

# BSB50215 Diploma of Business *Work Ready*



## AT A GLANCE

### 2018 COURSE DATES:

- January 8 – March 23
- April 2 – June 15
- July 2 – September 14
- September 24 – December 7

### COURSE FEES:

- Enrolment Fee: \$230
- Standard Diploma** (22 weeks): \$5300
- Extended Diploma** (33 weeks): \$7680
- Extended Diploma** (44 weeks): \$10600
- Materials Fee: \$150 (includes book hire and supplementary materials)
- RPL/Unit: \$ 150-\$250
- Easy payment plans are available*

At **PHOENIX ACADEMY** we teach business differently from other Colleges. We believe that the key to making you stand out from the crowd is to have the employability skills that business wants. The **PHOENIX DIPLOMA OF BUSINESS (WORK READY)** is focussed on giving you those practical and globally in demand skills including:

- Communicating effectively
- Developing initiative & enterprise
- Analysing data & using technology
- Thinking critically
- Solving Problems
- Self awareness & insight
- Self management
- Developing professionalism
- Working effectively with others

### POSSIBLE CAREER OPPORTUNITIES INCLUDE:

- Marketing
- Business Administration
- Operational Management
- Hospitality Management
- Human Resources Management
- Business Development & Enterprise

### COURSE DURATION

#### STANDARD DIPLOMA:

6 months (2 X 11 week terms/semesters + term/sem. breaks)

#### EXTENDED DIPLOMA OPTIONS:

9 months  
(3 x 11 week terms/semesters+ term/sem. breaks)  
or  
12 months  
(4 x 11 week terms/semesters+ term/sem. breaks)

### COURSE HOURS:

Classes are programmed between 9.45am and 6.00pm Monday to Thursday

### REQUIREMENTS:

CEFR B2; IELTS 5.5 or equivalent + Year 12

### STUDENT VISA HOLDERS:

Student Visa Holders:  
15 hours/week face to face classes + 5 hours/week online study

### AUSTRALIAN RESIDENTS & OTHER VISA HOLDERS:

Australian Residents & Other Visa Holders:  
Hours can be tailored to suit work or other commitments

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## COURSE CONTENT

### CORE UNITS:

Students must successfully complete all units of competence below to graduate with the Diploma of Business BSB50215 qualification.

- Manage Personal Work Priorities & Professional Development (BSBWOR501)
- Write Persuasive Copy (BSBWRT501)
- Design and Develop an integrated marketing communication plan (BSBMKG523)
- Identify & evaluate marketing opportunities (BSBMKG501)
- Establish & adjust the marketing mix (BSBMKG502C)
- Interpret market trends and developments (BSBMKG507)
- Manage People Performance (BSBMGT502)
- Manage Operational Plan (BSBMGT515)

### RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) is available (on application) to students with prior skills, experience, knowledge or qualifications obtained from formal studies or training in a related area. RPL may reduce the duration of your studies.

### ELECTIVE UNITS:

Students wishing to undertake the Extended Diploma select additional electives from the list below (subject to availability).

- Develop and Use Emotional Intelligence (BSBLDR501)
- Write Complex Documents (BSBWRT401)
- Produce complex desktop produced documents (BSBITU404)
- Make a Presentation (BSBCMM401)
- Report on Financial Activity (BSBFIA402)
- Manage Budgets & Financial Plans (BSBFIM501)
- Analyse & Present Research Information (BSBRES401)
- Implement workplace information system (BSBINM401)
- Establish business and legal requirements of small business (BSBSMB401)
- Identify risk and apply risk management processes (BSBRSK401)
- Australian Economy (ATP 406,407)
- Integrated Business Project (PRJ510)
- Prepare and serve espresso coffee (Barista Training) (SITHFAB204)
- Provide Responsible Service of Alcohol (SITHFAB201)
- Serve Food & Beverage (SITHFAB206)
- Operate a Bar (SITHFAB202)

## PATHWAYS TO FURTHER STUDY

