

Advanced Diploma of Business

COURSE CODE: BSB60215

CRICOS COURSE CODE: 097074B



COURSE DESCRIPTION

Learn how to see the big picture in business. You will be empowered with the technical and practical skills you need to think of great business strategies and innovative ideas for all kinds of businesses. This course covers a wide range of business functions including business planning, localised marketing strategies, advertising, financial management and human resource planning.

In addition to these core elements of senior business management, you will explore developing business approaches that support sustainability and be guided through the process of identifying and evaluating international business opportunities.

COURSE MODULES

FIND YOUR PURPOSE

BSBSUS501 Develop workplace policy and procedures for sustainability

CREATE A PLAN

BSBMGT617 Develop and implement a business plan

BUILD A TEAM

BSBHRM602 Manage human resources strategic planning

MONEY MATTERS

BSBFIM601 Manage finances

INTERNATIONAL EXPANSION

BSBMKG605 Evaluate international marketing opportunities

DESIGN THE JOURNEY

BSBMKG609 Develop a marketing plan

SET IT IN MOTION

BSBMKG603 Manage the marketing process

SHOUT OUT LOUD

BSBADV604 Execute an advertising campaign

THE FACTS

DURATION: 52 weeks (including term breaks)

STUDY PERIODS: 4 terms (10 weeks per term)

TOTAL HOURS OF STUDY: 1200 hours

CAMPUS: Sydney & Canberra

EMPLOYMENT OPPORTUNITIES

- Business Analyst
- Business Development Director
- Junior Executive

ENTRY REQUIREMENTS

- Successful completion of BSB50215 Diploma of Business or related discipline (preferred) OR successful completion of Australian Year 10 or equivalent OR relevant vocational experience
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent