

## Qualification Outline

**Diploma of Business**

**Code: BSB50207**

### QUALIFICATION PACKAGING RULES

8 units must be selected for this qualification

8 units selected from the units listed below; no more than 3 units may be selected from any one area. The units must be relevant to the work outcome and local industry requirements.

#### 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 systems
- BSBPMG510A Manage projects
- BSBRSK501A Manage risk
- BSBWOR501A Manage personal work priorities and professional development

## **Delivery**

- On-site delivery program
- Self paced distance learning
- Recognition of Prior Learning/Recognition of current competencies

**For further information on courses or training options, please contact us by**

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**Email: [admin@setraining.com.au](mailto:admin@setraining.com.au)**