PROGRAM DESCRIPTION

This qualification reflects the role of individuals with significant expertise in a Senior Administrative role who are seeking to further develop expertise across a range of business functions. The qualification is suited to the needs of individuals who possess significant theoretical business skills and knowledge that they would like to develop in order to create further educational or employment opportunities.

JOB ROLES

Job roles and titles vary across different industry sectors. Possible job titles and roles relevant to this qualification include: Administrator, Business Analyst, Marketing, Director, Senior Executive.

LEARNING TIME PERIOD AND FEE

Duration: 52 weeks (44 study weeks and 8 weeks of holidays)
Fee: AU $7,990 (includes AU $395 enrolment fee, AU $245 program material fee)

PROGRAM ENTRY REQUIREMENTS

- Applicant must be 18 years or older, if applicable.
- Successful completion of Year 12 or equivalent, if applicable.
- IELTS overall band score of 5.5 or equivalent, if applicable.

PATHWAYS INTO THE QUALIFICATION

Candidates may enter the qualification through a number of entry points demonstrating potential to undertake vocational education and training at Advanced Diploma level, including:
- BSB50215 Diploma of Business or other relevant qualification OR
- With substantial vocational experience in a range of environments, acting in a range of senior support or technical roles.
PATHWAYS FROM THE QUALIFICATION
After achieving the BSB602015 Advanced Diploma of Business, candidates may undertake a range of studies at higher educational level.

RECOGNITION OF PRIOR LEARNING (RPL)
RPL is the assessment process for recognizing competencies gained through previous learning, work and life experiences. Students who have completed any of the subjects or have practical experience that can be used for RPL, can contact American College prior to enrolment. In order to be granted RPL, candidates are required to provide evidence that makes them competent in the specific subject/subjects and these evidences should be valid, authentic, current and sufficient.

PROGRAM CONTENTS
Total Number of Subjects = 8 elective subjects

<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>SUBJECT NAME</th>
<th>C/E</th>
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<tbody>
<tr>
<td>BSBHRM602</td>
<td>Manage human resources strategic planning</td>
<td>E</td>
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<tr>
<td>BSBINM601</td>
<td>Manage knowledge and information</td>
<td>E</td>
</tr>
<tr>
<td>BSBADM502</td>
<td>Manage meetings</td>
<td>E</td>
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<tr>
<td>BSBADM506</td>
<td>Manage business document and design</td>
<td>E</td>
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<tr>
<td>BSBMKG603</td>
<td>Manage the marketing process</td>
<td>E</td>
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<tr>
<td>BSBMKG607</td>
<td>Manage market research</td>
<td>E</td>
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<tr>
<td>BSBMKG608</td>
<td>Develop organizational marketing objectives</td>
<td>E</td>
</tr>
<tr>
<td>BSBMKG609</td>
<td>Develop a marketing plan</td>
<td>E</td>
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ASSESSMENT REQUIREMENTS
Assessment for this qualification includes underpinning knowledge questions, work-based projects and third party reports. It is also based on completion of assignments, practical tests and/or examinations for each subject.

ENROLMENT
To enrol in this qualification, please contact us.