



Windsor Institute of Commerce



School of E-Commerce (BSB60701) Advanced Diploma of E-business



Requirements for Certificate III must be COMPLETED		
E-Business Management Overview (80h)	BSBEBUS 501A	Evaluate E-business opportunities
	BSBEBUS 502A	Evaluate E-business models
Building an E-business (80h)	BSBEBUS 503A	Design an E-business
	BSBEBUS 504A	Implement an E-business strategy
	BSBEBUS 505A	Implement new technologies for business
E-marketing Communications (80h)	BSBEBUS 521A	Plan e-marketing communications
	BSBEBUS 522A	Conduct e-marketing communications
Budgeting and Financial Planning (80h)	BSBMGT 503A	Prepare budgets and financial plans
	BSBMGT 504A	Manage budgets and financial plans
Marketing Principles (80 h)	BSBMKGS 501A	Evaluate Marketing Opportunities
	BSBMKGS 502A	Establish and Adjust Marketing Mix
Human Resource Management (80h)	BSBMGT 506A	Recruit, Select and Induct Staff
	BSBMGT 505A	Manage Remuneration and Employee Benefits
	BSBMGT 507A	Manage Separation / Termination
E-business Strategy (160 h)	BSBEBUS 601A	Develop an e-business strategy
	BSBEBUS 604A	Develop a business website strategy
Innovation & E-business (80 h)	BSBEBUS 603A	Evaluate new technologies for e-business
	BSBEBUS 605A	Identify and implement e-business innovation
	BSBEBUS 606A	Manage e-business risk
Online Customer Service (80h)	BSBEBUS 613A	Develop online customer service strategies
	BSBEBUS 614A	Build online customer loyalty
Business Planning (160 hours)	BSBMGT 603A	Review and develop business plans
Elective (One of the following TRACKS)		
Business Website Project (240 h)	ICAITB070A	Create code for applications
	ICAITAD058A	Apply skills in object oriented design
	ICAITB075A	Use a library or pre-existing components
	ICAITAD041A	Determine client business expectations and needs
	ICAITAD051A	Develop client user interface
	ICAITB064A	Prepare software development review
	ICAITTW027B	Relate to clients on a business level
	ICAITB076A	Implement configuration management
"OR"		
Leadership (80 hours)	BSBMGT 605A	Provide leadership across the organization
Strategic Management (160 hours)	BSBMGT 601A	Contribute to strategic direction
	BSBMGT 602A	Contribute to the development and implementation of strategic plans

Advanced Diploma

The worker will normally be engaged in a workplace in which they:

- demonstrate understanding of specialized knowledge with depth in some areas;
- analyze, diagnose, design and execute judgments across a broad range of technical or management functions;
- generate ideas through the analysis of information and concepts at an abstract level;
- demonstrate a command of wide-ranging, highly specialized technical, creative or conceptual skills;
- demonstrate accountability for personal outputs within broad parameters;
- demonstrate accountability for personal and group outcomes within broad parameters.