



Australian Government

BSB50207 Diploma of Business

Release 3

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Modification History

Release	Comments
Release 3	<p>This version first released with <i>BSB07 Business Services Training Package Version 8.0</i>.</p> <p>Elective units:</p> <ul style="list-style-type: none">• BSBHRM501A now BSBHRM501B• BSBHRM504A now BSBHRM513A (unit title remains unchanged)• BSBPMG510A replaced with BSBPMG522A.
Release 2	<p>New release of this Qualification with <i>version 6 of BSB07 Business Services Training Package</i>.</p> <p>Unit codes updated:</p> <ul style="list-style-type: none">• BSBCON601A now BSBCON601B• BSBRSK501A now BSBRSK501B• BSBWOR501A now BSBWOR501B.
Release 1	Initial release.

Description

This qualification reflects the role of individuals with substantial experience in a range of settings who are seeking to further develop their skills across a wide range of business functions. This qualification is also suited to the needs of individuals 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.

Job roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- executive officer
- program consultant
- program coordinator.

Pathways Information

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB40207 Certificate IV in Business or other relevant qualification

OR

- with vocational experience in a range of work environments in senior support roles but without a qualification.

Pathways from the qualification

- BSB60207 Advanced Diploma of Business or a range of other Advanced Diploma qualifications.

Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative or regulatory requirements that impact on the unit.

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry or enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> • conducting research to collect and analyse information in a range of reports • consulting with others to develop a range of plans and reports • liaising with stakeholders and promoting participative workplace arrangements
Teamwork	<ul style="list-style-type: none"> • contributing to the development of other team members • providing feedback on team performance to colleagues and managers
Problem-solving	<ul style="list-style-type: none"> • applying risk management processes to business operations • assessing financial viability of new opportunities and matching organisational capability with market needs • negotiating solutions to new and emerging issues
Initiative and enterprise	<ul style="list-style-type: none"> • encouraging creative and innovative workplace solutions • identifying new and emerging opportunities for the business and developing strategies to capitalise on them • managing, fostering and facilitating change
Planning and organising	<ul style="list-style-type: none"> • developing systems that are flexible and responsive to changing circumstances • planning for contingencies and performance of staff and systems
Self-management	<ul style="list-style-type: none"> • dealing with contingencies • managing own time and priorities • taking responsibility as required by job role and ensuring organisational policies and procedures are adhered to
Learning	<ul style="list-style-type: none"> • assisting others to acquire new knowledge and skills to improve team and individual performance
Technology	<ul style="list-style-type: none"> • using electronic communication devices and processes, such as internet, intranet and email to produce written correspondence and reports • using technology to assist the management of information and to assist the planning process

Packaging Rules

Total number of units = 8

8 elective units

6 of the elective units must be selected from the units listed below. No more than 3 units may be selected from any one group.

2 elective units may be selected from elective units listed below, from this 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 outcome, local industry requirements and the qualification level.

Group A

Advertising

BSBADV503B Coordinate advertising research

BSBADV507B Develop a media plan

BSBADV509A Create mass print media advertisements

BSBADV510A Create mass electronic media advertisements

BSBMKG523A Design and develop an integrated marketing communication plan

Writing

BSBWRT501A Write persuasive copy

Group B

E-business

BSBEBU501A Investigate and design e-business solutions

Financial administration

BSBFIM502A Manage payroll

General administration

BSBADM502B Manage meetings

BSBADM503B Plan and manage conferences

BSBADM504B Plan or review administrative systems

BSBADM506B Manage business document design and development

IT building and implementation

BSBITB501A Establish and maintain a workgroup computer network

Group C

Human resource management

BSBHRM501B Manage human resources services
BSBHRM502A Manage human resources management information systems
BSBHRM513A Manage workforce planning
BSBHRM505B Manage remuneration and employee benefits
BSBHRM506A Manage recruitment, selection and induction processes
BSBHRM507A Manage separation or termination
BSBHRM509A Manage rehabilitation or return-to-work programs
BSBHRM510A Manage mediation processes

Learning and development

BSBLED502A Manage programs that promote personal effectiveness

Group D

Marketing

BSBMKG501B Identify and evaluate marketing opportunities
BSBMKG502B Establish and adjust the marketing mix
BSBMKG506B Plan market research
BSBMKG507A Interpret market trends and developments
BSBMKG508A Plan direct marketing activities
BSBMKG509A Implement and monitor direct marketing activities
BSBMKG510B Plan e-marketing communications
BSBMKG514A Implement and monitor marketing activities
BSBMKG515A Conduct a marketing audit

Public relations

BSBPUB501A Manage the public relations publication process
BSBPUB502A Develop and manage complex public relations campaigns
BSBPUB503A Manage fundraising and sponsorship activities
BSBPUB504A Develop and implement crisis management plans

Group E

Continuity

BSBCON601B Develop and maintain business continuity plans

Information management

BSBINM501A Manage an information or knowledge management system

Innovation

BSBINN501A Establish systems that support innovation

BSBINN502A Build and sustain an innovative work environment

Intellectual property

BSBIPR501A Manage intellectual property to protect and grow business

Management

BSBMGT403A Implement continuous improvement

Project management

BSBPMG522A Undertake project work

Risk management

BSBR501B Manage risk

Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

Workplace effectiveness

BSBWOR501B Manage personal work priorities and professional development