



Advanced Diploma of  
**BUSINESS**

COURSE GUIDE



**CANTERBURY**  
TECHNICAL INSTITUTE

CRICOS CODE: 02938M RTO NO. 31645



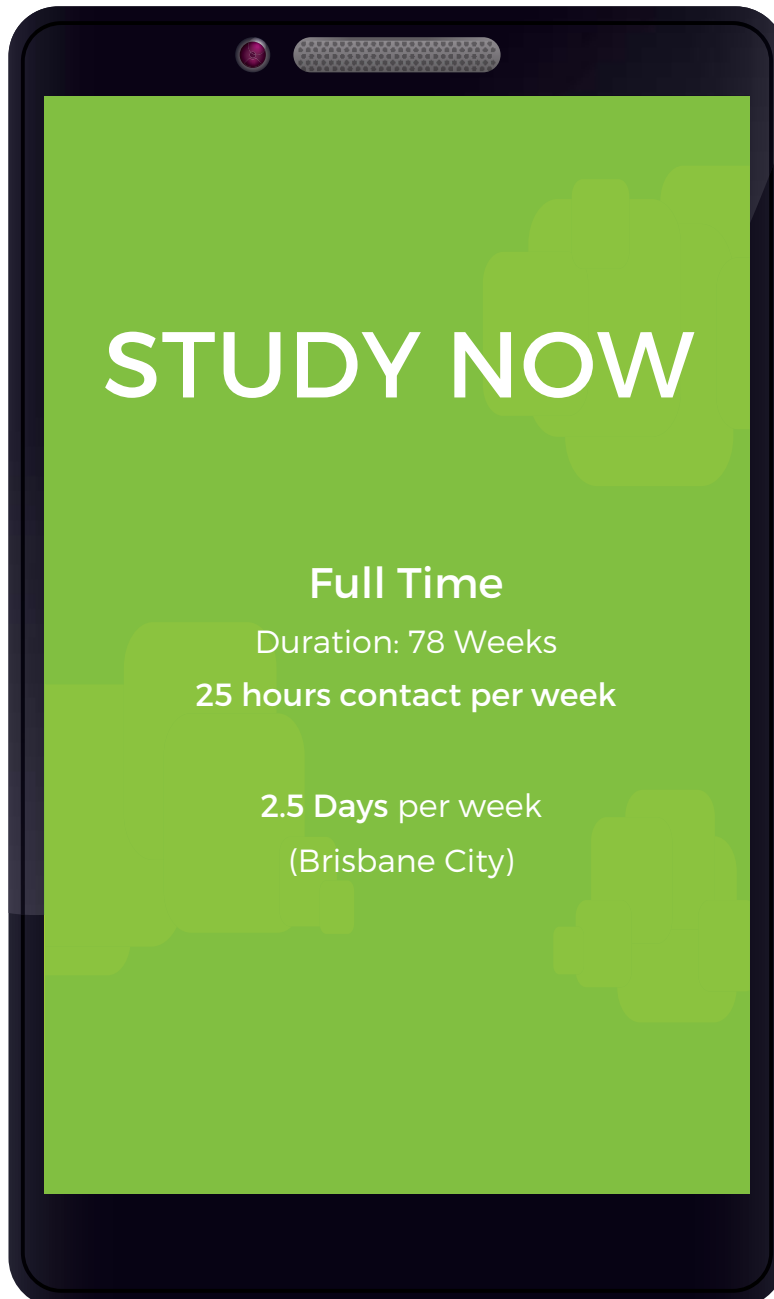
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# Advanced Diploma of Business BSB60215





The BSB60215 Advanced Diploma of Business is geared towards individuals with significant experience in a senior administrative role, who are seeking to develop expertise across a wider range of business functions. The qualification is suited to individuals who possess significant theoretical business skills and knowledge, and wish to consolidate and build pathways to further educational or employment opportunities.

During this course students will develop a full understanding of Business, marketing and management concepts, a coordinated organisational approach and a concern for profits, as well as understanding as to how these are relevant to all other subjects in the program. Specialised aspects of business management such as management strategy, marketing services, product management and research are highlighted.

Course outcomes relate to those wishing to pursue a career in management, marketing, sales, business and market research.

The BSB60215 Advanced Diploma of Business is a Nationally Recognised course.

## Course Units

The BSB60215 course includes:

### Unit Cluster 1

- BSBMKG603 Manage the marketing process
- BSBMKG605 Evaluate international marketing opportunities
- BSBMKG606 Manage international marketing programs

### Unit Cluster 2

- BSBADV602 Develop an advertising campaign
- BSBADV604 Execute an advertising campaign

### Unit Cluster 3

- BSBINM601 Manage knowledge and information

### Unit Cluster 4

- BSBRISK501 Manage Risk
- BSBSUS501 Develop workplace policy and procedures for sustainability





## Entry Requirements:

- 18 years and above with a High School Certificate (Year 12)
- A verified copy of qualification & transcripts is required along with the application
- Qualification & transcripts needs to be verified by CTI's approved student recruitment agent to confirm their genuine status

## Course Pathway:

Following graduation from the Advanced Diploma of Business other study options include: Diploma of Leadership and Management.

## Course Fees

The course fee for the BSB60215 Advanced Diploma of Business is AUD \$22,000.

Why not get started today?  
**Take the steps towards your future!**



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**Call: 07 3123 4055**