



**THE EAGLE  
ACADEMY**  
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CRICOS NO 02480G, RTO No 30895

# ADVANCED DIPLOMA OF BUSINESS

COURSE CODE: BSB60215

CRICOS COURSE CODE: 087469K



NATIONALLY  
RECOGNISED  
TRAINING



Proud to be a Queensland Government  
subsidised training provider



This qualification is suited to those working as administrators and project officers.

In this role, individuals use well-developed skills and a broad knowledge base to apply solutions to a defined range of unpredictable problems and analyse information from a variety of sources.

They may provide leadership and guidance to others with some limited responsibility for the output of others.

# COURSE INFORMATION

## Campus:

Brisbane and Gold Coast

## Duration:

12 months  
40 weeks tuition +  
12 weeks holiday)

## Mode of Study:

- Blended: Face to face and distance education.
- International students are expected to study 20 hours per week (13.5 hours on campus and 6.5 hours distance education).

## Start Date:

Any Monday of the academic calendar

## Course Fee:

- Please contact us for information on our prices and payment options.
- See our website for current specials.

## Pre-requisites

- English to an "upper intermediate" level
- Completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions) OR two years equivalent full-time relevant workplace experience in an operational or leadership role in an enterprise.
- Students can apply for Recognition of Prior Learning, or Direct Credit if eligible.

For more information contact:  
info@eagleacademy.com.au  
or visit:  
www.eagleacademy.com.au

## Units:

**Students must study all 8 units to gain the Qualification**

BSBMKG609 Develop a marketing plan  
BSBADV602 Develop an advertising campaign  
BSBMKG608 Develop organisational marketing objectives  
BSBSUS501 Develop workplace policy and procedures for sustainability  
BSBINN601 Lead and manage organisational change  
BSBFIM601 Manage finances  
BSBHRM602 Manage human resources strategic planning  
BSBINM601 Manage knowledge and information

### Marketing Option

BSBMKG502 Establish and adjust the marketing mix  
BSBADV605 Evaluate campaign effectiveness  
BSBADV604 Execute an advertising campaign  
BSBMKG501 Identify and evaluate marketing opportunities  
BSBADV603 Manage advertising production  
BSBMKG606 Manage international marketing programs  
BSBMKG607 Manage market research  
BSBMKG603 Manage the marketing process



## Inclusions:

We offer a range of times to attend sessions including tuition, where you will be supervised and assisted to work through your course at a pace that suits you.

Student Computers are available on a first in first served basis.

## Assessment Methods:

This course is assessed using a combination of written assessments and practical skills observations.

## University Credits:

This is dependent on university policies. For example, you may be awarded up to an equivalent of 1 years' credit toward a Bachelor of Business.

## International Students

Education agents can act on our behalf to recruit students. This course has no attendance monitoring requirements. Progress is monitored for visa compliance purposes. Contact us for more information.