

# BSB50207

## Diploma of Business

### Course information and vocational outcomes

This is accredited course 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 and titles vary across different industry sectors could include: executive officer; program consultant; program coordinator. There are no entry requirements for this qualification

Preferred pathways for candidates considering this qualification could include any of the following options:

- BSB40207 Certificate IV in Business or other relevant qualification/s
- with vocational experience in a range of work environments in senior support roles but without a qualification.
- Examples of indicative job roles for candidates seeking entry based upon their vocational experience include: administrator; or project officer. This breadth of expertise would equate to the competencies required to undertake this qualification.

After achieving this qualification candidates may undertake BSB60207 Advanced Diploma of Business.

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

To complete this qualification eight units must be successfully completed. They are to be made up from the following:

- Six elective units must be selected from the elective units listed below no more than three units may be selected from any one Group.
- Two elective units may be selected from the remaining elective units, or any currently endorsed Training Package or accredited course at the same qualification level. If not listed below, one unit may be selected from either a Certificate IV or Advanced Diploma qualification. Units must be relevant to the work outcome, local industry requirements and the qualification level.

### Employability Skills

The following is a summary of the employability skills for this qualification. It should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The outcomes described here are broad industry requirements that may vary depending on the packaging options.

### Communication

- conducting research to collect and analyse information in a range of reports

**Communication (cont.)**

- consulting with others to develop a range of plans and reports
- liaising with stakeholders and promoting participative workplace arrangements
- negotiating solutions to new and emerging issues

**Teamwork**

- contributing to the development of other team members
- providing feedback on team performance to colleagues and managers

**Problem solving**

- applying risk management processes to business operations
- assessing financial viability of new opportunities and matching organisational capability with market needs

**Initiative and enterprise**

- 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**

- developing systems that are flexible and responsive to changing circumstances
- planning for contingencies and performance of staff and systems

**Self management**

- dealing with contingencies
- managing own time and priorities
- taking responsibility as required by work role and ensuring all organisational policies and procedures are adhered to

**Learning**

- assisting others to acquire new knowledge and skills to improve team and individual performance

**Technology**

- using electronic communication devices and processes such as internet, intranet, email to produce written correspondence and reports
- using technology to assist the management of information and to assist the planning process

This is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.

The nominal hours of this qualification are between 270 and 510 hours depending on the units selected.

Completion of this course carries with it a Nationally Recognised Certificate.

# Course content

## Group A units

### Advertising

- **BSBADV503B - Coordinate advertising research (50 nominal hours)**  
*(This unit covers the performance outcomes, skills and knowledge required to conduct primary and secondary advertising research to test advertising themes and ideas. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation.)*
  1. Assess advertising research requirements
  2. Select research method/s
  3. Utilise advertising research findings
  
- **BSBADV507B - Develop a media plan (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to interpret an advertising brief to develop a media plan within a given budget. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation. It may also apply to someone working within a direct marketing role who is responsible for planning media requirements for direct marketing campaigns or offers.)*
  1. Define media requirements
  2. Select media vehicles
  3. Determine the media schedule
  4. Produce a media plan
  
- **BSBADV509A - Create mass print media advertisements (30 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to create mass print media advertisements that communicate the key features of a product, service or idea to the consumer. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation who are primarily responsible for the development of mass print advertisements. Individuals undertaking this unit may develop mass print media advertisements themselves or coordinate a team to produce the advertisement.)*
  1. Interpret a creative brief
  2. Create a mass print media advertisement
  
- **BSBADV510A - Create mass electronic media advertisements (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to communicate the key features of a product, service or idea to a consumer using mass electronic media. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation who are primarily responsible for the development of mass electronic advertisements. Individuals undertaking this unit may develop mass electronic media advertisements themselves or coordinate a team to produce the advertisement.)*
  1. Interpret a creative brief
  2. Create a radio advertisement
  3. Create a television or cinema advertisement
  4. Create an internet, web or podcast advertisement

