



CANTERBURY TECHNICAL INSTITUTE

CRICOS Code: 02938M / RTO No: 31645

TRAINING & ASSESSMENT STRATEGY

BSB60215 Advanced Diploma of Business

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Training and Assessment Strategy

Name of RTO	Canterbury Technical Institute		
Training Package	BSB15 Business Services Training Package		
Code and title of qualification	BSB60215 Advanced Diploma of Business		
Units of competency	Code	Title	Nominal Hours
	BSBADV602	Develop an advertising campaign	250 hours
	BSBADV604	Execute an advertising campaign	280 hours
	BSBMKG603	Manage the marketing process	250 hours
	BSBMKG605	Evaluate international marketing opportunities	210 hours
	BSBMKG606	Manage international marketing programs	260hours
	BSBINM601	Manage knowledge and information	195 hours
		BSBR501	Manage risk
	BSBSUS501	Develop workplace policy and procedures for sustainability	180 hours
Clients	<p>CTI's clients for this qualification are dominantly international students coming from Eastern European nations, India, China, Thailand, Bangladesh, Nepal & Sri Lanka. Entry requirements for students:</p> <ul style="list-style-type: none"> • Must be 18 years of age or over • Completed Year 12 (HSC or equivalent) • Minimum 5.5 IELTS score or equivalent (International students only) <p>Qualification Pathways</p> <p>There are no prerequisite requirements for individual units of competency.</p> <p>Pathways INTO the qualification</p> <p>Preferred pathways for candidates considering this qualification include:</p> <ul style="list-style-type: none"> • After achieving the BSB50215 Diploma in Business or other relevant qualification/s OR • Providing evidence of competency in the majority of units required for the BSB50215 Diploma of Business or other relevant qualification/s OR • With reasonable 3 – 4 years vocational work in a range of work environments, acting in a range to senior support or technical roles for Advanced Diploma of Business. 		
Training and assessment arrangements	<p>Duration</p> <p>The overall BSB60215 Advanced Diploma in Business program is delivered over a 1.5 year period (78 weeks, 1800hrs).</p> <p>The training program for Advance Diploma in Business is divided into 6 terms with rolling intakes.</p> <p>CTI students will attend class equivalent to 25 hours per week in full-time mode.</p>		

Organisation

Eight units of competency are the minimum required for this qualification, units of competency were selected following the “Qualification Rules” consisting in select units of competency from the list provided in the BSB15 Training Package (see BSB15 Training Package, Vol 1. units of competency were classified into areas: Advertising Cluster, Marketing Cluster and Management Cluster, CTI has not selected more than three units from the same area as per BSB15 requirements.

The program is organised in “clusters” in order to provide a strategic structure to improve effectiveness of delivery and assessment procedures and activities.

The program covers intermediate – advanced level Business topics, which form the foundation & specialised modules for individuals who intend to progress onto higher-level qualification or enter the workforce

Candidates are provided with strong specific information and training on wide range of areas around the Business Services Industry, such as: Advertising, Human Resource Management, Marketing and Information Management.

Rolling intakes dates are available, intake dates are updated each year. CTI deliver units in a loop system ensuring candidates always will have the possibility to complete the qualification within the 78 weeks period, no matter which point they enter.

RPL

Students who hold a Certificate IV and/or Diploma of Business, will need to submit verified Certificate/Statement of Attainment (issue by a RTO) for recognition purposes. Students with either a Certificate or Statement of Attainment for Certificate IV and/or Diploma units will be exempted from common/elective units.

LLN

All students have the option to be assessed in order to ascertain whether their Language Literacy and Numeracy skills are sufficient to successfully complete the training program. Those who require further support will be advised to seek this with a qualified expert; there are a number of training organisations able to provide this service. Suitable courses will be discussed at intake interview. Any costs incurred will be the responsibility of the student.

Cluster Name	Unit (s) of Competency
Marketing -2	BSBMKG603
	BSBMKG605
	BSBMKG606
Advertising -2	BSBADV602
	BSBADV604
Information Management -2	BSBINM601
Sustainability	BSBRSK501
	BSBSUS501

Delivery modes

This program is delivered entirely off-the-job at the CTI premises, classroom environment, in which participants attend regularly to the class.

Trainers/Assessors moderates Training pace sequence using methods such as: Lectures, Guest Lectures, Discussions, Case studies, Demonstrations, Role Plays, Assignments and research activities.

Training activities are structured to provide learners knowledge in order to perform complex tasks in a wide range of situations/environments. Skills are developed throughout the course towards the successfully completion of those tasks. Learners are provided with tools to maintain their skills and knowledge updated after the completion of the course, encouraging them to work towards their continuous professional improvement.

Candidates are provided with training resources for each Cluster, including materials used in the training sessions, assessment materials (other than tests) and reference materials such as: extensive range of case studies and specialised magazine/newspapers reports.

