



The BSB50120 Diploma of Business (Entrepreneurial Focus) qualification is steered towards those who like to take on challenges and to step outside the box. This qualification has been steered towards those who wish to learn how to use public relations, marketing, ecommerce and to manage innovation and business risk. With this qualification, you will have the recipe to build an incredible business.

This qualification applies to individuals with various job titles including executive officers, program consultants and program coordinators. You may possess substantial experience in a range of settings but seek to further develop your skills across a wide range of business functions. You may also have little to no vocational experience but possess sound theoretical business skills and knowledge which you would like to develop in order to create further educational and employment opportunities.

Example Job Roles

Executive Officer, Project Consultant, Administrator, Corporate Services Manager, Legal Practice Manager, Business Development Manager, Project Coordinator, Business Sales Team Leader

FACE-TO-FACE SCHEDULE

This course is scheduled as:

- 52 weeks | 20 hours per week | 4 terms | 10 week terms (plus term breaks)

We recommend that learners set aside between 5–7 hours per week for homework, reading and assessment tasks.

For scheduled course dates please contact:
international@alanakaye.edu.au.

ENTRY REQUIREMENTS

- Students must be aged 18 years and above
- Evidence of acceptable English language test course as below:
 - International English Language Testing System (IELTS) 6.0
 - Test of English as a Foreign Language (TOEFL), internet based test 73
 - Cambridge English: Advanced (Certificate in Advanced English) 169
 - Pearson Test of English Academic 54

INVESTMENT

Application Fee (Non-Refundable)	A\$	300.00
Resource Fee	A\$	200.00
Tuition Fee	A\$	7,500.00
Total	A\$	8,000.00

Tuition Fee per Term	A\$	2,000.00
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Recognition of Prior Learning per Unit of Competency	A\$	500.00
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Inclusions:

- Course learning and assessment material
- Qualified industry expert trainer
- Student support
- Coffee and tea
- Certification upon successful completion



COURSE OUTLINE

This qualification is made up of 12 units of competency (subjects).

Unit Code	Core Units
BSBCRT511	Develop critical thinking in others
BSBFIN501	Manage budgets and financial plans
BSBOPS501	Manage business resources
BSBSUS511	Develop workplace policies and procedures for sustainability

Unit Code	Elective Units
BSBMKG541	Identify and evaluate marketing opportunities
BSBOPS502	Manage business operational plans
BSBOPS504	Manage business risk
BSBOPS601	Develop and implement business plans
BSBXCM501	Lead communication in the workplace
BSBMKG546	Develop social media engagement plans
BSBMKG548	Forecast international market and business needs
BSBTWK401	Build and maintain business relationships