



BSB50120

Diploma of Business

CRICOS 105252G

The Diploma of Business focuses on e-business skills such as creating business opportunities for small and medium sized businesses.

Students will participate in practical and authentic business situations. This may involve using innovation and creativity to develop feasibility studies or undertake business ventures. The focus on marketing and online communications ensure that graduates have the necessary skills to grow a business in contemporary settings in order to access thousands or millions of local, national or international customers who are searching, interacting, sharing and shopping online.



Course Duration

4 terms (52 weeks inclusive 16 weeks holidays)

Entry Requirements

- ◆ Applicants must provide evidence of successfully completed Year 11 or equivalent.
- ◆ Students must be over 18 years of age at time of course commencement.
- ◆ Students need an appropriate level of English to undertake this course (such as an English level of advanced or IELTS 6.0).

Course Units
Term 1
Identify and evaluate marketing opportunities
Develop critical thinking in others
Undertake project work
Lead communication in the workplace

Term 2
Manage budgets and financial plans
Manage business resources
Develop workplace policies and procedures for sustainability
Term 3
Lead the development of business opportunities
Use digital technologies to collaborate in a work environment
Manage business risk
Term 4
Manage business operational plans
Evaluate business performance

