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CANTERBURY BUSINESS COLLEGE

LEARNING & ASSESSMENT STRATEGY

BSB50207 Diploma of Business

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Learning and Assessment Strategy

Name of RTO	Canterbury Business College		
Training Package	BSB07 Business Services Training Package		
Code and title of qualification	BSB50207 Diploma of Business		
Units of competency	Code	Title	Hours
	BSBADV507B	Develop a media plan	45
	BSBADV511A	Evaluate and recommend advertising media options	55
	BSBADM506B	Manage business document design and development	60
	BSBHRM501A	Manage human resources services	40
	BSBMKG501B	Identify and evaluate marketing opportunities	60
	BSBMKG502B	Establish and adjust the marketing mix	50
	BSBMKG514A	Implement and monitor marketing activities	50
	BSBINM501A	Manage an information or knowledge management system	40
Clients	<p>CBC's clients for this qualification are dominantly international students coming from Eastern European nations, India, China, Thailand, Bangladesh, Nepal & Sri Lanka.</p> <p>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 BSB40207 Certificate IV in Business or other relevant qualification/s OR • Providing evidence of competency in the majority of units required for the BSB40207 Certificate IV in Business or other relevant qualification/s OR • With reasonable 1 – 2 years relevant / vocational work experience in a range of work environments in senior support roles for entry into Diploma of Business. 		
Learning and assessment arrangements	<p>Duration</p> <p>The training program for Diploma of Business is conducted over 24 weeks time period. This program is divided into 2 terms (please review time table).</p> <p>CBC students will attend class equivalent to 20 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 BSB07 Training Package (see BSB07 Training Package, Vol 1 of 2, pages 326-330); units of competency were classify into some areas: Advertising Units, Business Administration Units, Human Resource Management Units, Marketing Units and Management Units, is not allow to select more than three units from the same area.

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 basic – intermediate level Business topics, which form the foundation & principle 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, Business Administration, Human Resource Management, Marketing and Information Management.

Intakes dates are at the beginning of each Term. CBC deliver Terms in a loop system ensuring candidates always will have the possibility to complete the qualification within the 24 weeks period, no matter which Term they start.

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.

Cluster Name	Unit (s) of Competency
Advertising -1	BSBADV507B
	BSBADV511A
General Administration	BSBADM506B
Human Resource Management -1	BSBHRM501A
Marketing -1	BSBMKG501B
	BSBMKG502B
	BSBMKG514A
Information Management -1	BSBINM501A

Delivery modes

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

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

Candidates are provided with training manuals for each Cluster, "Student Guide", which includes materials used in the training sessions, assessment materials (other than tests) and reference materials.

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:

- Conducting research to collect and analyse information in a range of reports
- Consulting with others to develop a range of plans and reports
- Liaising with stakeholders and promoting participative workplace arrangements
- Negotiating solutions to new and emerging issues
- Contributing to the development of other team members
- Providing feedback on team performance to colleagues and managers
- Applying risk management processes to business operations
- Assessing financial viability of new opportunities and matching Organisational capability with market needs
- Encouraging creative and innovative workplace solutions
- Identifying new and emerging opportunities for the business and developing strategies to capitalise on them
- Managing, fostering and facilitating change
- Developing systems that are flexible and responsive to changing circumstances
- Planning for contingencies and performance of staff and systems
- Dealing with contingencies
- Managing own time and priorities taking responsibility as required by work role and ensuring all organisational policies and procedures are adhered to
- Assisting others to acquire new knowledge and skills to improve team and individual performance
- Using electronic communication devices and processes such as internet, intranet, email to produce written correspondence and reports
- Using technology to assist the management of information and to assist the planning process

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 - 1	Develop a media plan	√	√
	Evaluate and recommend advertising media options		
General Administration	Manage business document design and development	√	√
Human Resources Management -1	Manage human resources services	√	
Marketing -1	Identify and evaluate marketing opportunities	√	√
	Establish and adjust the marketing mix		
	Implement and monitor marketing activities		
Information Management -1	Manage an information or knowledge management system	√	√
<p>Please contact Academic Course Coordinator (simarjeet@canterburybc.com.au) for more information on Evidence gathering techniques / Assessment tools.</p>			
<p>Schedule</p> <p>The training program is conducted over 24 weeks period. Please contact Academic Course Coordinator (simarjeet@canterburybc.com.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 TAA40104, vocational qualifications at least up to the same level they are delivering and assessing and proven relevant industry experience.</p>			
<p>Assessment validation process</p> <p>Deputy Principal (DP) & Academic Course Coordinator (ACC) meet with representatives from industry / enterprises on an annual basis to check that the performance standards required in the program are consistent with industry practice.</p> <p>DP & ACC conduct moderation meetings every term, 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>ACC along with the Business faculty has the responsibility for developing, managing and monitoring strategies that ensure consistency in assessment. Validation meetings are lead by DP / ACC 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

CBC has liaised with the following organization / individuals for its industry consultation for BSB07 Package. Minutes of meeting / discussion are available for review on request.

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Other requirements

All staff involved in the delivery and assessment of this qualification, have direct access to the current version of the BSB07 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 include specific documents such as: Learning Program, Sessions Plans, Student Guide, Assessment Plan, Evidence Gathering Matrix, Marking Guide and Assessment Tools.

Pathways

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

Candidates who successfully complete Diploma in Business are encouraged to continue further studies at Advance Diploma levels.

Career & Pathway opportunities:

- Office Assistants
- Market research officers
- Promotion officers
- Customer service officers
- Assistant branch managers
- Sales personnel
- Program Consultant / Program Coordinator
- Direct marketers
- The course also provides a foundation and path for those intending to further study at the Advanced Diploma level at CBC.