

## Diploma of Business BSB50207

### Unit of Competency List

This qualification requires students to complete **8 units of competency**. It allows for 8 units to be selected from any of the units listed below. No more than 3 may be selected from any one area. The units must be relevant to the work outcome and local industry requirements.

Students who have already completed any Diploma of Business units may apply for Recognition of Prior Learning towards the qualification (More information on appropriate units that may be credited towards this qualification is available upon request). The units of competency that will be offered have been listed below grouped by field.

#### **Units (Select 8 with no more than 3 from one area)**

##### **Advertising Units**

###### **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

##### **Business Administration Units**

###### **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

##### **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

##### **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**

### **Continuity**

BSBCON601A Develop and maintain business continuity plans

### **Information Management**

BSBINM501A Manage an information or knowledge management system

### **Intellectual Property**

BSBIPR501A Manage intellectual property to protect and grow business

### **Project Management**

BSBPMG510A Manage projects

### **Risk Management**

BSBRSK501A Manage risk

### **Workplace Effectiveness**

BSBWOR501A Manage personal work priorities and professional development



#### **Brisbane College of Australia**

160 Edward Street Phone: (+617) 3221 0005  
PO Box 10704 Adelaide Street Fax: (+617) 3221 0002  
Brisbane Qld 4000 Australia Email: study@bc.edu.au  
www.bc.edu.au

Version 1: 7 February 2011