



Australian Government

BSB60215 Advanced Diploma of Business

Release 1

BSB60215 Advanced Diploma of Business

Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

Qualification 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.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 8

This qualification has no core units.

8 elective units must be selected, of which:

- 6 elective units must be selected from the list below, with no more than 3 units selected from any one group
- 2 elective units may be selected from the units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level or 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

BSBADV602 Develop an advertising campaign

BSBADV603 Manage advertising production

BSBADV604 Execute an advertising campaign

BSBADV605 Evaluate campaign effectiveness

Group B

BSBHRM602 Manage human resources strategic planning

BSBINM601 Manage knowledge and information

BSBINN601 Lead and manage organisational change

BSBMGT615 Contribute to organisation development

Group C

BSBMKG603 Manage the marketing process

BSBMKG605 Evaluate international marketing opportunities

BSBMKG606 Manage international marketing programs

BSBMKG607 Manage market research

BSBMKG608 Develop organisational marketing objectives

BSBMKG609 Develop a marketing plan

Group D

BSBCON801 Establish and review the business continuity management framework and strategies

BSBFIM601 Manage finances

BSBINM601 Manage knowledge and information

BSBIPR601 Develop and implement strategies for intellectual property management

BSBSUS501 Develop workplace policy and procedures for sustainability

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB60215 Advanced Diploma of Business	BSB60207 Advanced Diploma of Business	Updated to meet Standards for Training Packages	Equivalent qualification

Links

Companion volumes available from the IBSA website:

http://www.ibsa.org.au/companion_volumes - http://www.ibsa.org.au/companion_volumes