Learners will have at their disposal a computer lab with the necessary resources, such as library, broadband internet connection, and computer equipment to create presentations or research topics using the Internet.

Emphasis will be made to reflect real work situations in order to develop skills identified in the “**employability skills**” for this qualification. Those skills may include:

- Consulting with others to develop a range of operational plans
 - Managing and developing others to be effective and empowered team members
 - Managing and providing feedback on individual and team performance
 - Developing and managing risk management and contingency plans
 - Coaching and mentoring others to acquire new knowledge and skills
- Managing the performance of team members by regular monitoring and review

Evidence-gathering techniques / Assessment tools

A. Written Tools

- a) Report Writing
- b) Case Study / Case Scenarios
- c) Written Exam / Written Questionnaire
- d) Individual / Group Project
- e) Research Documentation

B. Observation Tools

- a) Role Play
- b) Presentation
- c) Discussion
- d) Research Observation
- e) Oral Questioning

Combinations of these methods will be used for most situations (eg. observations and oral questioning)

Cluster	Unit of competency	A	B
Advertising -2	Develop an advertising campaign	√	√
	Execute an advertising campaign		
Marketing -2	Manage the marketing process	√	√
	Evaluate international marketing opportunities		
	Manage international marketing programs		
Information Management -2	Manage knowledge and information	√	
Sustainability	Manage Risk	√	√
	Develop workplace policy and procedures for sustainability	√	
Please contact the Principal Administrator (phil@cti.qld.edu.au) for more information on Evidence gathering techniques / Assessment tools.			
<p>Schedule</p> <p>The training program is conducted over 78 weeks period. Please contact Student Services Manager (rahul@cti.qld.edu.au) for a copy of timetable.</p> <p>Evidence-gathering techniques takes place throughout the whole process and units of competency are assessed individually and within the cluster organisation.</p>			
<p>Delivery and assessment staff</p> <p>All trainers/Assessors hold Certificate IV in Training and Assessment TAE40110, vocational qualifications at least up to the same level they are delivering and assessing and proven relevant industry experience.</p> <p>Staff Matrix is available for review on request.</p>			
<p>Assessment validation process</p> <p>Principal (PAO) & Academic Course Coordinator & CEG obtain feedback from representatives from industry / enterprises on a minimum of an annual basis to check that the performance standards required in the program are consistent with industry practice.</p> <p>CTI PAO & Trainers conduct moderation meetings following an ongoing schedule, which is attended by assessors. Meetings confirm the evidence-gathering techniques and the required standards of performance and reviewing assessment tools and decisions.</p> <p>PAO along with the Business faculty has the responsibility for developing, managing and monitoring strategies that ensure consistency in assessment. Validation meetings are lead by PAO with the participation of assessors involved in a particular unit.</p> <p>For each cluster / unit of competency there is a “bank of assessment exemplars and benchmarks” available for all trainers/assessors. These are samples of candidate work that are considered to be exemplary.</p> <p>There is also a continuous feedback process in place, which involves gathering information from candidates, employers and other users of the assessment process.</p>			

Industry Consultation

CTI as part of CEG in association with CTI has liaised with the following organization / individuals for its industry consultation for BSB15 Package. Minutes of meetings or documentation are available for review on request.

Manpreet Chhatwal

Programs Service Manager
International Market Assessment Asia Pty. Ltd.
Level 37, 225 George Street
Sydney NSW 2000 Australia
Tel: +61 2 9252 4336, Fax: +61 2 9252 4339
manpreet@imaasia.com

CTI has also liaised at Brisbane local level with the following local organisations for its industry consultation for BSB15 Package:

Ronda Lynne Billett

Director Uptown Hair Studio
(President of Nambour Chamber of Commerce)
1/147 Currie Street
Nambour Qld 4560
Ph: 07 5441 2420

Eric Allgood

Director
CRAMZET
23 Lochiel St
Kenmore Qld 4069
Ph:0407 670 876
eric@cramzet.com.au

Other requirements

All staff involved in the delivery and assessment of this qualification, have direct access to the current version of the BSB15 Business Services Training Package, including the appropriate units of competency, assessment guidelines and qualification structure.

All staff involved in delivering the program, have access to trainer, assessor and candidate support materials relevant to their areas of delivery and assessment. There is a “Cluster Folder”, which includes specific documents such as: Training Program, Sessions Plans, Assessment Plan, Evidence Gathering Matrix, Marking Guide and Assessment Tools.

Pathways

All candidates who undertake the Advance Diploma in Business are provided with advice on employment and training options.

Candidates who successfully complete Advance Diploma in Business are may to continue further studies at University degree levels in a variety of associated disciplines, including Business studies, Commerce, Marketing or Advertising

Career & Pathway opportunities:

- Office Managers
- Market research Analyst
- Senior Administrator
- Promotion Managers
- Customer service managers
- Assistant office / branch managers
- Sales manager
- Marketing officers
- Account service manager