



**Australian Government**

# **BSB50215 Diploma of Business**

**Release 2**

## BSB50215 Diploma of Business

### Modification History

Release	Comments
Release 2	This qualification first released with BSB Business Services Training Package Version 3.0. Version created to update codes and titles in unit list.
Release 1	This qualification first released with BSB Business Services Training Package Version 1.0.

### 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

### **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

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

## Links

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