

# Diploma of Business BSB50807

Units in red are the most usual combination that will suit trainees needs.

8 Units from the following with no more than three from an 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

### 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