



Advanced Diploma of Business - BSB60215 (Release 1)

Online and/or Blended Delivery

Qualification

Advanced Diploma of Business - [BSB60215](#) (Release 1).

Training Package

BSB Business Services Training Package (Release 2.0).

GEM Online Campus

The Learner is provided with User Name and Password to the GEM Online Campus, which enables access to the interactive Online Screen Guide; the Learner Guide (pdf); the Assessment Guide; and the Quick Reference Guide.

Blended Delivery

Study via face to face intensives; supported by Learner Guide, Assessment Guide; Online Seminars.

Time Commitment

Nominal minimum hours of study plus individual research and on the job application is 1,800- 2,400 hours (normally over a period of 18-24 months); OR approximately 10 hours research and study per week for 18 months from commencement. During the balance of the time, learners will be engaged in work-based/simulated work-based (portfolio building) activities, assessments.

Course Overview

Course Description

This qualification reflects the role of 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.

Career Opportunities/Vocational Outcomes

This qualification may apply to people who are working in a business environment, or those who aspire to entrepreneurship.



Pathways

Entry Requirements/Pathways

There are no prerequisite requirements for individual units of competency.

Student selection

Each applicant will be interviewed to ensure suitability of program for the individual and his/her current position and/or career path.

Articulation Pathways from the Qualification

On completion of this course, you could consider higher qualifications in this Training Package, the Training Package area of your vocational competence, or in the higher education sector. For instance, you may undertake a Graduate Certificate in Management (Learning) (BSB80515) or Graduate Diploma of Strategic Leadership (BSB80215) as a pathway to a postgraduate qualification.

Gaining University Entrance

A Certificate IV or Diploma may gain 6-12 months advanced standing in a university degree. Some Advanced Diplomas may be eligible for even more credit. Choosing a GEM College of International Business to University Pathway is a great way to get practical 'job ready' skills and then gain entry to a university at an advanced stage.

A Graduate Certificate from GEM College of International Business, coupled with relevant industry experience, may gain entrance to post graduate qualifications.

Course Structure

The Course Structure consists of **8 Units**. This qualification has **no Core units**. 8 Units must be selected, of which

- 6 Elective Units must be selected from the list below, with no more than 3 units from any one group; and
- 2 Elective Units may be selected from the units listed below, from this Training Package or an accredited course at Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Elective Units

Group A

| | | |
|---------------------------------|-----------|---|
| Develop an advertising campaign | BSBADV602 | * |
| Evaluate campaign effectiveness | BSBADV605 | |
| Execute an advertising campaign | BSBADV604 | * |
| Manage advertising production | BSBADV603 | * |

Group B

| | | |
|-------------------------------------------|-----------|--|
| Contribute to organisation development | BSBMGT615 | |
| Lead and manage organisational change | BSBINN601 | |
| Manage human resources strategic planning | BSBHRM602 | |
| Manage knowledge and information | BSBINM601 | |

Group C

| | | |
|------------------------------------------------|-----------|---|
| Develop a marketing plan | BSBMKG609 | * |
| Develop organisational marketing objectives | BSBMKG608 | * |
| Evaluate international marketing opportunities | BSBMKG605 | * |
| Manage international marketing programs | BSBMKG606 | * |
| Manage market research | BSBMKG607 | * |
| Manage the marketing process | BSBMKG603 | * |

Group D

| | |
|----------------------------------------------------------------------------------|-----------|
| Develop and implement strategies for intellectual property management | BSBIPR601 |
| Develop workplace policy and procedures for sustainability | BSBSUS501 |
| Establish and review the business continuity management framework and strategies | BSBCON801 |
| Manage finances | BSBFIM601 |
| Manage knowledge and information | BSBINM601 |

Course Fees

Fees

Assistance might be available for this qualification: www.gem-college.com/financial-assistance

State Government funding/subsidies may be available within your state. Please check with your GEM representative if you require clarity in this regard.

Your tuition fee includes:-

- Access to GEM Online Campus – and interactive Onscreen Guides
- Learner Guide for each Unit (pdf)
- Assessment Guide for each Unit (pdf)
- All essential reference materials.
- Additional Reference materials may be requested, to further enhance your learning, and these will attract an additional charge.
- Contact our Administration Centre on (08) 8342 3316 for more information and payment options.
- Fees, charges and course offerings are subject to change.

This fee can be paid using EFTPOS, Visa, MasterCard, cheque, money order or purchase order.

Scholarships

A limited number of Partial Scholarships are offered within Australia annually. A limited number of Offshore Scholarships are offered annually. See Application for Consideration for Scholarship on the GEM website.

Course Fees: \$7,999

Course Fees with Digital Marketing specialisations: \$10,499

Units marked with an asterisk, include the following converged **Digital Marketing Topics**:

| | |
|--------------------------|---------------------------|
| Intro to Digital Selling | Engagement |
| Social Media Research | Social Account Management |
| Sales Enablement | CRM |
| Communications Planning | Digital Sales Leadership |
| Digital Sales Messaging | |

Grievances and Appeals

GEM College of International Business is committed to ongoing improvements that will enhance the service that is provided to you, the client. Should you have any grievance with the way in which GEM College has conducted business with you, we will be pleased to listen to what you have to say. By doing so, hopefully, we will improve our service which, will in turn, benefit everyone accessing training through us.

