

# Diploma of Business BSB50207

## Description

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. Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: Executive Officer; Program Consultant; Program Coordinator.



## Qualification Pathways

There are no prerequisite requirements for individual units of competency. Preferred pathways for candidates considering this qualification include:

- after achieving the BSB40207 Certificate IV in Business or other relevant qualification/s OR
- providing evidence of competency in the majority of units required for the BSB40207 Certificate IV in Business or other relevant qualification/s, OR
- with vocational experience in a range of work environments in senior support roles but without a qualification.

After achieving the BSB50207 Diploma of Business, candidates may undertake BSB60207 Advanced Diploma of Business, or a range of other Advanced Diploma qualifications.

## Qualification Rules

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

## Training & Recognition of Current Competencies (RCC)

Much of the training is delivered on-the-job through reading, interacting with colleagues and completing useful project work. You only need to attend off-the-job training if a competency cannot be acquired at the workplace. You may already have many of the skills required to qualify for this qualification. There is no need to be trained in things you can already do. NDA will assess current skills and give recognition for relevant competencies.

### Advertising

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
BSBWRT601A	Write persuasive copy

### Business Administration

BSBEBU501A	Investigate and design e-business solutions
BSBFIM502A	Manage payroll
BSBADM502B	Manage meetings
BSBADM503B	Plan and manage conferences
BSBADM504A	Plan or review administration systems
BSBADM506B	Manage business document design and development
BSBITB501A	Establish and maintain a workgroup computer network

### Human Resource Management

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
BSBRSK501A	Manage risk
BSBWOR501A	Manage personal work priorities and professional development