- **BSBADV511A - Evaluate and recommend advertising media options (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to identify and evaluate the range of advertising and promotional media to recommend single and multiple media strategies. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals in a media assistant role within an advertising team or media organisation. Individuals undertaking this unit are responsible for comparing the advantages and disadvantages of various advertising and promotional media to determine and make recommendations on the most appropriate combination to deliver marketing communications objectives.)*
  1. Evaluate the use of media for advertising
  2. Evaluate single and multiple media strategies
  3. Select and recommend advertising media
- **BSBADV512A - Develop an advertising strategy and brief (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to develop an advertising brief, advertising strategy and creative brief which reflects advertiser needs and preferences. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation.)*
  1. Determine advertiser requirements
  2. Develop an advertising brief
  3. Develop an advertising strategy
  4. Develop a creative brief

## Writing

- **BSBWRT501A - Write persuasive copy (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to interpret a creative brief and evaluate a range of creative options to write persuasive copy. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals who are responsible for writing persuasive copy to communicate messages in a wide range of contexts. These contexts may include television, radio, other advertising media, public relations or marketing. The unit is generally undertaken by those working in a supervisory, management or freelancing role who are primarily responsible for the development of persuasive copy. They may develop the copy individually or coordinate a team of writers.)*
  1. Analyse and interpret a creative brief
  2. Evaluate creative options
  3. Prepare persuasive copy

## Group B units

### E-Business

- **BSBEBU501A - Investigate and design e-business solutions (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to evaluate e business models and strategies, and to incorporate the results of these evaluations into the design of an e-business solution. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals who possess skills and knowledge in a specialist business area, as well as knowledge of software and other technologies. They apply these skills and knowledge in the evaluation, selection and implementation of new strategies for business, which incorporate e-business solutions. They may be managers responsible for overseeing these tasks as well as technical or other knowledge experts.)*
  1. Investigate e-business opportunities
  2. Evaluate e-business models
  3. Design an e-business
  4. Implement an e-business strategy

### Financial administration

- **BSBFIM502A - Manage payroll (30 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to establish and monitor security procedures for managing organisational payroll services and to calculate and process salary payments, group taxation and related payments. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who are required to establish and work with payroll systems. They may work as senior administrative staff or may have responsibility for managing payroll systems and calculations.)*
  1. Establish procedures for the management of payroll
  2. Prepare payroll data
  3. Authorise payment of salaries
  4. Administer salary records

### General administration

- **BSBADM502B - Manage meetings (30 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who are required to organise and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.)*
  1. Prepare for meetings
  2. Conduct meetings
  3. Follow up meetings

- **BSBADM503B - Plan and manage conferences (30 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan, promote and coordinate conferences, ensuring follow up procedures are incorporated. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who are required to plan and manage conferences. They may work as senior administrative staff, or may be other individuals who have been delegated responsibility for planning and managing a conference.)*
  1. Plan conference
  2. Promote conference
  3. Organise conference
  4. Coordinate conference proceedings
  5. Follow up conference proceedings
  
- **BSBADM504B - Plan or review administration systems (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan or review the requirements of effective administration systems and procedures for implementing, monitoring and reviewing the system. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who are required to plan or review administrative systems. They may work as senior administrative staff or may have been delegated responsibility for planning or reviewing administrative systems.)*
  1. Plan or review administration systems
  2. Implement new or modified administration system
  3. Monitor administration system
  
- **BSBADM506B - Manage business document design and development (80 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to establish standards for the design and production of organisational documents and to manage document design and production processes to ensure agreed standards are met. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who require well developed skills in the use of a range of software packages. They use these skills to establish, document and implement consistent standards of document design with an organisation.)*
  1. Establish documentation standards
  2. Manage template design and development
  3. Develop standard text for documents
  4. Develop and implement strategies to ensure the use of standard documentation
  5. Develop and implement strategies for maintenance and continuous improvement of standard documentation