In the first instance, any grievance should be discussed with the relevant Administrative person, Tutor or Facilitator. If they cannot resolve the problem to your satisfaction, it will then be referred to the Campus Manager. If the Campus Manager was your first point of contact or if the issue is still not resolved to your satisfaction, then the National Manager shall endeavour to resolve the matter. If the National Manager does not resolve the matter to your satisfaction, the Director-International Business or the Corporate Leader will be pleased to make an

appointment and listen to your grievance. Further detail regarding our grievance and appeals policy is contained in our "Customer Service Charter and Grievance Policy" which is located at www.gem-college.com/policies

If you do not agree with the result given for an assessment task, you may appeal the assessment decision. You should first discuss the assessment result with your Tutor or Facilitator. If you are not satisfied with the outcome of that discussion, you can access the appeal process through the Campus Manager. More information on Learner's rights and responsibilities can be found at www.gem-college.com/policies

GEM College of International Business hereby gives an assurance that no discrimination shall be made against an individual or organisation lodging a grievance. We view all criticism and suggested improvements as ways that will allow us to improve our service to you.

Assessment

There are assessments tasks for every Performance Criteria built into every Unit of Competency. You will not be assessed until you indicate that you are prepared for assessment. You will be given at least one-week's notice by your Tutor or Facilitator for any assessment being organized by the Assessor. You must have submitted your portfolio of evidence prior to the actual assessment date, or bring it with you to the assessment. If face to face assessment is being undertaken you must attend. If you are sick, a phone call is required to advise of your absence. Otherwise, a doctor's certificate will be necessary for an alternative date to be set for the assessment. For more information on assessment, refer to your 'Course Information Guide' for this Unit, and/or for additional information, which is available on the GEM website.

Location

If you do not have a workplace that is suitable for you to demonstrate your competence on the job, GEM College of International Business may be able to provide customised, flexible or on-the-job options for this course. Contact your Tutor or Facilitator for further information to discuss your needs.

Reasonable adjustment

If you have a permanent or temporary condition that may prevent you successfully completing the assessment task(s) you should immediately discuss this with your Tutor or Facilitator, about a 'reasonable adjustment'. This is the adjustment of the way in which you are to be assessed to take into account your condition. This may include providing additional time, or a support person. While assessment tasks may be changed to suit your condition, the actual performance criteria cannot be altered.

Recognition of Prior Learning and Current Competency

GEM College of International Business recognises skills gained through previous studies, the workplace and life experience which may allow you to complete your qualification more quickly than the nominated minimal hours.

You may be entitled to recognition that will exempt you from one or more Units of Competency. Where you can provide evidence of competency in all Units in a given qualification, you will be required to complete a major project, to demonstrate your ability to provide current application of those competencies across a range of sectors, or with regards to a range of contingencies.

If you are granted RPL the target unit will be reported on your Academic Transcript advanced standing. No gradings are provided for Units granted under RPL arrangements.

You must enrol in all Units of Competency and apply for an exemption by completing a form. Attendance at class, or Online is necessary until any relevant exemption is granted.

For further information please contact the Quality Control Officer on (08) 8342 3316 or visit the GEM College website.

Digital Marketing Examination

Examinations to gain international industry certification must be taken at a Vue Pearson examination centre. Price is included in the course

Important GEM College Policies and Processes

GEM College of International Business is acknowledged as upholding the highest standards of ethical conduct and professional excellence. We inculcate these same standards in our learners and strive to produce business leaders with recognised integrity. Thus, our (benchmarked for best practice) policies and processes support this and protect both the College and learners.

The policies and processes of the College are transparent; we therefore discuss these with our learners during an Orientation Session at the commencement of each course. You will be required to acknowledge that you have read, understand, accept and are willing to ascribe these policies and processes during the Orientation Session. The college website (at www.gem-college.com/policies) includes the following as essential pre-reading:

- Customer Service Charter and Grievance Policy
- Fair treatment and equal opportunity (Equity) Policy and Procedures
- Sexual Harassment Policy
- Plagiarism Policy
- Environmental Policy
- Student Review Procedures and Refund Policy
- Statement of Tuition Assurance.
- Privacy and Personal Information Policy and Procedures
- Schedule of Tuition fees

More information can be found at the GEM College of International Business website at www.gem-college.com

Additional Details

Contact Details

GEM College of International Business

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Prospect

SA 5082

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Fax : (08) 8342 2848

Email: administration@gem-college.com

Web: www.gem-college.com

Course Commencement Dates

Rolling enrolments – courses commence at any time.

Registration of Expression of Interest

www.gem-college.com/index.php/register

Orientation Sessions

Will occur on GEM Campus, or via Zoom. Dates to be advised.