

### 1. AIMS

The Advanced Diploma of Business course is designed to give people opportunity to develop a high level of skills and knowledge related to the management and administration of a business in a range of contexts.

### 2. OUTCOMES

This qualification is predominately delivered to students who are experienced in and have previous training in business, and may have some experience in running their own business. Some will be experienced workers who have a vision to have to their own business.

Clients undertaking this course would typically come by the following pathways:

- after BSB51915 Diploma of leadership and Management or BSB50215 Diploma of Business
- after achieving the BSB50415 Diploma of Business Administration or providing evidence of competency in the majority of units required for this course or other relevant qualification/s
- with vocational experience working in a business/workplace/management/team leader type role, but without formal qualifications
- persons with substantial experience in a range of settings and are seeking to further develop their skills across a wide range of business functions
- This qualification may also be 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.

Students can expect to develop knowledge and skills which enable them to better engage in business administration and growth and more formal and complex operations and reporting.

Students can expect to develop:

- Advanced business leadership skills
- Team leadership skills
- Change management skills
- Operational Management skills
- Digital Marketing Skills

A student who successfully completes this course could undertake varying business managerial and/or supervisory roles.

Examples of indicative job roles for students who undertake this course, based upon their vocational experience, include:

- Business owner/manager
- Department Manager/Senior manager
- Marketing manager
- Operations Supervisor
- Store Manager

## BSB60215 ADVANCED DIPLOMA OF BUSINESS

- Frontline Manager
- Information Services Manager
- Business Administration Manager
- Coordinator
- Team Leaders

Course outcomes apply to both paid and voluntary employment options.

### 3. OVERVIEW

This course is fully competency based. Competencies are studied through modules which cover various areas of leadership and management. Individual modules or units may be delivered on a weekly basis, by intensives or by correspondence.

Students enrolling in this course will generally either have had previous business, management or leadership experience, be currently in a position of leadership or management, or have the opportunity to apply course assessment in an appropriate context.

### 4. DURATION

This course would normally be completed over a period of 9 months when studied full-time. Duration of study can vary depending on previous or concurrent study of other Business or Leadership and Management courses.

### 5. COSTS 2021

#### APPLICATION FEE

The non-refundable enrolment application fees for this course are as follows:

|  |       |
|--|-------|
| Australian/VET Student Loans eligible students | \$0   |
| Other domestic students                        | \$150 |

#### ACADEMIC FEES

Fees for full-time students for the Diploma of Leadership and Management are:

|                              |         |
|------------------------------|---------|
| Australian/Domestic students | \$5,264 |
|------------------------------|---------|

*Note: The college reserves the right to alter fees prior to the start of each academic year.*

### GOVERNMENT STUDY ASSISTANCE

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Government study assistance such as Austudy, Abstudy and Youth Allowance is available to eligible domestic students for this course. Visit [www.studyassist.gov.au](http://www.studyassist.gov.au) or contact Centrelink for more details.

VET Student Loans are available to eligible students for this course. See the college website [www.unity.edu.au](http://www.unity.edu.au) for more information.

Note:

- VET student loans will not be approved for students who do not meet eligibility requirements
- A VET student loan gives rise to a HELP debt that continues to be a debt due to the Commonwealth until it is repaid

Note: Any additional charges associated with study of this course, and not covered by VET Student Loans, are outlined in the Student Handbook. These charges relate to non-tuition fees such as late assessment submission penalties.

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### 6. ENTRY REQUIREMENTS

General requirements for entry are:

- A completed student application form & payment of the application fee (where applicable)
- A successful interview with the Principal, course coordinator or representative (where physically possible)
- Submission of relevant reference
- Satisfactory completion of Year 12 is recommended but students without this formal educational level will be considered. Minimum entry age is 17 years
- Satisfactory English language and literacy skills:
  - Students applying for VET Student Loans must provide evidence of either an Australian Year 12 Senior Secondary Certificate, completion of a Certificate IV level qualification (or higher) or achievement of Exit Level 3 in the Australian Core Skills Framework language and numeracy tests (see VET Student Loans entry procedure on the college website for further details)
- Students should have basic computing skills including the ability to use a word processing package at an elementary level.
- Students applying for VET Student Loans should read the Student Entry Procedure information available at <http://www.unity.edu.au/index.php/study-information/financial-help>

Students should in good conscience be able to subscribe to the ethic of Unity College Australia. This means that students will:

- respect college authority and other students
- respect college and student property
- comply with common cultural and social standards including:
  - modesty of dress
  - honesty and integrity in dealing with others

- sensitivity to students from cultures different to one's own
- no consumption of nicotine alcohol or non-medicinal drugs, nor being under the influence of the same, while on campus or participating in college-related activities. The college is a non-smoking environment.

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### 7. TRAINING PROCESS

Unity College Australia uses a wide variety of training methods appropriate to the course context.

