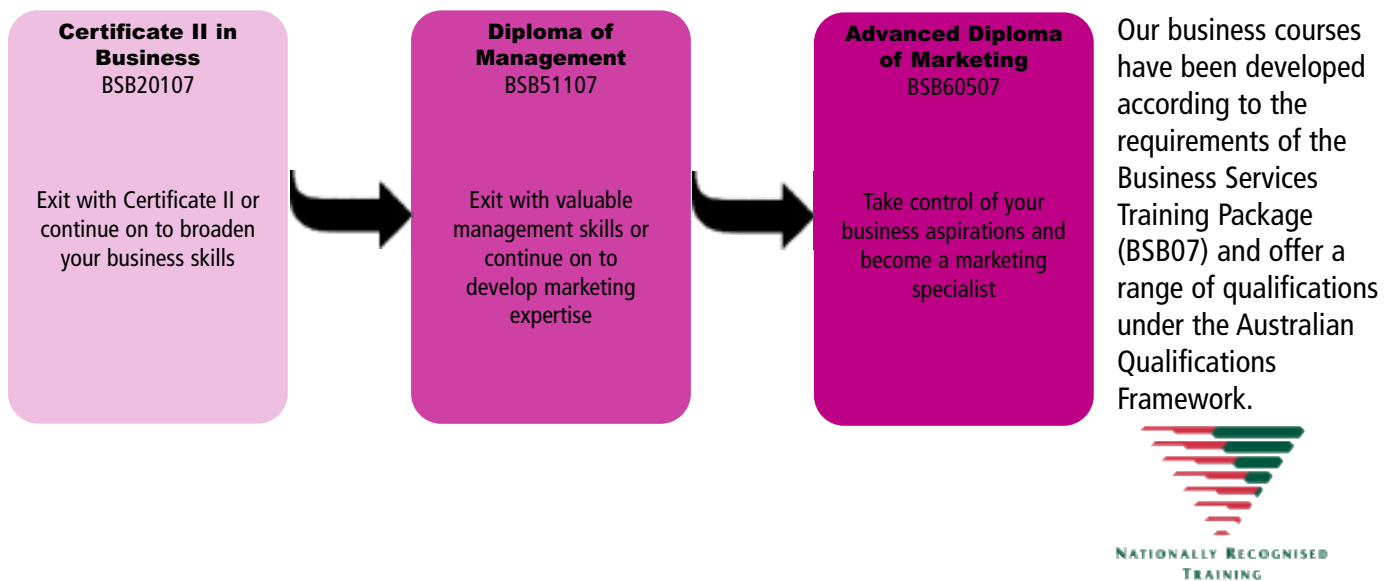


# Business

SBTA's specialist marketing and management courses will prepare you for a wide range of exciting business roles. Presented with an international flavour, these courses will prepare you for a rewarding career in any language.



## Certificate II in Business (BSB20107)

An introduction to business and the workplace including practical and entry-level skills you can use right away.

Duration: 0.5 academic years

## Diploma of Management (BSB51107)

Learn modern management techniques including workforce planning, risk management, human resource strategies and more. This course is an exciting career step for the aspiring manager.

Duration: 1 academic year

## Advanced Diploma of Marketing (BSB60507)

Launch your marketing career with this specialised program focusing on modern marketing techniques and strategies. Learn about the marketing process, identifying international marketing opportunities, research and planning.

Duration: 1 academic year

## Course Combinations

Select a single business course or a combination to meet your needs.

## Entry Requirements

Students must be at least 18 years of age at time of course commencement.

Overseas students must show evidence of upper intermediate English language skills (IELTS 5.5 or equivalent).

Students seeking entry to the Diploma of Management or Advanced Diploma of Marketing must show evidence of successful completion of either 1) a Certificate II in Business, 2) Year 12 or equivalent or 3) a minimum of three years' work experience.

### The Sydney Business and Travel Academy

a trading name of Lan-Grove Office Training Centre Pty Ltd  
ABN 95 002 965 639 NTIS Number 90412 Provider Code 00181A  
Level 2, 401 Sussex Street, SYDNEY NSW 2000 Australia  
Phone: (02) 9212 2522 Fax: (02) 9212 2542  
info@sbta.com.au www.sbta.com.au



## **Certificate II in Business (BSB20107)**

*Work effectively in a business environment (BSBIND201A)*  
*Communicate in the workplace (BSBCMM201A)*  
*Organise and complete daily work activities (BSBWOR202A)*  
*Work effectively with others (BSBWOR203A)*  
*Process and maintain workplace information (BSBINM201A)*  
Participate in OHS processes (BSBOHS201A)  
*Contribute to workplace innovation (BSBINN201A)*  
*Participate in environmentally sustainable work practices (BSBSUS201A)*  
*Manage personal stress in the workplace (BSBWOR201A)*  
*Apply critical thinking techniques (BSBCRT101A)*  
*Support operational plan (BSBFLM305C)*  
*Deliver a service to customers (BSBCUS201A)*

## **Diploma of Management (BSB51107)**

Manage operational plan (BSBMGT515A)  
Manage budgets and financial plans (BSBFIM501A)  
Manage people performance (BSBMGT502B)  
*Recruit, select and induct staff (BSBHRM402A)*  
*Manage workforce planning (BSBHRM504A)*  
Manage quality customer service (BSBCUS501A)  
Manage projects (BSBPMG510A)  
*Manage risk (BSBRSK501A)*

## **Advanced Diploma of Marketing (BSB60507)**

Manage the marketing process (BSBMKG603B)  
*Evaluate international marketing opportunities (BSBMKG605B)*  
*Manage international marketing programs (BSBMKG606B)*  
Manage market research (BSBMKG607B)  
Develop organisational marketing objectives (BSBMKG608A)  
Develop a marketing plan (BSBMKG609A)  
*Develop and implement a business plan (BSBMGT617A)*  
*Establish and adjust the marketing mix (BSBMKG502B)*

\* Competency units in italics are elective units.

The Sydney Business and Travel Academy has made every effort to ensure that the information in this brochure is accurate at the time of printing. Courses and other matter contained herein are subject to change without notice as programs are reviewed and updated regularly.

*Over 20 years of excellence*