

**BSB50120**

**DIPLOMA OF BUSINESS**

CRICOS Course Code: 105208M

**Course Duration:** 52 weeks (including holidays)

**Location:** Melbourne City Campus

This innovative program gives you the tools and guidance to develop your entrepreneurial skills, focusing on mindset and action. It is a safe space to test and validate your ideas. The way we solve problems, needs or challenges becomes the value we offer as a business. We use design thinking to design a solution for a challenge in order to develop and test an MVP (minimum viable product), a business model, and learn how to make it sustainable.

**WHAT WE DO DIFFERENTLY**

- Focus on **conscious, human and nature-centered business** instead of traditional business models
- Strong focus on **self-awareness and emotional intelligence**
- Use of **Design Thinking** as a mindset for testing
- Provide a **safe space to test your own ideas**
- Practical, experiential **learning through action**
- Develop **curiosity** and **critical thinking**
- Encourage **collaboration** over competition

**OUTCOMES**

- Enhanced **self-confidence** through action
- Practical **experience testing ideas**
- Experience turning an **idea into a business model**
- Essential, transferable **soft skills** for today's world
- Valuable official **qualification**

**CAREER OPPORTUNITIES**

- Entrepreneur or Founder
- Customer Experience Manager
- Manager / Team Leader
- Business Developer
- Product Manager
- Human-Centred Business Design Roles

## COURSE BREAKDOWN



### MINDSET MATTERS

Understanding people is key to business. Develop emotional intelligence, self-awareness, relationship management skills and a healthy work/life balance.

#### BSBTWK601

Develop and maintain strategic business networks

#### BSBPEF401

Manage personal health and wellbeing

#### BSBPEF502

Develop and use emotional intelligence



### COMMUNICATE TO INNOVATE

Use Design Thinking from a team-focused approach and develop communication, empathy and interview skills to deeply understand a problem from the user's perspective.

#### BSBXCM501

Lead communication in the workplace

#### BSBTWK503

Manage meetings



### FAILING FAST

Generate ideas in a team to prototype a Minimum Viable Product. Test it fast in order to get your value proposition into the world as efficiently as possible.

#### BSBCRT512

Originate and develop concepts

#### BSBCRT511

Develop critical thinking in others

#### BSBSTR501

Establish innovative work environments



### DOWN TO BUSINESS

Break down the numbers for your prototype and learn how to efficiently use the resources at your disposal to keep your business alive.

#### BSBFIN501

Manage budgets and financial plans

#### BSBOPS501

Manage business resources



### MAKE IT SUSTAINABLE

Embed sustainability into all aspects of your Business Model Canvas, taking responsibility and making the triple bottom line (People, Planet and Profit) a critical part of your business culture.

#### BSBSUS601

Lead corporate social responsibility

#### BSBSUS511

Develop workplace policies and procedures for sustainability

## MORE THAN A COURSE

OUR PROGRAMS INCLUDE



### MASTERCLASSES

Regular sessions with industry experts in a wide variety of topics.



### INCUBATOR SESSIONS

Personal coaching sessions to work on projects, goal setting & guidance.



### NETWORKING

Ad-hoc events and guest speakers participating in classes.



### EMPLOYABILITY TRAINING

Professional coaching, personal branding and employment advice.

## ENTRY REQUIREMENTS

- Applicant must be minimum 18 years of age at the time of commencement.
- Minimum IELTS score of 6.0 or equivalent\*.
- Successful completion of Australian Year 12 equivalent qualification or higher is required for all AQF level 5 (Diploma) & above qualifications\*.
- Successful completion of Australian Year 11 equivalent qualification or higher may be acceptable for AQF levels 3 & 4 (Cert III & Cert IV) qualifications\*.
- Prospective VET students may be required to undertake LLN test as per the Pre-training review & LLN policy. The outcome of this review will help the trainers and Student Support Staff team to identify the learning needs and make provisions for additional academic support where required.

\*Please refer to Insight Academy Admissions & Enrolment Policy to check for IELTS equivalence & for the Australian equivalent qualifications from other countries. In the absence of formal English qualifications college may offer an English Placement Test. For more information, please contact Insight Academy.