



Australian Government

Department of Education, Employment and Workplace Relations

BSB50207 Diploma of Business

Revision Number: 1

BSB50207 Diploma of Business

Modification History

Not applicable.

Description

Descriptor

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.
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Pathways Information

Qualification pathways

Entry requirements

There are no entry requirements for this qualification.

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
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Licensing/Regulatory Information

Licensing, legislative, regulatory or certification considerations

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

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

BSB50207 Diploma of Business

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

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
	<ul style="list-style-type: none"> using technology to assist the management of information and to assist the planning process

Packaging Rules

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
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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**

BSBHRM501A Manage human resources services

BSBHRM502A Manage human resources management information systems

BSBHRM504A 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**

BSBCON601A	Develop and maintain business continuity plans
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Information management

BSBINM501A	Manage an information or knowledge management system
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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
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Management

BSBMGT403A	Implement continuous improvement
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Project management	
BSBPMG510A	Manage projects
Risk management	
BSBRSK501A	Manage risk
Sustainability	
BSBSUS501A	Develop workplace policy and procedures for sustainability
Workplace effectiveness	
BSBWOR501A	Manage personal work priorities and professional development

Unit Grid

BSBADM502B Manage meetings
 BSBADM503B Plan and manage conferences
 BSBADM504B Plan or review administrative systems
 BSBADM506B Manage business document design and development
 BSBADV503B Coordinate advertising research
 BSBADV507B Develop a media plan
 BSBADV509A Create mass print media advertisements
 BSBADV510A Create mass electronic media advertisements
 BSBCON601A Develop and maintain business continuity plans
 BSBEBU501A Investigate and design e business solutions
 BSBFIM502A Manage payroll
 BSBHRM501A Manage human resources services
 BSBHRM502A Manage human resources management information systems
 BSBHRM504A 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
 BSBINM501A Manage an information or knowledge management system
 BSBINN501A Establish systems that support innovation
 BSBINN502A Build and sustain an innovative work environment
 BSBIPR501A Manage intellectual property to protect and grow business

BSBITB501A Establish and maintain a workgroup computer network
BSBLED502A Manage programs that promote personal effectiveness
BSBMGT403A Implement continuous improvement
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
BSBMKG523A Design and develop an integrated marketing communication plan
BSBPMG510A Manage projects
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
BSBRISK501A Manage risk
BSBSUS501A Develop workplace policy and procedures for sustainability
BSBWOR501A Manage personal work priorities and professional development
BSBWRT501A Write persuasive copy