## **IT building and implementation**

- **BSBITB501A- Establish and maintain a workgroup computer network (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to establish a workgroup computer network with an information technology consultant and to manage the network by keeping records, responding to problems, assisting users and providing training. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals employed in a range of work environments who are required to apply broad knowledge of computer networks; they may be responsible for installing and maintaining the network, but they will work closely with computer professionals in all aspects of this process. In doing so, they may provide administrative support within an enterprise, or may have been delegated these responsibilities for their workgroup or organisation.)*
  1. Manage establishment of a workgroup network
  2. Manage maintenance of a workgroup network
  3. Assist and train network users

## Group C units

### Human resource management

- **BSBHRM501A - Manage human resources services (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan and oversee and deliver human resources services. It is not specific to any given human resources function and deals with the coordination of services and approaches. This unit takes an overview of human resources services and includes business ethics. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers with broad experience who have responsibility for coordinating a range of human resources practices across an organisation. They may have other human resources staff reporting to them)*
  1. Determine strategies for delivery of human resources services
  2. Manage the delivery of human resources services
  3. Evaluate human resources service delivery
  4. Manage integration of business ethics in human resources practices
  
- **BSBHRM502A - Manage human resources management information systems (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage human resources information systems from the research and planning stages, through selection of appropriate systems, to implementation, ongoing review and system upgrades. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals with a well established, sound theoretical knowledge base in human resources management and human resources information systems (HRIS) who are proficient in using a range of specialised technical and managerial techniques to plan, carry out and evaluate their own work and/or the work of a team. They may or may not have staff who report to them but they are authorised to oversee the HRIS.)*
  1. Identify human resources information requirements
  2. Select human resources information management system
  3. Implement human resources information system
  4. Monitor and evaluate performance of human resources information system
  
- **BSBHRM504A - Manage workforce planning (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan workforce strategies to achieve organisational goals and objectives. It includes aligning workforce objectives with business plans, analysing labour market trends and predictions, and designing strategies and succession plans to ensure a competent and appropriately diverse workforce is available to meet anticipated changes. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers or staff who take a role in a policy or planning unit with a focus on workforce planning. Typically this work would occur in larger organisations where supply of skilled labour needs special attention. The unit covers the research associated with labour markets and the requirement to match organisational needs with employee skill and commitment.)*
  1. Assess supply and demand
  2. Develop workforce objectives and strategies
  3. Implement initiatives to support workforce planning objectives
  4. Monitor and evaluate workforce trends

- **BSBHRM505A - Manage remuneration and employee benefits (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to implement an organisation's remuneration and benefit plans. It incorporates all functions associated with remuneration including packaging, salary benchmarking, market rates reviews, bonuses and the legislative aspects of remuneration and employee benefits. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers who have responsibility for overseeing the organisation's remuneration process.)*

  1. Develop organisation's remuneration strategy
  2. Implement remuneration strategy
  3. Review and update remuneration strategy
  
- **BSBHRM506A - Manage recruitment selection and induction processes (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage all aspects of the recruitment selection and induction processes in accordance with organisational policies and procedures. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers or human resources personnel who take responsibility for managing all aspects of selecting new staff and orientating those staff to their new positions. It is not assumed that the manager will be directly involved in the selection processes themselves, although this may well be the case. In small organisations this role may belong to someone who is not a dedicated human resources professional; the unit however will still be applicable.)*

  1. Develop recruitment, selection and induction policies and procedures
  2. Recruit and select staff
  3. Manage staff induction
  
- **BSBHRM507A - Manage separation or termination (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to deal with redeployment, resignation, retirement, dismissal and redundancy, including the conduct of exit interviews. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers or human resources personnel who take responsibility for overseeing all aspects of managing the termination of employment, voluntary and involuntary. The unit addresses separation at an individual level, through resignations and dismissal, and at the level of the group, through redundancy and restructuring. It is not assumed that the manager will be directly involved in terminating employees, although this may well be the case. In small organisations this role may belong to someone who is not a dedicated human resources professional; the unit however will still be applicable.)*

