

Course Outline

BSB50207 Diploma of Business

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

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Executive Officer
- Program Consultant
- Program Coordinator.

There are no specific pre-requisites for this qualification, however some language, literacy and numeracy skills will be required; if this poses any difficulty at all, discuss with your Work Plus Development + Training contact person, with your workplace supervisor or take advantage of the programs offered by Work Plus Development + Training (refer participants guide).

Work Plus Development + Training use a number of different approaches to facilitate learning and assessment for this qualification. Flexibility

In order to ensure that the business and the individuals gain the most out of this qualification, a flexible approach is taken by Work Plus Development + Training, which includes:

Undertaking a Training Needs Analysis with the business and the individuals

Negotiating the “Planned Outcomes” with the business and the individuals

Conducting all learning and assessment activities at dates, times and locations suitable to all involved

Please ask your Work Plus Development + Training representative to provide you with any further information that you require – qualification rules on following page.

**Enrol now online at www.workplus.com.au
or call 03 6344 3747 to talk to a
Work Plus Development + Training representative today**

Diploma of Business – the qualification rules

Requiring 8 units for the qualification.

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

Advertising Units

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
- BSBMKG510A Plan electronic 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

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

Writing

- BSBWRT501A Write persuasive copy

Business Administration Units

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 administration systems
- BSBADM506B Manage business document design and development

IT Building and Implementation

- BSBITB501A Establish and maintain a workgroup computer network

Human Resource Management Units

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

Learning and Development

- BSBLED502A Manage programs that promote personal effectiveness

Marketing Units

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
- BSBMKG510A Plan electronic 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

Management Units

Information Management

- BSBINM501A Manage an information or knowledge management system

Project Management

- BSBPMG510A Manage projects

Risk Management

- BSBRSK501A Manage risk

Workplace Effectiveness

- BSBWOR501A Manage personal work priorities and professional development

**Enrol now online at www.workplus.com.au
or call 03 6344 3747 to talk to a
Work Plus Development + Training representative today**