



Advanced Diploma of **BUSINESS**

COURSE GUIDE



CANTERBURY
TECHNICAL INSTITUTE

CRICOS Code: 02938M RTO No: 31645



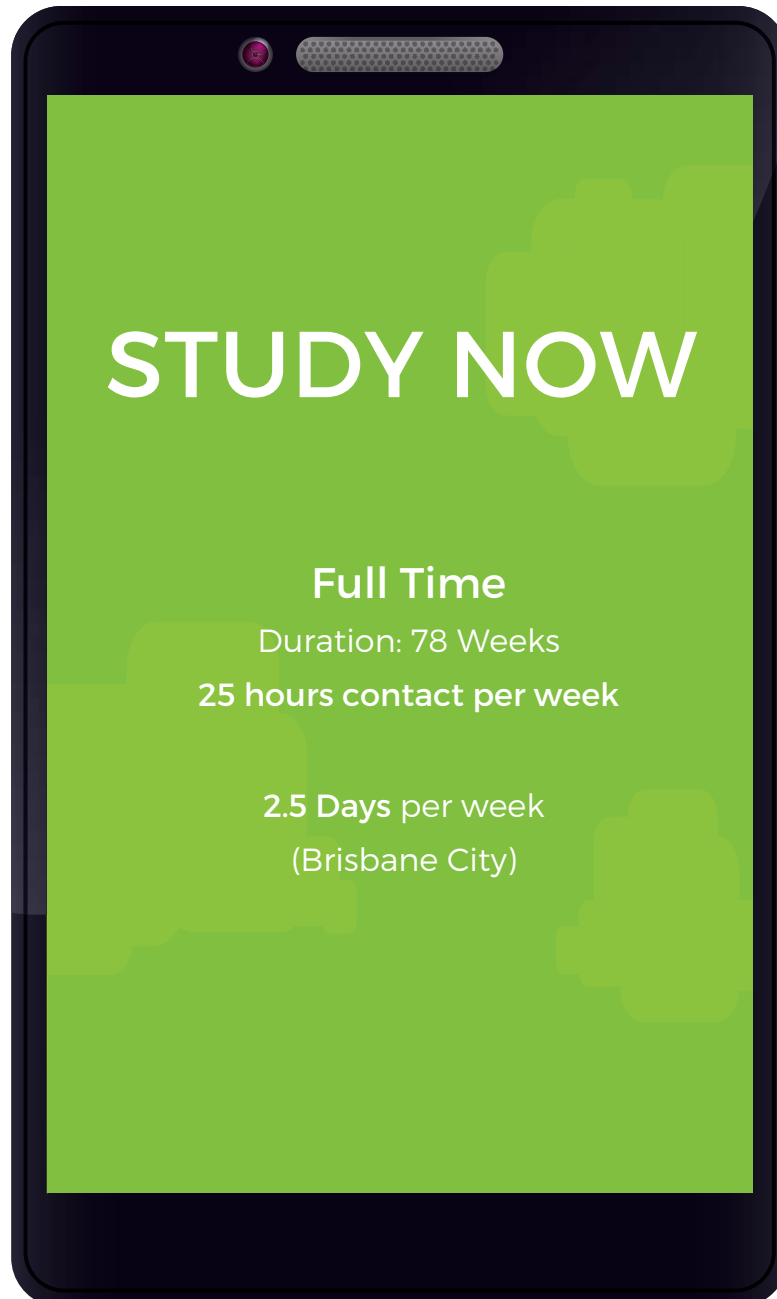
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Advanced Diploma of Business BSB60215





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
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Unit Cluster 4

BSBRISK501	Manage Risk
BSBSUS501	Develop workplace policy and procedures for sustainability





Entry Requirements:

- An overall IELTS band 5.5 or equivalent and above;
- 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 Management, Advanced Diploma of Management, Diploma of Software development, or Diploma of Digital and interactive games at Canterbury Technical Institute. Students also have the option of continuing study at university.

Course Fees

Please contact college staff for fees.

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



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Call: 07 3123 4055