  1. Develop policies and procedures for separation/termination of employment
  2. Manage separation/termination processes
  3. Manage exit interview process

- **BSBHRM509A - Manage rehabilitation or return to work programs (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to process and analyse both workers compensation and sick leave claims. It also covers the establishment of rehabilitation needs and return to work programs, and their monitoring, ongoing review and evaluation. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers or specialists who manage claims and ensure that the organisation provides appropriate support for the worker. Note that the unit does not in any way address the process of curing the worker of their injury or illness as this is the task of the health professional. Instead the unit focuses on the process of dealing with claims and ensuring that the organisation supports the worker through return to work programs. In large organisations this work may be a full time role for some people, in smaller organisations it would typically be a part of a broader role with a human resources focus.)*
  1. Analyse claims
  2. Establish rehabilitation/return to work program
  3. Monitor/evaluate rehabilitation/ return to work program
  
- **BSBHRM510A - Manage mediation processes (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to develop, implement and review guidelines and procedures for mediation within an organisation, or on behalf of an organisation. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources practitioners who have a role in the management of mediation within their organisation, or who may work as consultants providing mediation services to organisations. The unit covers the policy framework required for the management of mediation and the skills associated with the provision of mediation. Mediation is a process in which the parties to a dispute, with the assistance of a neutral third party (the mediator), identify the disputed issues, develop options, consider alternatives and endeavour to reach an agreement; the mediator has no advisory or determinative role in regard to the content of the dispute or the outcome of its resolution, but may advise on or determine the process of mediation whereby resolution is attempted. Co-mediation is where the neutral third party is a team comprising two or more persons (the mediators).)*
  1. Develop mediation guidelines
  2. Prepare for mediation
  3. Settle dispute through Mediation
  4. Finalise and review mediation

## Learning and development

- **BSBLED502A - Manage programs that promote personal effectiveness (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage programs within a health and wellbeing focus. The unit addresses the management of the range of programs that would typically be associated with health and wellbeing such as stress management, smoking cessation, exercise, Employee Assistance Programs (EAPs). No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to human resources managers, human resources personnel or other managers who take responsibility for managing staff health and wellbeing program/s or other activities that. It has particular relevance for managers of human resources or diversity programs, frontline managers and specialist consultants responsible for promoting a balance between work demands and personal life. It is not assumed that the manager will be directly involved in delivering the program/s.)*
  1. Research and analyse employee health issues
  2. Plan health and wellbeing program/s
  3. Implement, administer and monitor program/s
  4. Evaluate program/s

## Group D units

### Marketing

- **BSBMKG501B - Identify and evaluate marketing opportunities (70 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing the characteristics of possible markets and assessing the viability of changes to operations. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in senior marketing management roles who, together with a marketing team, identify, investigate and evaluate marketing opportunities to determine whether they meet organisational and marketing objectives. Based on this evaluation, changes to current business operations can be determined to take advantage of marketing opportunities. Adjusting the marketing mix in the light of new marketing opportunities is covered in BSBMKG502B 'Establish and adjust the marketing mix'.)*
  1. Identify marketing opportunities
  2. Investigate marketing opportunities
  3. Evaluate required changes to current operations
  
- **BSBMKG502B - Establish and adjust the marketing mix (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to determine the optimum marketing mix for a business through analysis of inter related marketing components. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals in marketing management roles responsible for developing the marketing and promotional mix within an organisation. They may also adjust the marketing mix when new marketing opportunities have been identified. The skills and knowledge required to evaluate and identify new market opportunities are covered in BSBMKG501B 'Identify and evaluate marketing opportunities'.)*
  1. Evaluate each component of the marketing mix
  2. Determine marketing mix for specific markets
  3. Monitor and adjust marketing mix
  
