

# Diploma of Business BSB50207

## Overview

This qualification reflects the role of individuals with substantial experience in a range of settings and 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 further develop in order to create further educational and employment opportunities.

## Qualification Requirements

### Total number of units = 8

8 units selected from the units listed below; no more than 3 units may be selected from any one area.

#### Advertising Units

BSBADV503B	Coordinate advertising research
BSBADV507B	Develop a media plan
BSBADV509A	Create mass print media advertisements
BSBADV510A	Create mass electronic media advertisements
BSBADV511A	Evaluate and recommend advertising media options
BSBADV512A	Develop an advertising strategy and brief
BSBWRT501A	Write persuasive copy

#### Business Administration Units

BSBEBU501A	Investigate and design e-business solutions
BSBFIM502A	Manage payroll
BSBADM502B	Manage meetings
BSBADM503B	Plan and manage conferences
BSBADM504B	Plan or review administration systems
BSBADM506B	Manage business document design and development
BSBITB501A	Establish and maintain a workgroup computer network



### Human Resource Management Units

BSBHRM501A	Manage human resources services
BSBHRM502A	Manage human resources management information systems
BSBHRM504A	Manage workforce planning
BSBHRM505A	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
BSBLED502A	Manage programs that promote personal effectiveness

### Marketing Units

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
BSBMKG510A	Plan electronic marketing communications
BSBMKG514A	Implement and monitor marketing activities
BSBMKG515A	Conduct a marketing audit
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

### Management Units

BSBINM501A	Manage an information or knowledge management system
BSBPMG510A	Manage projects
BSBR5K501A	Manage risk
BSBWOR501A	Manage personal work priorities and professional development

