor or for more information online visit <http://www.think.edu.au/studying-at-think/policies-and-procedures> or <http://www.torrens.edu.au/about/policies>

### **Where are the APM campuses located?**

Even if you study online, all students are welcome to enjoy the facilities at our campuses in Sydney, Melbourne, Brisbane and Adelaide. Each campus is shared with other Think Education and Torrens University colleges, making it a lively community to learn in.

#### **Sydney campus**

1-5 Hickson Road,  
The Rocks NSW 2000 Australia

Located just a few minutes' walk from Circular Quay, our new Sydney campus opened in February 2015 and is kitted out with modern facilities, open plan teaching spaces and comfortable student lounge areas. As part of Laureate International Universities Australia, APM students share the campus with students from the other schools at Torrens University Australia and with students from William Blue College of Hospitality Management. The campus overlooks the iconic Sydney Harbour Bridge and the Sydney Opera House can be seen from the class rooms.

#### **Brisbane campus**

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90 Bowen Terrace,  
Fortitude Valley, Brisbane 4006 QLD

Located a short walk from Brunswick St Mall, the Fortitude Valley train station, our Brisbane campus opened in 2014 and is kitted out with modern facilities, on-site café and comfortable student lounge areas. As part of Laureate International Universities Australia, APM students share the campus with students from other schools at Torrens University Australia and other Think Education colleges. The campus is located in Fortitude Valley from its position on the cliffs, overlooks the iconic Story Bridge, and beautiful cliffs to the Brisbane River.

### **Melbourne campus**

595 Little Collins Street  
Melbourne VIC 3000

This purpose-built campus is situated in Little Collins Street right in the heart of Melbourne's fashionable and very cool pulse. As a student you will enjoy state-of-the art facilities and a chance to immerse yourself in a creative and stimulating environment.

### **Adelaide campus**

86-92 Wakefield Street  
Adelaide 5000 SA

This purpose-built campus is situated in Little Collins Street right in the heart of Melbourne's fashionable and very cool pulse. As a student you will enjoy state-of-the art facilities and a chance to immerse yourself in a creative and stimulating environment.

### **I'm not sure which course is right for me, can you help?**

Our Course and Career Advisors are experts in helping you select the right course to match your career aspirations. Give them a call to talk through your options about courses, study mode, study load, course credits and more.

### **CONTACT US**

If you have any further questions, please contact your Course and Career Advisors for additional information.

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Facebook: [facebook.com/apmbusinesscollege](https://facebook.com/apmbusinesscollege)