



### Student Testimonials

*"It is very well organised as an institution, and the courses are well focussed." Michaela – Bookkeeping I*

*"I have learnt so much. A very valuable and interesting course. I look forward to the next one." Ian – Computer Servicing*

*"I have never found the staff at any other learning institution as supportive as the staff at ACS. This gives one a lot of peace of mind and confidence to go on – at every squeak from my side, you guys have always been there immediately, to sort me out. The feedback on my lessons has always been really good and meaningful and an important source of my learning. Thanks!" Ronél*

### The ACS Edge

- Established 28 years
- Ethical organisation, independent of government and multinational big business
- International Profile and recognition
- Old fashioned service
- Experiential and Problem Based Learning
- Choose study method (printed notes, online or CD)
- Unique courses give our graduates an advantage

## Bookkeepers are in demand!

and in increasing numbers around the world. There are not enough bookkeepers to fill the number of bookkeeping positions available in Australia and especially in the UK.

### Qualify as a bookkeeper with Bookkeeping I

Because ACS is an Accredited Training Centre through the Australian Institute of Certified Bookkeepers ([www.icb.org.au](http://www.icb.org.au)). Those who complete Bookkeeping I are eligible to join the institute - which is the largest bookkeeping institute in the world. For more information on the course, see our website: [www.acs.edu.au](http://www.acs.edu.au)

Course Fee A\$649



### TUTOR PROFILE

**Rosemary Brown** B.Business

15 years experience in the stock market, international trading and small business. 5 years with ACS, in our Melbourne office administration, and 10 yrs as a tutor and course writer.



## We offer over 400 courses!

### We offer short 10 hour courses to Advanced Diplomas in:

- Computing/ Technology
- Agriculture, Horticulture, Gardening, Design
- Business & Management
- Bookkeeping Courses
- Fitness/ Health & Recreation
- Hospitality & Tourism (Including Ecotourism)
- Science
- Environmental Management
- Animals

## Free Careers Guide **Job Profiles**

**Computer Technician, Landscaper, Wildlife Officer, Bookkeeper, Counsellor, Writer, Photographer, Naturopath, and more.**

Talk to us –we can help you map out a sensible, achievable path to developing your own home-based business. ACS offers free career and course counselling.

[www.thecareersguide.com](http://www.thecareersguide.com)

# ACS DISTANCE EDUCATION

Australia [www.acs.edu.au](http://www.acs.edu.au) [admin@acs.edu.au](mailto:admin@acs.edu.au) UK [www.acsedu.co.uk](http://www.acsedu.co.uk) [admin@acsedu.co.uk](mailto:admin@acsedu.co.uk)

**PHONE TODAY FOR FREE HANDBOOK OR COURSE & CAREER COUNSELLING**

Australia 07 5562 1088 UK 0800 328 4723 International +44 1384 4 44718



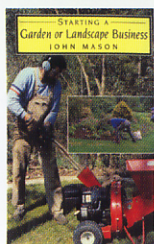
# Business Courses

**Want to be your own boss?** Stop dreaming about it and actually do it. **Don't know where to start?** Our Starting a Small Business course will guide you through the process from start up to maintenance. Reduce your risks and enlist our expert assistance.

**FREE advice! If you're serious, talk with one of our experts, obligation free.**

Considering this type of business?	Start with this course	What else is needed?
Plant Nursery – starting small from home	Nursery Growers Course	At least a few hundred sq. m. of space, & water
Bed and Breakfast	Bed & Breakfast Management	One or more spare rooms
Gardening Service	RHS Certificate 2 in Horticulture	Vehicle, tools
Bookkeeping Service	Bookkeeping I	Basic computer skills
Professional Consultancy	Professional Practice for Consultants	An area of expertise
Web Site Developer	HTML(minimum) or Certificate in Web Development (comprehensive)	Computer, technical ability
Restaurant or Catering Business	Food and Beverage Management	Use of Premises & equipped kitchen
Garden Design	Landscaping I (minimum) or Certificate in Garden Design (more comprehensive)	Car
Photography	Photographic Practice (minimum) or Certificate in Photography (comprehensive)	SLR digital camera, fast computer
School or Training Company	Certificate in Education	Use of Premises & office equipment
Farming	Certificate level qualification	Land, some capital
Natural Therapy/Health Practitioner	Advanced Diploma in Complementary Medicine	Office/Consulting rooms, insurance
Event Management	Event Management (minimum), Certificate or Diploma level qualification	Network of contacts – reliable suppliers
Any of these or any other small business	Starting a Small Business	A good idea for a product or service

