BSB50215 Diploma of Business
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Modification History

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<tr>
<td>Release 4</td>
<td>This qualification first released with BSB Business Services Training Package Version 6.0. Version created to update Elective Unit list.</td>
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<td>Release 3</td>
<td>This qualification first released with BSB Business Services Training Package Version 4.0. Version created to update Elective Unit list.</td>
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<td>Release 2</td>
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<td>Release 1</td>
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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
BSBEBU511 Develop and implement an e-business strategy
BSBFIM502 Manage payroll
BSBITB511 Establish and maintain a network of digital devices
BSBXCM501 Lead communication in the workplace

**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
BSBXDB501 Support staff members with disability in the workplace
BSBXDB502 Adapt organisations to enhance accessibility for people with disability

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
BSBMTG403 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
BSBXBD501 Develop big data strategy

**Qualification Mapping Information**
Supersedes and is equivalent to BSB50207 Diploma of Business

**Links**