



BSB60215 Advanced Diploma of Business

INFORMATION BOOKLET

CRICOS Code: 087469K

“The code, title and current status of Eagle Academy courses can be found by visiting the National Register, www.training.gov.au and entering the course code into the search field”



BSB60215 Advanced Diploma of Business Information Sheet

Advanced Diploma of Business is for those wishing to lead a Business practice, and reflects the role of individuals with substantial experience in a range of business settings who are seeking to further develop their skills across a wide range of business functions. This qualification is also suited to the needs of individuals with little or no vocational experience, but who possess sound theoretical business skills and knowledge that they would like to develop in order to create further educational and employment opportunities. The key clients for this qualification are domestic and international learners who wish to pursue careers as a senior administrator or Senior Executive.

Course Length: 12 months (52 weeks, made up of 40 weeks tuition, and 12 week's holiday).

Students may commence study with induction on any Monday as approved by the Director, and general classes operate all weeks except holiday periods (See the Academy's Academic Calendar).

Cost: (See Payment Options info. sheet).

*Payment arrangement's available

*Discounts may apply (Check online or call us for more information on current specials and payment options).

*Funding may be available for Domestic Students, See funding Info at: <http://eagleacademy.com.au/downloads/>

Price Beat Guarantee: Have a look at our fees. Given our inclusions, and the facilities you get to use, you'll see that no competitor can match our prices for value. If you don't agree, bring us a competitor's offer in writing, and we feel confident we can beat it for you. Conditions apply.

Inclusions: This course is available at Brisbane and Gold Coast locations. More course and campus information can be found on the All Course and Campus Quick Guide. Students can commence any Monday of an Academic term. The fees include everything that students require to complete the course.

On campus student computers are available on a first in first served basis. We suggest that you bring your own (BYO) Laptop/Tablet if you have one. This will ensure that you have access to a computer for your formal assessments.

Pre-requisites:

- English to an "Upper Intermediate" level
- Diploma of Business or equivalent qualification or considerable suitable experience.
- Students can apply for Recognition of Prior Learning, or Direct Credit. This may reduce course time. See Student Handbook for details.

Students must study all 8 units below to gain the Qualification.

BSBMKG609	Develop a marketing plan
BSBADV602	Develop an advertising campaign
BSBMKG608	Develop organisational marketing objectives
BSBSUS501	Develop workplace policy and procedures for sustainability
BSBFIM601	Manage finances
BSBHRM602	Manage human resources strategic planning
BSBINM601	Manage knowledge and information
BSBINN601	Lead and manage organisational change

Marketing Option – Only Available to students who have completed the advanced leadership course

BSBADV603	Manage advertising production
BSBADV604	Execute an advertising campaign
BSBADV605	Evaluate campaign effectiveness
BSBMKG603	Manage the marketing process
BSBMKG606	Manage international marketing programs
BSBMKG607	Manage market research
BSBMKG501	Identify and evaluate marketing opportunities
BSBMKG502	Establish and adjust the marketing mix

VISA & DOMESTIC students please note:

You have rights with regards to refunds, complaints and appeal processes. These rights are outlined in detail, in the Student Handbook, and you MUST acquaint yourself with them prior to enrolment.

The refund policy will also cover what your rights are should we, as the RTO, or a third party training organisation closes, or ceases to deliver any part of the training product that you were enrolled in. In short, we would make arrangements suitable to yourself, to access another provider delivering that training, OR we offer you a refund.

VISA STUDENTS please note:

ATTENDANCE IS NOT RECORDED OR MONITORED for visa compliance purposes. Failure to attend regularly will see progress suffer, and students may be reported for unsatisfactory progress.

Progress Is Monitored For Visa Compliance Purposes:

The Academy has implemented the DIBP Course Progress Policy and Procedures. More detail is available in the Student Handbook, but basically a student will be reported if they fail to gain competency in half of the units completed in consecutive study periods. Competency for each Unit is determined by three or four methods. Each occurs on a weekly/ fortnightly basis, hence regular attendance is important:

- Completion of workbooks and/or textbooks
- Completion of activities
- Observation of skills, and oral questioning
- Knowledge tests (not applicable to all courses)

Mode of Study

Our VET courses are Face to Face study mode for a minimum of 13.4 hours per week, and Distance Education (online) for a maximum of 6.6 hours per week.

Visa students should be aware that agents can act on our behalf to recruit students. These agents are listed on our website.

DOMESTIC STUDENTS please note:

Mode of Study

Students may choose between Face to Face tuition, distance education and a blended approach. Costs will vary accordingly. Courses that include large practical components (sport, fitness, recreation) will require Distance Education students to be monitored by an approved & qualified mentor of their choice.

Funding: Some of our courses have Government funding available. To find out if you are eligible for funding, please read the information sheets on the download page of our website <http://eagleacademy.com.au/downloads/> or contact info@eagleacademy.com.au.