BSB50215 Diploma of Business

Modification History

<table>
<thead>
<tr>
<th>Release</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release 2</td>
<td>This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.</td>
</tr>
<tr>
<td>Release 1</td>
<td>This qualification first released with BSB Business Services Training Package Version 1.0.</td>
</tr>
</tbody>
</table>

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:
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
- BSBEBU511 Develop and implement an e-business strategy
- BSBFIM502 Manage payroll
- BSBITB511 Establish and maintain a network of digital devices

**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

<table>
<thead>
<tr>
<th>Code and title current version</th>
<th>Code and title previous version</th>
<th>Comments</th>
<th>Equivalence status</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB50215 Diploma of Business Release 2</td>
<td>BSB50215 Diploma of Business Release 1</td>
<td>Updates to codes and titles in the unit list</td>
<td>Equivalent qualification</td>
</tr>
</tbody>
</table>

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10