



Diploma of Business - BSB50215 (Release 1)

Online and/or Blended Delivery

Qualification

Diploma of Business - BSB50215 (Release 1).

Training Package

BSB Business Services Training Package (Release 2.0).

GEM Online Campus

The Learner is provided with User Name and Password to the GEM Online Campus, which enables access to the interactive Online Screen Guide; the Learner Guide (pdf); the Assessment Guide; and the Quick Reference Guide.

Blended Delivery

Study via face to face intensives; supported by Learner Guide, Assessment Guide; Online Seminars.

Time Commitment

Nominal minimum hours of study plus individual research and on the job application is 1,200 - 2,400 hours (normally over a period of 12-24 months); **OR** approximately 10 hours research and study per week (face-to-face/online) for 12 months from commencement. During the balance of the time, learners will be engaged in work-based/simulated work-based (portfolio building) activities, assessments.

Course Overview

Course Description

This qualification would apply to individuals with various job titles including executive officers, program consultants and program coordinators.

Individuals in these roles may possess substantial experience in a range of settings, but seek to further develop their skills across a wide range of business functions.

Conversely, it may also apply to those with little or no vocational experience, but who possess sound theoretical business skills and knowledge that they would like to develop in order to create further educational and employment opportunities.

Career Opportunities/Vocational Outcomes

This qualification may apply to people who are working in a business environment, or those who aspire to entrepreneurship.

Pathways

Entry Requirements/Pathways

There are no prerequisite requirements for individual units of competency.

Articulation Pathways from the Qualification

On completion of this qualification, you may undertake the **Advanced Diploma of Leadership and Management (BSB61015)**, or specialise with **Advanced Diploma of Management (HR) (BSB60915)** or **Advanced Diploma of Work Health and Safety (BSB60615)**.

Student selection

Each applicant will be interviewed to ensure suitability of program for the individual and his/her current position and/or career path.

Gaining University Entrance

A Certificate IV or Diploma may gain 6-12 months advanced standing in a university degree. Some Advanced Diplomas may be eligible for even more credit. Choosing a GEM College of International Business to University Pathway is a great way to get practical 'job ready' skills and then gain entry to a university at an advanced stage.

A Graduate Certificate from GEM College of International Business, coupled with relevant industry experience, may gain entrance to post graduate qualifications.

Course Structure

The Course Structure consists of **8 units**, with **no Core** and **8 Electives**. **6 Elective units** must be selected from the units listed below, with no more than 3 units selected from any one group. The remaining 2 Elective units may be selected from Elective units listed below, from the Business Services Training Package, or from any current accredited course or endorsed Training Package at this qualification level or Certificate IV or Advanced 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 must be relevant to the work outcome, local industry requirements and qualification level.

ELECTIVE UNITS

Group A

Coordinate advertising research	BSBADV503	
Create mass electronic media advertisements	BSBADV510	*
Create mass print media advertisements	BSBADV509	
Design and develop an integrated marketing communication plan	BSBMKG523	*
Develop a media plan	BSBADV507	
Write persuasive copy	BSBWRT501	

Group B

Establish and maintain a workgroup computer network	BSBITB501	
Investigate and design e-business solutions	BSBEBU501	*
Manage business document design and development	BSBADM506	
Manage meetings	BSBADM502	
Manage payroll	BSBFIM502	
Plan and implement administrative systems	BSBADM504	
Plan and manage conferences	BSBADM503	

Group C

Manage human resource management information systems	BSBHRM502	
Manage human resource services	BSBHRM501	
Manage mediation processes	BSBHRM510	
Manage programs that promote personal effectiveness	BSBLED502	
Manage recruitment selection and induction processes	BSBHRM506	
Manage rehabilitation or return to work programs	BSBHRM509	
Manage remuneration and employee benefits	BSBHRM505	
Manage separation or termination	BSBHRM507	
Manage workforce planning	BSBHRM513	

Group D

Conduct a marketing audit	BSBMKG515	*
Develop and implement crisis management plans	BSBPUB504	
Develop and manage complex public relations campaigns	BSBPUB502	
Establish and adjust the marketing mix	BSBMKG502	*
Identify and evaluate marketing opportunities	BSBMKG501	*
Implement and monitor direct marketing activities	BSBMKG509	*
Implement and monitor marketing activities	BSBMKG514	*
Interpret market trends and developments	BSBMKG507	*
Manage fundraising and sponsorship activities	BSBPUB503	
Manage the public relations publication process	BSBPUB501	
Plan direct marketing activities	BSBMKG508	*
Plan e-marketing communications	BSBMKG510	*
Plan market research	BSBMKG506	*

Group E

Build and sustain an innovative work environment	BSBINN502	
Develop and maintain business continuity plans	BSBCON601	
Develop workplace policy and procedures for sustainability	BSBSUS501	
Establish systems that support innovation	BSBINN501	
Implement continuous improvement	BSBMGT403	
Manage an information or knowledge management system	BSBINM501	
Manage intellectual property to protect and grow business	BSBIPR501	
Manage personal work priorities and professional development	BSBWOR501	
Manage risk	BSBRSK501	
Undertake project work	BSBPMG522	

Course Fees

Fees

Assistance might be available for this qualification: www.gem-college.com/financial-assistance

State Government funding/subsidies may be available within your state. Please check with your GEM representative if you require clarity in this regard.

Your tuition fee includes:-

- Access to GEM Online Campus – and interactive Onscreen Guides
- Learner Guide for each Unit (pdf)
- Assessment Guide for each Unit (pdf)
- All essential reference materials.
- Additional Reference materials may be requested, to further enhance your learning, and these will attract an additional charge.
- Contact our Administration Centre on (08) 8342 3316 for more information and payment options.
- Fees, charges and course offerings are subject to change.