- **BSBMKG506B - Plan market research (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan market research by identifying market research needs, defining market research objectives, identifying data gathering approaches and developing a market research plan. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals in a non market research organisation who conduct market research planning at a managerial level. While market research planning can be undertaken as part of a broader role, it does require a good general knowledge of market research principles and practices, and a detailed understanding of the organisation's operations, objectives and the application of market research. This unit applies to managers who allocate responsibility to team members who conduct market research, covered by BSBMKG408B 'Conduct market research'.)*
  1. Identify market research needs
  2. Define market research objectives
  3. Define data gathering Approaches
  4. Develop market research plan

- **BSBMKG507A - Interpret market trends and developments (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to conduct an analysis of market data in order to determine organisational and competitor business performance, and to prepare market and business forecasts that assist in targeting marketing activities and in drawing up a marketing plan. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to marketing professionals who use statistical techniques to analyse organisational and competitor marketing performance, and to interpret new and emerging trends when forecasting future business needs. Information gathered is used to assist in developing an organisation's marketing plan and to determine the current or potential future success of marketing strategies.)*

  1. Interpret trends and market developments
  2. Analyse qualitative results
  3. Report on market data
  
- **BSBMKG508A - Plan direct marketing activities (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to plan direct marketing activities that match organisational objectives. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals in a marketing management role who are responsible for planning direct marketing activities, including formulating direct marketing plans. They may work in small, medium or large enterprises across a variety of industries. People in this role develop the direct marketing plans and would usually supervise a team who would have the task of implementing the plans.)*

  1. Develop direct marketing strategies
  2. Select direct marketing activity
  3. Produce a direct marketing plan
  
- **BSBMKG509A - Implement and monitor direct marketing activities (40 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to implement, monitor and evaluate the effectiveness of direct marketing activities in accordance with an organisation's marketing plan. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in marketing management roles who are responsible for managing a team to implement direct marketing activities for a product or service. They may work in small, medium or large enterprises and across a variety of industries.)*

  1. Allocate responsibilities for direct marketing activities
  2. Implement direct marketing activities
  3. Monitor direct marketing activities
  4. Determine continuous improvement opportunities
  
- **BSBMKG510A - Plan electronic marketing communications (20 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to research, prepare and evaluate an organisational e-marketing plan that integrates electronic communications and website marketing in support of marketing objectives. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to managers working in advertising, public relations, marketing or promotional roles who plan electronic communications to effectively convey marketing communications messages and to support achievement of marketing objectives.)*

  1. Prepare an electronic marketing strategy and plan
  2. Prepare and evaluate a website marketing strategy

- **BSBMKG514A - Implement and monitor marketing activities (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to implement marketing activities described in a marketing plan, to monitor their effectiveness in meeting organisational marketing objectives, and take actions to improve marketing performance. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in marketing management positions who are responsible for implementing and monitoring organisational marketing strategies. In this role they would usually lead and coordinate a marketing team, implement the marketing plan, monitor the performance of marketing strategies and evaluate their effectiveness. They also involve team members in identifying improvements to marketing strategies and formulating recommendations for future marketing activities.)*
  1. Implement marketing strategies and tactics
  2. Monitor marketing strategies and tactics
  3. Evaluate and improve marketing performance
  
- **BSBMKG515A - Conduct a marketing audit (40 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to prepare for, conduct and report on a marketing audit in accordance with an organisation's marketing plan. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a marketing management role who are required to develop a comprehensive description of the organisation's marketing operations as part of the marketing planning and management auditing process of an organisation. The outcomes of marketing audits generally are used to inform an organisation's marketing plan.)*
  1. Prepare for a marketing audit
  2. Identify the form of a marketing audit
  3. Conduct an external marketing audit
  4. Conduct an internal marketing (self) audit
  5. Prepare a marketing audit report

