



ADVANCED DIPLOMA OF BUSINESS MANAGEMENT

SGA Subject*	Purpose Statement
Word Processing	This subject will provide the learner with the knowledge and skills to prepare and produce short routine letters, notes, memos and records using word processing software.
Produce Business Documents	This subject will provide the learner with the knowledge and skills to produce various business documents, including selecting and using a range of functions on a computer application.
Spreadsheets	This subject will provide the learner with the knowledge and skills to create and use simple spreadsheets and charts through the use of spreadsheet software.
Presentation Graphics	This subject will provide the learner with the knowledge and skills to design electronic presentations for speakers, self-access and on-line access.
Integrate Business Applications	This subject will provide the learner with the knowledge and skills to design and develop business documents using complex technical features of word processing and/or desktop publishing software.
Workplace Communication	This subject will provide the learner with the knowledge and skills required to communicate in the workplace including gathering, conveying and receiving information and completing routine written correspondence, including specifying the outcomes required to plan, draft and review a basic document before writing the final version.
Research and Reporting	This subject will provide the learner with the knowledge and skills to gather, organise and present workplace information using available systems. It includes researching business information using Internet, intranet or extranet, and reporting on research outcomes.
Applied Business Communication	This subject specifies the outcomes required to plan documents, draft text, prepare final text and produce documents of some complexity, including the interpretation of a brief and evaluation of a range of options in order to write persuasive copy.
Prepare Financial Documents	This subject will provide the learner with the knowledge and skills to process financial transactions including petty cash, invoicing and banking in a business environment.
Maintain Financial Records	This subject will provide the learner with the knowledge and skills to maintain financial records for a business, including maintaining daily financial records, reconciling debtors and creditor's systems and preparing a trial balance. It also includes monitoring cash control for accounting purposes.
Computerised Accounting	This subject uses a manual accounting system to enable the learner to competently provide and interpret reports of financial activity for business both in response to client requests and to meet statutory requirements. The learner is then required to establish and operate under supervision, a contemporary computerised accounting system to generate reports, interpret these, and provide concise financial recommendations.
Financial Management	This subject will provide the learner with the knowledge and skills to prepare and manage budgets/financial plans by operational/non-financial managers through communication and training and consistent surveillance over budget performance, with early intervention where required.
Workplace Safety	This unit will provide the learner with the knowledge and skills to demonstrate awareness of OHS responsibilities of employees (including those with supervisory responsibilities) to implement and monitor the organisation's Occupational Health and Safety policies, procedures and programs in a small team to meet legislative requirements.



Recruit, Select and Induct Staff	This subject will provide the learner with the knowledge and skills for selecting, recruiting and inducting staff. It ensures that managers engage in appropriate planning and that selection and induction leads to the recruitment and retention of high quality staff.
Contribute to Strategic Direction	This subject will provide the learner with the knowledge and skills necessary for involvement in the establishment of the strategic direction of the organisation, to both sustain competitive advantage and enhance global competitiveness. It requires analysis and interpretation of relevant markets, as well as capability assessment of the organisation and its existing and potential competitors and allies.
Manage People Performance	This subject will provide the learner with the knowledge and skills to manage the performance of staff, develop key result areas and key performance indicators and standards, and deliver regular and timely coaching and feedback that provides the basis for performance management.
Management of Change	This subject will provide the learner with the knowledge and skills to contribute ideas for improved and innovative work practices and to support and promote the implementation of innovative work practices to effect change. Also to creatively ensure individuals, the team and the organisation gain from change, and that the customer benefits through improved products and services.
Management of Risk	This subject will provide the learner with the knowledge and skills to develop, implement and evaluate a risk management plan for an organisation. It incorporates an assessment of all potential risks facing that organisation and the development of strategies and plans to mitigate all risk situations through elimination, isolation or protection.
Strategic Management	This subject will provide the learner with the knowledge and skills to confirm strategic direction, develop detailed objectives and strategies, and create measures and criteria to evaluate progress towards those objectives.
Manage Business Operations	This subject will provide the learner with the knowledge and skills to implement plans and monitor and respond to systems failures, whilst running a business operation.
Organisational Leadership	This subject will provide the learner with the ability to demonstrate leadership behaviour and personal and professional competence at a senior level within either a small, medium or large organisation.
Introduction to Marketing	This subject introduces the learner to the terminology and concepts applicable to the marketing domain.
Marketing Research	This subject will provide the learner with the knowledge and skills to collect and present data on the internal and external business environment and identify and present potential marketing opportunities to enable evaluation and selection of viable opportunities.
Consumer Behaviour	This subject will provide the learner with the knowledge and skills to analyse consumer behaviour to enable marketing to be targeted to specific markets and specific needs.
Marketing Management	This subject will provide the learner with the knowledge and skills to establish, maintain and improve client relationships to support attainment of key business outcomes and determine the optimum marketing mix for a business through analysis of inter-related marketing components. Learners will also prepare and develop an integrated marketing communications plan to enable the effective and efficient promotion of products and services to specific markets, brief personnel responsible for various aspects of the marketing and promotional/sales activities to implement and evaluate a marketing solution.
Develop a Marketing Plan	This subject will provide the learner with the knowledge and skills to develop and present a marketing plan including objectives, strategies, activities and resources over the areas of market research, product or service development, finance, advertising, sales, distribution, public relations and training.
Evaluate International Marketing Opportunities	This subject will provide the learner with the knowledge and skills to evaluate the international environment, identify market factors and risks, and assess the viability of international marketing opportunities.
Business Statistics	This subject covers analysis of market data to assist in targeting marketing activities and drawing up a marketing plan.
Evaluate e-Business Opportunities	This subject will provide the learner with the knowledge and skills for evaluating the impact of e-Business for an industry sector, new opportunities or capabilities provided by the Internet, threats and opportunities related to e-Business, and risks/obstacles to be overcome to take advantage of e-Business opportunities.

* Embedded within each subject is a cluster of endorsed national units of competency.