## Starting a Garden or Landscape Business



There are a number of specialised areas within gardening and landscaping that offer expanding business opportunities. Principal of ACS John Mason's title "Starting a Garden or Landscaping Business" tells you how to get started in such a business.

**Book Price A\$21.95**

**Visit our bookshop for more information**

**[www.acsbookshop.com](http://www.acsbookshop.com)**

## Quick Tips

### WHY BUSINESSES FAIL

Common reasons are either poor marketing or poor financial management. Many people get excited by having a great product or service, but never manage to make enough people aware of the fact. Advertising is important, but it is also an easy way to waste money. One sure way to help overcome this problem is to learn first, then plan a proper PR campaign.

## Advertising & PR Course

**Course Fee A\$715**

This 100 hr course includes lessons on the following:

**ANALYSING THE MARKET | TARGET MARKETING | DISPLAY AND DISPLAY TECHNIQUES | WRITING ADVERTISEMENT | ADVERTISING AND PROMOTIONS STRATEGY | NEW PRODUCT DEVELOPMENT | SALES TECHNIQUES - GENERAL | ELECTRONIC MARKETING - TELEPHONE & EMAIL | DIRECT MAILING | EXHIBITIONS & SHOWS**

## Professional Practice for Consultants Course BBS301

**Course Fee A\$715**

A step by step guide to starting your own consulting business. Learn how to use your expertise to make money. This 100 hour course covers everything you need to take action, including:

**METHODS OF GETTING INTO CONSULTANCY | PLANNING A CONSULTANCY PRACTICE | KNOWING WHAT TO CHARGE | SETTING UP YOUR PRACTICE | GENERATING BUSINESS & KEEPING IT!**

**Home Based Business Opportunities** Save travel costs, time and rent. Working from home is not only viable - it's green and can involve less risk and more profit!

There are lots of things you can do from home. Talk to us about Bookkeeping, Web Design, Garden Design, Natural Therapy, Counselling - Family Counselling, Grief Counselling, Life Coaching, or starting a business such as: Plant Nursery, Bed & Breakfast, Mail Order Business, Computer Service/ Repairs, Natural Therapy, Consultancy, Freelance Photography or Writing Business ...and more.



# Management and Information Technology Courses

## IT - Website Development

Every business wants a website these days. Competent web site developers are in high demand. We've been at the forefront of this industry for 10 years. Learn from tutors who actually create successful web sites! Here are just a few of our IT COURSES:

**COMPUTER SERVICING 1 VIT203 | HTML (writing a website) VIT102 | PHOTOSHOP VIT202 | CERTIFICATE IN INFORMATION TECHNOLOGY VIT003 | CERTIFICATE IN WEB SITE DEVELOPMENT VIT002**

## E COMMERCE COURSE Course Fee A\$715

Develop an ability to manage commercial transactions electronically, particularly via the internet. This course will help you to:

- Recognise the nature and scope of e commerce
- Differentiate between successful and unsuccessful e commerce operations, and identify key factors in their success or failure
- Develop strategies for promotion of business activity using broad e commerce tools
- Monitor and adjust e commerce strategies on a web site in order to improve performance with respect to stated goals
- Develop strategies that will cause growth in web site exposure
- Distinguish between alternative e commerce tools for managing the supply of goods and services, and the flow of cash
- Develop methods for managing change within the e commerce context
- Manage risk within the e commerce context in order to minimise the impact of problems that emerge

## WHY DON'T SOME IT PROFESSIONALS SUCCEED?

Success in Information Technology (IT) is all about being at the cutting edge, rather than just 'having the qualification'! Qualifications help when they give you a foundation in what's 'cutting edge' at the time. Our IT courses recognize this, and that's why we only offer relevant, widely used programs / programming languages in our courses.

