



**Australian Government**

# **BSB50215 Diploma of Business**

**Release 1**

## BSB50215 Diploma of Business

### Modification History

Release	Comments
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

### Qualification Description

This qualification would apply to individuals with various job titles including executive officers, program consultants and program coordinators.

Individuals in these roles may possess substantial experience in a range of settings, but seek to further develop their skills across a wide range of business functions.

Conversely, it may also apply to those with little or no vocational experience, but who possess sound theoretical business skills and knowledge that they would like to develop in order to create further educational and employment opportunities.

#### Licensing/Regulatory Information

*No licensing, legislative or certification requirements apply to this qualification at the time of publication.*

### Entry Requirements

Nil

## Packaging Rules

**Total number of units = 8**

**This qualification has no core units.**

**8 elective units must be selected, of which:**

- 6 of the elective units must be selected from the units listed below, with no more than 3 units selected from any one group
- 2 elective units may be selected from elective units listed below, from the BSB Business Services Training Package, or from any current accredited course or endorsed Training Package at this qualification level or Certificate IV or Advanced Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

### Elective Units

#### Group A

BSBADV503 Coordinate advertising research  
BSBADV507 Develop a media plan  
BSBADV509 Create mass print media advertisements  
BSBADV510 Create mass electronic media advertisements  
BSBMKG523 Design and develop an integrated marketing communication plan  
BSBWRT501 Write persuasive copy

#### Group B

BSBADM502 Manage meetings  
BSBADM503 Plan and manage conferences  
BSBADM504 Plan and implement administrative systems  
BSBADM506 Manage business document design and development  
BSBEBU501 Investigate and design e-business solutions  
BSBFIM502 Manage payroll  
BSBITB501 Establish and maintain a workgroup computer network

#### Group C

BSBHRM501 Manage human resources services  
BSBHRM502 Manage human resources management information systems  
BSBHRM513 Manage workforce planning  
BSBHRM505 Manage remuneration and employee benefits  
BSBHRM506 Manage recruitment, selection and induction processes  
BSBHRM507 Manage separation or termination  
BSBHRM509 Manage rehabilitation or return-to-work programs  
BSBHRM510 Manage mediation processes  
BSBLED502 Manage programs that promote personal effectiveness

#### Group D

BSBMKG501 Identify and evaluate marketing opportunities  
BSBMKG502 Establish and adjust the marketing mix  
BSBMKG506 Plan market research

BSBMKG507 Interpret market trends and developments  
 BSBMKG508 Plan direct marketing activities  
 BSBMKG509 Implement and monitor direct marketing activities  
 BSBMKG510 Plan e-marketing communications  
 BSBMKG514 Implement and monitor marketing activities  
 BSBMKG515 Conduct a marketing audit  
 BSBPUB501 Manage the public relations publication process  
 BSBPUB502 Develop and manage complex public relations campaigns  
 BSBPUB503 Manage fundraising and sponsorship activities  
 BSBPUB504 Develop and implement crisis management plans

### Group E

BSBCON601 Develop and maintain business continuity plans  
 BSBINM501 Manage an information or knowledge management system  
 BSBINN501 Establish systems that support innovation  
 BSBINN502 Build and sustain an innovative work environment  
 BSBIPR501 Manage intellectual property to protect and grow business  
 BSBMGT403 Implement continuous improvement  
 BSBPMG522 Undertake project work  
 BSBRSK501 Manage risk  
 BSBSUS501 Develop workplace policy and procedures for sustainability  
 BSBWOR501 Manage personal work priorities and professional development

## Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB50215 Diploma of Business	BSB50207 Diploma of Business	Updated to meet Standards for Training Packages	Equivalent qualification

## Links

Companion volumes available from the IBSA website:

[http://www.ibsa.org.au/companion\\_volumes](http://www.ibsa.org.au/companion_volumes) - [http://www.ibsa.org.au/companion\\_volumes](http://www.ibsa.org.au/companion_volumes)