This fee can be paid using EFTPOS, Visa, MasterCard, cheque, money order or purchase order.

Scholarships

A limited number of Partial Scholarships are offered within Australia annually. A limited number of Offshore Scholarships are offered annually. See Application for Consideration for Scholarship on the GEM website.

Course Fees: \$4,800

Course Fees with Digital Marketing specialisations: \$7,399

Units marked with an asterisk*, include the following converged **Digital Marketing Topics**:

Intro to Digital Selling	Engagement
Social Media Research	Social Account Management
Sales Enablement	CRM
Communications Planning	Digital Sales Leadership
Digital Sales Messaging	

Grievances and Appeals

GEM College of International Business is committed to ongoing improvements that will enhance the service that is provided to you, the client. Should you have any grievance with the way in which GEM College has conducted business with you, we will be pleased to listen to what you have to say. By doing so, hopefully, we will improve our service which, will in turn, benefit everyone accessing training through us.

In the first instance, any grievance should be discussed with the relevant Administrative person, Tutor or Facilitator. If they cannot resolve the problem to your satisfaction, it will then be referred to the Campus Manager. If the Campus Manager was your first point of contact or if the issue is still not resolved to your satisfaction, then the National Manager shall endeavour to resolve the matter. If the National Manager does not resolve the matter to your satisfaction, the Director-International Business or the Corporate Leader will be pleased to make an appointment and listen to your grievance. Further detail regarding our grievance and appeals policy is contained in our "Customer Service Charter and Grievance Policy" which is located at www.gem-college.com/policies

If you do not agree with the result given for an assessment task, you may appeal the assessment decision. You should first discuss the assessment result with your Tutor or Facilitator. If you are not satisfied with the outcome of that discussion, you can access the appeal process through the Campus Manager. More information on Learner's rights and responsibilities can be found at www.gem-college.com/policies

GEM College of International Business hereby gives an assurance that no discrimination shall be made against an individual or organisation lodging a grievance. We view all criticism and suggested improvements as ways that will allow us to improve our service to you.

Assessment

There are assessments tasks for every Performance Criteria built into every Unit of Competency. You will not be assessed until you indicate that you are prepared for assessment. You will be given at least one-week's notice by your Tutor or Facilitator for any assessment being organized by the Assessor. You must have submitted your portfolio of evidence prior to the actual assessment date, or bring it with you to the assessment. If face to face assessment is being undertaken you must attend. If you are sick, a phone call is required to advise of your absence. Otherwise, a doctor's certificate will be necessary for an alternative date to be set for the assessment. For more information on assessment, refer to your 'Course Information Guide' for this Unit, and/or for additional information, which is available on the GEM website.

Location

If you do not have a workplace that is suitable for you to demonstrate your competence on the job, GEM College of International Business may be able to provide customised, flexible or on-the-job options for this course. Contact your Tutor or Facilitator for further information to discuss your needs.

Reasonable adjustment

If you have a permanent or temporary condition that may prevent you successfully completing the assessment task(s) you should immediately discuss this with your Tutor or Facilitator, about a 'reasonable adjustment'. This is the adjustment of the way in which you are to be assessed to take into account your condition. This may include providing additional time, or a support person. While assessment tasks may be changed to suit your condition, the actual performance criteria cannot be altered.

Recognition of Prior Learning and Current Competency

GEM College of International Business recognises skills gained through previous studies, the workplace and life experience which may allow you to complete your qualification more quickly than the nominated minimal hours.

You may be entitled to recognition that will exempt you from one or more Units of Competency. Where you can provide evidence of competency in all Units in a given qualification, you will be required to complete a major project, to demonstrate your ability to provide current application of those competencies across a range of sectors, or with regards to a range of contingencies.

If you are granted RPL the target unit will be reported on your Academic Transcript advanced standing. No gradings are provided for Units granted under RPL arrangements.

You must enrol in all Units of Competency and apply for an exemption by completing a form. Attendance at class, or Online is necessary until any relevant exemption is granted.

For further information please contact the Quality Control Officer on (08) 8342 3316 or visit the GEM College website.

Digital Marketing Examination

Examinations to gain international industry certification must be taken at a Vue Pearson examination centre. Price is included in the course

Important GEM College Policies and Processes

GEM College of International Business is acknowledged as upholding the highest standards of ethical conduct and professional excellence. We inculcate these same standards in our learners and strive to produce business leaders with recognised integrity. Thus, our (benchmarked for best practice) policies and processes support this and protect both the College and learners.

The policies and processes of the College are transparent; we therefore discuss these with our learners during an Orientation Session at the commencement of each course. You will be required to acknowledge that you have read, understand, accept and are willing to ascribe these policies and processes during the Orientation Session. The college website (at www.gem-college.com/policies) includes the following as essential pre-reading:

- Customer Service Charter and Grievance Policy
- Fair treatment and equal opportunity (Equity) Policy and Procedures
- Sexual Harassment Policy
- Plagiarism Policy
- Environmental Policy
- Student Review Procedures and Refund Policy
- Statement of Tuition Assurance.
- Privacy and Personal Information Policy and Procedures
- Schedule of Tuition fees

More information can be found at the GEM College of International Business website at www.gem-college.com

Additional Details

Contact Details

GEM College of International Business

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Prospect

SA 5082

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Mobile: 0424 273 007 (Stephen Short)

Fax : (08) 8341 2848

Email: administration@gem-college.com

Web: www.gem-college.com

Course Commencement Dates

Rolling enrolments – courses commence at any time.

Registration of Expression of Interest

www.gem-college.com/index.php/register

Orientation Sessions

Will occur on GEM Campus, or via Zoom. Dates to be advised.