



## DIPLOMA OF BUSINESS with a major in Travel and Tourism

SGA Subject*	Purpose Statement
<b>Word Processing</b>	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.
<b>Produce Business Documents</b>	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.
<b>Workplace Communication</b>	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.
<b>Research and Reporting</b>	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.
<b>Applied Business Communication</b>	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.
<b>Workplace Safety</b>	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.
<b>Introduction to Marketing</b>	This subject introduces the learner to the terminology and concepts applicable to the marketing domain.
<b>Marketing Research</b>	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.
<b>Recruit, Select and Induct Staff</b>	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.
<b>Manage People Performance</b>	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.
<b>Marketing Management</b>	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.
<b>Ensure a Safe Workplace</b>	This subject will provide the learner with the knowledge and skills to establish, maintain and evaluate the organisation's Occupational Health and Safety policies, procedures and programs in the relevant work area in accordance with OHS legal requirements.



<b>Introduction to Travel and Tourism</b>	This subject will provide the learner with the knowledge and skills to access, increase and update knowledge of the tourism industry, including the role of different industry sectors and key legislation.
<b>Travel and Tourism Sales</b>	This subject will provide the learner with the skills and knowledge to access and interpret product information, prepare quotations and non-air documentation, and sell tourism products and services.
<b>Destinations and Products – Australasia</b>	This subject will provide the learner with the knowledge and skills to source and interpret destination information and package tourism products for travel within Australia and the Asia-Pacific region.
<b>Destinations and Products - International</b>	This subject will provide the learner with the knowledge and skills to source destination information and package tourism products for international travel outside of the Asia-Pacific region.
<b>International Ticketing</b>	This subject will provide the learner with the knowledge and skills to construct international air itineraries and cost normal international airfares; correctly construct international air itineraries and cost fares using advanced international airfare rules and procedures; and correctly construct international air itineraries and cost promotional or 'special' international itineraries.
<b>Australian Fares and Ticketing/Billing Settlement Plan</b>	This subject will provide the learner with the knowledge and skills to correctly process and issue tickets and other air travel documentation for domestic air itineraries which have been constructed, costed and confirmed by airfare sales staff to the customer. It will also require the learner to administer Billing and Settlement Plan (BSP) for any enterprise involved in the sale and ticketing of airfares.

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