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