BSB50207 Diploma of Business 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

Entry requirements

There are no entry requirements for this qualification.

Pathways

After achieving the BSB50207 Diploma of Business, candidates may undertake the BSB60207 Advanced Diploma of Business, or a range of other Advanced Diploma qualifications.

Qualification Details

To achieve a BSB50207 Diploma of Business the student is required to complete a total of 8 units, comprising of

Total number of units = 8

- 6 Elective Units
- 2 Elective Units

Please see Unit Descriptors for details.
## UNIT DESCRIPTORS

<table>
<thead>
<tr>
<th>Core/Elective</th>
<th>Unit</th>
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| Elective      | BSBWRT501A Write persuasive copy | ☑ Analyse and interpret a creative brief  
                ☑ Evaluate creative options  
                ☑ Prepare persuasive copy | 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. |
| Elective      | BSBADM502B Manage meetings | ☑ Prepare for meetings  
                ☑ Conduct meetings  
                ☑ Follow up meetings | 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. |
| Elective      | BSBADM503B Plan and manage conferences | ☑ Plan conference  
                ☑ Promote conference  
                ☑ Organise conference  
                ☑ Coordinate conference proceedings  
                ☑ Follow up conference proceedings | This unit describes the performance outcomes, skills and knowledge required to plan, promote and coordinate conferences, ensuring follow up procedures are incorporated. |
| Elective      | BSBADM504B Plan or review administrative systems | ☑ Plan or review administration systems  
                ☑ Implement new or modified administration system  
                ☑ Monitor administration system | 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. |
| Elective      | BSBADM506B Manage business document design and development | ☑ Establish documentation standards  
                ☑ Manage template design and development  
                ☑ Develop standard text for documents  
                ☑ Develop and implement strategies to ensure the use of standard documentation  
                ☑ Develop and implement strategies for maintenance and continuous improvement of standard documentation | 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. |
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| Elective     | BSBHRM513A Manage workforce planning | - Assess supply and demand  
- Develop workforce objectives and strategies  
- Implement initiatives to support workforce planning objectives  
- Monitor and evaluate workforce trends | 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. |
| Elective     | BSBHRM506A Manage recruitment, selection and induction processes | - Develop recruitment, selection and induction policies and procedures  
- Recruit and select staff  
- Manage staff induction | 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. |
| Elective     | BSBLED502A Manage programs that promote personal effectiveness | - Research and analyse employee health issues  
- Plan health and wellbeing program/s  
- Implement, administer and monitor program/s  
- Evaluate program/s | 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). |
| Elective     | BSBMKG501B Identify and evaluate marketing opportunities | - Identify marketing opportunities  
- Investigate marketing opportunities  
- Evaluate required changes to current operations | 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. |
| Elective     | BSBINM501A Manage an information or knowledge management system | - Organise learning to use information or knowledge management system  
- Manage use of information or knowledge management system  
- Review use of information or knowledge management system | 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. |
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<tr>
<td>Elective</td>
<td>BSBINN502A</td>
<td>Build and sustain an innovative work environment</td>
<td>This unit describes the performance outcomes, skills and knowledge required to create an environment that enables and supports the application of innovative practice.</td>
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<td>BSBMGT403A</td>
<td>Implement continuous improvement</td>
<td>This unit describes the performance outcomes, skills and knowledge required to implement the organisation’s continuous improvement systems and processes. Particular emphasis is on using systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements.</td>
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<td>BSBPMG522A</td>
<td>Undertake project work</td>
<td>This unit describes the performance outcomes, skills and knowledge required to undertake a straightforward project or a section of a larger project. This unit addresses the management of projects, including developing a project plan, administering and monitoring the project, finalising the project, and reviewing the project to identify lessons learned for application to future projects.</td>
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<td>BSBRSK501B</td>
<td>Manage risk</td>
<td>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.</td>
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<td>BSBUSUS501A</td>
<td>Develop workplace policy and procedures for sustainability</td>
<td>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.</td>
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| Elective      | BSBWOR501B Manage personal work priorities and professional development | ☑ Establish personal work goals  
☑ Set and meet own work priorities  
☑ Develop and maintain professional competence | 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. |
| Elective      | BSBCUS401A Coordinate implementation of customer service strategies (imported unit) | ☑ Advise on customer service needs  
☑ Support implantation of customer service strategies  
☑ Evaluate and report on customer service | This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback. |
| Elective      | BSBCUS402A Address customer needs (imported unit) | ☑ Assist customer to articulate needs  
☑ Satisfy complex customer needs  
☑ Manage networks to ensure customer needs are addressed | This unit describes the performance outcomes, skills and knowledge required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed. |
| Elective      | BSBCUS403A Implement customer service standards (imported unit) | ☑ Contribute to quality customer service standards  
☑ Implement customer service systems  
☑ Implement team customer service standards | This unit describes the performance outcomes, skills and knowledge required to contribute to quality customer service standards, and to support personnel to implement customer service standards and systems within the organisation. |
| Elective      | BSBADM409A Coordinate business resources (imported unit) | ☑ Determine resource requirements  
☑ Acquire and allocate resources  
☑ Monitor and report on resource usage | This unit describes the performance outcomes, skills and knowledge required to determine and analyse existing and required resources, their effective application and the accountability for their use. |