## **Public relations**

- **BSBPUB501A - Manage the public relations publication process (45 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage the design, production, implementation and evaluation of public relations publications in accordance with organisational requirements. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in a public relations role who are responsible for managing publication of public relations documents for a campaign. They may either manage the publication process independently or coordinate the activities of people working under their supervision.)*
  1. Research publication requirements and segment target audience
  2. Plan public relations publications
  3. Develop and evaluate public relations publications

- **BSBPUB502A - Develop and manage complex public relations campaigns (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to develop complex and potentially on-going public relations campaigns. It builds upon the skills and knowledge acquired in the unit BSBPUB402A 'Develop public relations campaigns'. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in senior public relations roles who are primarily responsible for the development, implementation and evaluation of a complex public relations plan. The complexity of the campaign may be in terms of its size or duration, or the circumstances surrounding the campaign. This unit is related to BSBPUB402A 'Develop public relations campaigns', which relates to entry level or junior public relations roles, for example to individuals working on less complex campaigns in team leader roles.)*
  1. Interpret a complex public relations campaign brief
  2. Identify and evaluate options for a complex public relations campaign
  3. Prepare public relations campaign plans
  4. Implement public relations campaign plans
  
- **BSBPUB503A - Manage fundraising and sponsorship activities (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to conduct and manage fundraising and sponsorship activities for a not-for-profit organisation, and to align fundraising and sponsorship activities with organisational requirements. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to senior public relations professionals who manage public relations in the not-for-profit sector-they usually coordinate activities of team members in developing funding submissions or allocating budgets, and implement specific public relations activities.)*
  1. Identify factors influencing fundraising or sponsorship
  2. Prepare a funding submission
  3. Develop a fundraising or sponsorship campaign
  4. Implement a fundraising or sponsorship campaign
  5. Evaluate campaign
  
- **BSBPUB504A - Develop and implement crisis management plans (40 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required by public relations personnel to coordinate, develop and implement a crisis management plan to provide an organisation with a planned communications response for use in the event of crisis. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to individuals working in senior public relations roles who are primarily responsible for preparing and implementing a planned communications response in the event of a crisis occurring.)*
  1. Develop crisis management plans
  2. Implement a crisis management plan
  3. Review and update crisis management plans

## Group E units

### Continuity

- **BSBCON601A - Develop and maintain business continuity plans (60 nominal hours)**

*(This unit describes the performance outcomes, skills and knowledge required to work within the business continuity framework to develop and implement business continuity plans in order for an organisation to manage risk and ensure business resilience when faced with a disruptive event. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit is for individuals working in positions of authority who are approved to implement change across the division, business area, program area or project area. This unit addresses the knowledge and processes necessary to develop and maintain business continuity requirements. Business continuity awareness and planning help the organisation to identify barriers and/or interruptions, and to determine how the organisation will achieve critical business objectives (even at diminished capacity) until full functionality is restored. The focus is on risk and vulnerability assessment, business impact assessments, and business continuity and communication plans. This unit contains employability skills.)*

1. Conduct risk and vulnerability assessments
2. Develop and report on the business impact assessment/s
3. Develop, implement and report on risk treatments
4. Determine interdependencies and develop response strategies
5. Establish the business continuity plan
6. Establish the communication plan within the organisation's planning framework
7. Deliver business continuity professional development activities

### Information management

- **BSBINM501A - Manage an information or knowledge management system (50 nominal hours)**

*(This unit describes the performance outcomes, skills and knowledge required to organise learning to use an information or knowledge management system and to manage the use of the system. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit applies to managers who have responsibility for seeing that key information and corporate knowledge are retained, accessible to others and improve business outcomes. The unit does not address the requirement to select the technical system (software or hardware), which is seen as the role of an information technology specialist, although in some smaller organisations this may be a part of the manager's role.)*

1. Organise learning to use information or knowledge management system
2. Manage use of information or knowledge management system
3. Review use of information or knowledge management system