Face-to-face and/or on-line training sessions will be held over the duration of the full-time course. Training is often undertaken in group situations and can also be facilitated on a one-on-one basis with individual participants.

A variety of learning tools will be used for training in the group setting and will cover both theoretical and practical aspects of the course. These may include role plays/simulations, handouts, practical experiences/projects or research for students to undertake.

The course is structured to ensure that participants develop skills and knowledge which may be transferred to real life work situations. A strong feature of these courses is individual mentoring and coaching by industry experienced functional managers and trainers.

Students are provided with notes for each unit of study, which include the materials used in the training sessions, assessment materials (other than tests) and any other reference materials.

Students are expected have a personal computer in order to undertake relevant training and assessment tasks.

Unity College Australia adopts adult-learning principles, and all students are treated as adult learners. Participants in this program are therefore expected to take charge of their own learning process. It is expected that each selected participant will be committed to meeting the requirements of the relevant course and will attend relevant classes and activities and complete all work required for assessment.

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### 8. COURSE COMPETENCIES

Australia has a system of national standardisation of training for many industry areas. This system is implemented through the use of training packages (groups of courses) and individual units of competency. Students are able to gain automatic recognition across all accredited government and private training organisations for relevant studies undertaken at any one of them.



All competencies studied in this course are nationally recognised competencies from the National Training Packages. Graduates will be issued with a statement of competencies achieved as part of their studies. Individual nationally recognised competencies related to this course are listed below.

### 9. COURSE STRUCTURE

Students are required to complete 8 units to achieve the qualification. Sample elective subjects for the course are listed below. 6 elective units must be selected from the unit lists below with no more than 3 units selected from any one group. 2 additional units, relevant to the course outcomes, may be selected from the BSB training Package, another Diploma or Advanced Diploma training package or accredited course. Unit selection will be guided by the course coordinator. The actual implementation of units may be tailored to suit the needs of individuals or groups of learners. Students are able to apply for Recognition of Prior Learning (RPL) for any units of the course for which they have appropriate prior experience. For more information please email [info@unity.edu.au](mailto:info@unity.edu.au)

| Units of Competency                               | Code and Unit Title                                      |
|---|--|
| Electives   | <b>Group A</b>   |
|   | BSBADV602 Develop an advertising campaign                |
|   | BSBADV603 Manage advertising production                  |
|   | BSBADV604 Execute an advertising campaign                |
|   | BSBADV605 Evaluate campaign effectiveness                |
|   | <b>Group B</b>   |
|   | BSBHRM602 Manage human resources strategic planning      |
|   | BSBINM601 Manage knowledge and information               |
|   | BSBINN601 Lead and manage organisational change          |
|   | BSBMGT615 Contribute to organisation development         |
|   | <b>Group C</b>   |
|   | BSBMKG603 Manage the marketing process                   |
|   | BSBMKG605 Evaluate international marketing opportunities |
| BSBMKG606 Manage international marketing programs |  |

|  |  |
|--|--|
|  | <p>BSBMKG607 Manage market research</p> <p>BSBMKG608 Develop organisational marketing objectives</p> <p>BSBMKG609 Develop a marketing plan</p> <p><b>Group D</b></p> <p>BSBCON801 Establish and review the business continuity management framework and strategies</p> <p>BSBFIM601 Manage finances</p> <p>BSBINM601 Manage knowledge and information</p> <p>BSBIPR601 Develop and implement strategies for intellectual property management</p> <p>BSBSUS501 Develop workplace policy and procedures for sustainability</p> |
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### 10. ASSESSMENT OVERVIEW

Assessment in each module may include:

- attendance and participation
- written assignments, exercises, tutorial/seminar presentations, tests as applicable
- journal/process diary/log book completion as applicable
- on the job or simulated work assessment

Participants will receive all course materials required to undertake assessment and complete the qualification.

Competency-based assessment criteria apply to grading. The final Statement of Results will show the following results for each competency.

C      Competent

NYC    Not Yet Competent

Students who successfully complete the following requirements will be recommended for graduation:

- Satisfactory completion of all relevant academic requirements
- Payment of all outstanding fees owing to Unity College Australia
- Return of all college resources including library books and equipment
- Maintained a satisfactory level of conduct during his/her time at College

### 11. PATHWAYS

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Students who complete this course will gain knowledge and skills which will be foundational for entry into a range of other Diploma, Advanced Diploma and degree level courses in the Business, Leadership and Management fields. Unity College Australia has articulation agreements with Alphacrucis College (Sydney) and Southern Cross University (QLD). Successful completion of this course will enable the student to enrol in a range of Diploma, Advanced Diploma and degree level courses at these institutions.

### 12. COURSE DATES AND TRAINING CENTRES

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This course is currently implemented at the Gold Coast training centre of Unity College Australia.

Dates for course implementation are available on request. Entry is generally on a monthly basis.

Please email [info@unity.edu.au](mailto:info@unity.edu.au) for more details about this course, training centre locations and entry dates.