### ASP.NET Course

Course Fee A\$814

ASP.NET programmers are the most sought after for writing web sites. Whilst there is an oversupply of programmers skilled in some languages, there is heavy demand for skilled ASP.NET Programmers.

### Computer Servicing Course Course Fee A\$649

Computer Servicing I is the starting point. This allows you to troubleshoot in the office or at home; and lays the foundation for Computer Servicing II & III. Together all three courses provide a suitable launch pad for a Computer Tech career.

## Leadership Course

Course Fee A\$649

Never underestimate the value of leadership skills. They are essential in all areas of our society: business, politics, religion, youth services, leisure industries, etc. The Leadership course will develop your understanding of, and capacity to develop and apply, leadership skills in different situations and careers. It includes lessons on the following:

**INTRODUCTION TO LEADERSHIP (nature and scope, styles) | LEADERSHIP CHARACTERISTICS/QUALITIES | APPLICATIONS | INTERPERSONAL RELATIONSHIPS | COMMUNICATION SKILLS | TEAM BUILDING | SYSTEMATIC AND LATERAL THINKING**

## EFFECTIVE FINANCIAL MANAGEMENT PRACTICES

Taking control of your finances can be the most rewarding thing you will ever do for yourself and/or your family. **Take the first step with our:**

### Financial (Money) Management course BBS104 Course Fee A\$649

Stop being a slave to money and learn how to make it work for you!



## Project Management Course BBS201

Course Fee A\$649

This is a 100 hour 'fast track' course for professionals and aspiring professionals. The course has been upgraded by experienced professional project managers in Australia and the UK. Here are just a few of the topics it covers in detail:

**PROJECT IDENTIFICATION & PROJECT PLANNING | PROJECT IMPLEMENTATION | PROJECT COMPLETION & EVALUATION | TECHNICAL PROJECT MANAGEMENT SKILLS | LEADERSHIP SKILLS & KEY PERSONNEL SKILLS**



# Courses Offered Include:

## Business

- Starting a Small Business
- Business Studies
- Business Operations
- Entrepreneurship
- Professional Practice for Consultants
- Management
- Office Practices
- Business Planning
- Project Management
- Leadership
- Bookkeeping I & II
- Financial Management
- Workplace Health & Safety
- Supervision

- Personnel Management
- Industrial Psychology
- Motivation
- Instructional Skills
- Workshops I, II & III
- Leisure Management
- Hotel Management
- Certificates and Diplomas

## I.T.

- Computer Studies
- E Commerce
- HTML (Writing a web site)
- Visual Basic.Net
- ASP.Net
- SQL for the Web
- Macromedia Flash

- Computer Servicing I
- Computer Servicing II
- Computer Servicing III
- Photoshop
- Publishing
- Certificate in Web Site Development
- Associate Diploma in IT Management

## Marketing

- Marketing Foundations
- Marketing Psychology
- Sales Management
- Advertising & Promotions
- Marketing Systems
- Sales Skills
- Event Management

You want to work in...	Start with this course	Long term goal
Bookkeeping	Bookkeeping I	
Marketing/ Sales	Sales Skills or Certificate in Marketing	Diploma in Sales/ Marketing
Web Site Development	HTML or Certificate in Web Site Development	
IT Technical Support	Computer Servicing I, Proficiency Award in Computer Servicing	Advanced Diploma or Degree
Hotel or Bed & Breakfast Management	Hotel Management, or Running a Bed & Breakfast	Certificate or Diploma
Graphic Design	Photoshop	Certificate or Diploma
Event Management	Event Management	Diploma

## FREE ACS "E-NEWS"

Sign up for our regular "e-news", and take advantage of news, tips, and specials via email.

**Australia, USA, Asia, Pacific: Go to [www.acs.edu.au](http://www.acs.edu.au)**

**UK, Europe: Go to [www.acsedu.co.uk](http://www.acsedu.co.uk)**

**Visit our bookshop today, check specials, and see if you qualify for a discount!**

[www.acsbookshop.com](http://www.acsbookshop.com)

# ACS DISTANCE EDUCATION

PO Box 2092 Nerang MDC QLD 4211 AUSTRALIA

Postage  
Paid  
Australia