## Intellectual property

- **BSBIPR501A - Manage intellectual property to protect and grow business (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to protect, secure and effectively use intangible assets of value to an organisation. It focuses on establishing and maintaining systems to protect and exploit an organisation's intellectual property to ensure business growth. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit applies to managers or coordinators who take an active role in recognising, securing and commercialising intangible assets which contribute to the organisation's profitability, productivity, product or service delivery, and market leadership. These managers and coordinators may work in a range of industry or other contexts and may have responsibility for managing people, systems or processes. This unit contains employability skills.)*
  1. Identify the organisation's intellectual property assets and rights
  2. Create a strategy to manage the organisation's intellectual property
  3. Monitor and maintain organisational strategies for the protection and use of intellectual property
  4. Manage the commercialisation of the organisation's intellectual property to ensure business growth

## Project management

- **BSBPMG510A – Manage projects (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage a straightforward project or a section of a larger project. This unit addresses the management of projects including the development of a project plan, administering and monitoring the project, finalising the project and reviewing the project to identify lessons learnt for application to future projects. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. The unit focuses on the application of project management skills and the requirement to meet time lines, quality standards, budgetary limits and other requirements set for the project. The unit does not apply to specialist project managers. For specialist project managers, the units of competency in the Project Management competency field will be applicable.)*
  1. Define project
  2. Develop project plan
  3. Administer and monitor project
  4. Finalise project
  5. Review project

## Risk management

- **BSBRSK501A - Manage risk (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage risks in a range of contexts across the organisation or for a specific business unit or area. The unit has been designed to be consistent with AS/NZS 4360:2004 Risk management. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit contains employability skills. This unit addresses the management of the risk across the organisation or within a business unit or area. It does not assume any given industry setting. This unit applies to individuals who are working in positions of authority and are approved to implement change across the organisation, business unit, program or project area. They may or may not have responsibility for directly supervising others.)*
  1. Establish risk context
  2. Identify risks
  3. Analyse risks
  4. Select and implement treatments

## Sustainability

- **BSBSUS501A - Develop workplace policy and procedures for sustainability (50 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to develop and implement a workplace sustainability policy, including the modification of the policy to suit changed circumstances. This unit requires the ability to access industry information, applicable legislative and occupational health and safety (OHS) guidelines. While no licensing, legislative, regulatory or certification requirements apply holistically to this unit at the time of publication, relevant national, state and territory legislation, regulations and codes of practice impact upon this unit. This unit addresses the knowledge, processes and techniques necessary to develop approaches to sustainability within workplaces, including the development and implementation of policy. This unit applies to people with managerial responsibility who undertake work developing approaches to create strategies within workplaces, including the development and implementation of policy and includes: communicating with relevant stakeholders; developing and monitoring policies; reviewing and improving policies. A person who demonstrates competence in this unit must be able to provide evidence of the ability to develop and implement integrated sustainability policies and procedures within an enterprise. The review of the policy after implementation will also need to be evidenced. The context of the unit applies to all sectors of the business industry; it may be applied to all sections of an organisation, including the office, the factory floor, or work area. With such a broad application, the unit will need to be contextualised as it is applied across an organisation and across different industry sectors. This unit contains employability skills.)*
  1. Develop workplace sustainability policy
  2. Communicate workplace sustainability policy
  3. Implement workplace sustainability policy
  4. Review workplace sustainability policy implementation

## Workplace effectiveness

- **BSBWOR501B - Manage personal work priorities and professional development (60 nominal hours)**  
*(This unit describes the performance outcomes, skills and knowledge required to manage own performance and professional development. Particular emphasis is on setting and meeting priorities, analysing information and using a range of strategies to develop further competence. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. This unit applies to managers and focuses on the need for managers to be organised, focussed and skilled, in order to effectively manage the work of others. As such it is an important unit for most managers, particularly as managers serve as role models and have a significant influence on the work culture and patterns of behaviour. This unit contains employability skills.)*
  1. Establish personal work goals
  2. Set and meet own work priorities
  3. Develop and maintain professional competence