

**CRICOS Code: 01899K / Provider Code 6445**

**CANTERBURY BUSINESS COLLEGE**

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# **LEAR/NING & ASSESSMENT STRATEGY**

**BSB60207 Advanced Diploma of Business**

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## Learning and Assessment Strategy

<b>Name of RTO</b>	<b>Canterbury Business College</b>		
<b>Training Package</b>	<b>BSB07 Business Services Training Package</b>		
<b>Code and title of qualification</b>	<b>BSB60207 Advanced Diploma of Business</b>		
<b>Units of competency</b>	<b>Code</b>	<b>Title</b>	<b>Nominal Hours</b>
	BSBADV602B	Develop an advertising campaign	50 hours
	BSBADV604B	Execute an advertising campaign	60 hours
	BSBADV605B	Evaluate campaign effectiveness	50 hours
	BSBHRM602A	Manage human resources strategic planning	60 hours
	BSBMKG603B	Manage the marketing process	50 hours
	BSBMKG605B	Evaluate international marketing opportunities	45 hours
	BSBMKG606B	Manage international marketing programs	45 hours
	BSBINM601A	Manage knowledge and information	40 hours
<b>Clients</b>	<p>CBC's clients for this qualification are dominantly international students coming from Eastern European nations, India, China, Thailand, Bangladesh, Nepal &amp; Sri Lanka.</p> <p>Entry requirements for students:</p> <ul style="list-style-type: none"> <li>• Must be 18 years of age or over</li> <li>• Completed Year 12 (HSC or equivalent)</li> <li>• Minimum 5.5 IELTS score or equivalent (International students only)</li> </ul> <p><b>Qualification Pathways</b></p> <p>There are no prerequisite requirements for individual units of competency.</p> <p><b>Pathways INTO the qualification</b></p> <p>Preferred pathways for candidates considering this qualification include:</p> <ul style="list-style-type: none"> <li>• After achieving the BSB50207 Diploma in Business or other relevant qualification/s <b>OR</b></li> <li>• Providing evidence of competency in the majority of units required for the BSB50207 Diploma of Business or other relevant qualification/s <b>OR</b></li> <li>• With reasonable 3 – 4 years vocational work in a range of work environments, acting in a range to senior support or technical roles for Advanced Diploma of Business.</li> </ul>		
<b>Learning and assessment arrangements</b>	<p><b>Duration</b></p> <p>The overall BSB60207 Advanced Diploma in Business program is delivered over a period of 24 weeks</p> <p>The training program for Advance Diploma in Business is divided into 2 terms.</p> <p>(* Please review timetable).</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, pages 417-420); units of competency were classify into some areas: Advertising Units, Human Resources 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 intermediate – advanced level Business topics, which form the foundation & specialised 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, 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.

<b>Cluster Name</b>	<b>Unit (s) of Competency</b>
Advertising -2	BSBADV602B
	BSBADV604B
	BSBADV605B
Human Resource Management -2	BSBHRM602A
Marketing -2	BSBMKG603B
	BSBMKG605B
	BSBMKG606B
Information Management -2	BSBINM601A

### **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, Role Plays, Assignments and research activities.

Learning activities are structured to provide learners knowledge in order to perform complex tasks in a wide range of situations/environments. Skills are developed throughout the course towards the successfully completion of those tasks. Learners are provided with tools to maintain their skills and knowledge updated after the completion of the course, encouraging them to work towards their continuous professional improvement.

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 such as: extensive range of case studies and specialised magazine/newspapers reports.

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:

- Consulting with others to develop a range of operational plans
  - Managing and developing others to be effective and empowered team members
  - Managing and providing feedback on individual and team performance
  - Developing and managing risk management and contingency plans
  - Coaching and mentoring others to acquire new knowledge and skills
- Managing the performance of team members by regular monitoring and review

### **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 -2	Develop an advertising campaign	√	√
	Execute an advertising campaign		
	Evaluate campaign effectiveness		
Human Resource Management -2	Manage human resources strategic planning	√	√
Marketing -2	Manage the marketing process	√	√
	Evaluate international marketing opportunities		
	Manage international marketing programs		
Information Management -2	Manage knowledge and information	√	√
Please contact Academic Course Coordinator ( <a href="mailto:simarjeet@canterburybc.com.au">simarjeet@canterburybc.com.au</a> ) for more information on Evidence gathering techniques / Assessment tools.			
<p><b>Schedule</b></p> <p>The training program is conducted over 24 weeks period. <b>Please contact Academic Course Coordinator (<a href="mailto:simarjeet@canterburybc.com.au">simarjeet@canterburybc.com.au</a>) for a copy of timetable.</b></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><b>Delivery and assessment staff</b></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>Staff Matrix is available for review on request.</p>			
<p><b>Assessment validation process</b></p> <p>Deputy Principal (DP) &amp; 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 &amp; 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 Advance Diploma in Business are provided with advice on employment and training options.

Candidates who successfully complete Advance Diploma in Business are encouraged to continue further studies at University degree levels in a variety of associated disciplines, including Business studies, Commerce, Marketing or Advertising

#### *Career & Pathway opportunities:*

- Office Managers
- Market research Analyst
- Senior Administrator
- Promotion Managers
- Customer service managers
- Assistant office / branch managers
- Sales manager
- Marketing officers
- Account service manager