

BSB50215 DIPLOMA OF BUSINESS

This qualification would apply to individuals with various job titles including executive officers, program consultants and program coordinators. Individuals in these roles may possess substantial experience in a range of settings, but seek to further develop their skills across a wide range of business functions. Conversely, it may also apply to those 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.

ENTRY REQUIREMENTS

There are no pre-requisites for this qualification.
Preferred pathways into this qualification include:

- BSB40207 Certificate IV in Business or other relevant qualification
- Or
- with vocational experience in a range of work environments in senior support roles but without a qualification.

OCCUPATIONAL NAMES/EMPLOYMENT OPPORTUNITIES

Job roles and titles vary across different industry sectors. At the completion of this qualification, individuals will be able to manage in a wide range of organisational and industry contexts. Some job titles may include:

- | | |
|----------------------|-----------------------|
| - Project Officer | - Program Coordinator |
| - Personal Assistant | - Program Consultant |
| - Executive Officer | - Team Leader |
| - Office Manager | - Administrator |

CAREER PATHWAY

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include: executive office and program consultant/coordinator.

SKILLS RECOGNITION

If you already have some training, work or life experience in management, team leader role or coordinator, you may be eligible to have your existing skills and knowledge recognised and apply for advanced standing for one or more units. Processes for recognition include:

- Credit transfer
- Mutual recognition
- Recognition by assessment

To register your interest or request an application pack:

Phone: 1300 736 005 **Email:** info@targettraining.com.au

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COURSE OUTCOMES

Gain the skills required to:

- conducting research to collect and analyse information in a range of reports
- consulting with others to develop a range of plans and reports
- liaising with stakeholders and promoting participative workplace arrangements
- contributing to the development of other team members
- providing feedback on team performance to colleagues and managers
- applying risk management processes to business operations
- 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
- developing systems that are flexible and responsive to changing circumstances
- planning for contingencies and performance of staff and systems
- dealing with contingencies
- managing own time and priorities
- assisting others to acquire new knowledge and skills to improve team and individual performance

Delivery arrangements

The Diploma program is typically delivered over a minimum 8 month period using a blend of on and off the job approaches. We combine group learning sessions with self-directed reading, summative assessment projects and research activities that combined we have allowed up to 405 hours for Diploma level. The qualifications can be fast-tracked, depending on current competencies of learner as well as their available time in completing the requirements. For learners completing the qualification via traineeship arrangements, we have set a minimum of 24 hours of face-to-face group training sessions for Diploma level. In this way learners can learn from each other while being guided by the experienced facilitator.

Pathways

This qualification can be completed via any of these pathways as follows. We offer flexibility with this qualification.

RPL: If you have skills and experience to meet all the competencies of any unit/s, and can demonstrate/document that competency, then you may apply for RPL (recognise prior learning). Please contact our office for more details of this assessment-only process and an application form. Learners should allow 125 hours to complete the qualification in this format; however, this is assuming that they are able to provide sufficient and current evidence.

Group sessions: There may be a number of people in your organisation that can come together for a series of training sessions in your workplace, or an agreed alternate location. We have a 10 session ideal structure for Diploma however the amount of time face-to-face can be discussed and agreed depending on the current competencies of the participants and viability of them coming together. This involves a combination of summative and formative assessments that include research, written tasks and demonstration activities.

Flexible: It may not be possible or preferential to co-ordinate face-to-face sessions so we can also assist you through the qualification via post, email and phone support. Learners should allow up to 350 hours regardless.

Blended Approach: You may prefer a combination of face-to-face sessions supported by email support and telephone conferencing. We can structure a program by incorporating all of these options.



Course Structure

To complete this qualification, the student is required to complete **8 elective units**.

6 of the elective units must be selected from the units listed below.
No more than 3 units may be selected from any one group.

2 elective units may be selected from elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level or the Certificate IV level.

ELECTIVE UNITS

| Group A | |
|-------------------|---|
| BSBADV507 | Develop a media plan |
| BSBMKG523 | Design and develop an integrated marketing communication plan |
| BSBWRT501 | Write persuasive copy |
| Group B | |
| BSBEBU501 | Investigate and design e-business solutions |
| BSBADM504 | Plan or review administrative systems |
| BSBITB501 | Establish and maintain a workgroup computer network |
| Group C | |
| BSBHRM501 | Manage human resources services |
| BSBHRM505 | Manage remuneration and employee benefits |
| BSBHRM506 | Manage recruitment, selection and induction processes |
| BSBHRM510 | Manage mediation processes |
| BSBHRM513 | Manage workforce planning |
| BSBLED502 | Manage programs that promote personal effectiveness |
| Group D | |
| BSBMKG501 | Identify and evaluate marketing opportunities |
| BSBMKG502 | Establish and adjust the marketing mix |
| BSBMKG506 | Plan market research |
| BSBMKG514 | Implement and monitor marketing activities |
| BSBPUB501 | Manage the public relations publication process |
| BSBPUB504 | Develop and implement crisis management plans |
| Group E | |
| BSBCON601 | Develop and maintain business continuity plans |
| BSBINM501 | Manage an information or knowledge management system |
| BSBINN502 | Build and sustain an innovative work environment |
| BSBIPR501 | Manage intellectual property to protect and grow business |
| BSBMGT403 | Implement continuous improvement |
| BSBPMG522 | Undertake project work |
| BSBRISK501 | Manage risk |
| BSBSUS501 | Develop workplace policy and procedures for sustainability |
| BSBWOR501 | Manage personal work priorities and professional development |



Learning Outcomes

ELECTIVE UNITS:

BSBADV507 Develop a media plan

1. Define media requirements
2. Select media vehicles
3. Determine the media schedule
4. Produce a media plan

BSBMKG523 Design and develop an integrated marketing communication plan

1. Determine marketing communication requirements
2. Develop a marketing communication brief
3. Design the integrated marketing communication strategy
4. Select and recommend media for the marketing strategy
5. Develop a creative brief

BSBWRT501 Write persuasive copy

1. Analyse and interpret a creative brief
2. Evaluate creative options
3. Prepare persuasive copy

BSBEBU501 Investigate and design e-business solutions

1. Investigate e business opportunities
2. Evaluate e business models
3. Design an e business
4. Implement an e business strategy

BSBADM504 Plan or review administrative systems

1. Plan or review administration systems
2. Implement new or modified administration system
3. Monitor administration system

BSBITB501 Establish & maintain a workgroup computer network

1. Manage establishment of a workgroup network
2. Manage maintenance of a workgroup network
3. Assist and train network users

BSBHRM501 Manage human resources services

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

BSBHRM505 Manage remuneration and employee benefits

1. Develop organisation's remuneration strategy
2. Implement remuneration strategy
3. Review and update remuneration strategy

BSBHRM506 Manage recruitment, selection and induction processes

1. Develop recruitment, selection and induction policies and procedures
2. Recruit and select staff
3. Manage staff induction

BSBHRM510 Manage mediation processes

1. Develop mediation guidelines
2. Prepare for mediation
3. Settle dispute through mediation
4. Finalise and review mediation



BSBHRM513 Manage workforce planning

1. Research workforce requirements
2. Develop workforce objectives and strategies
3. Implement initiatives to support workforce planning objectives
4. Monitor and evaluate workforce trends

BSBLED502 Manage programs that promote personal effectiveness

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

BSBMKG501 Identify and evaluate marketing opportunities

1. Identify marketing opportunities
2. Investigate marketing opportunities
3. Evaluate required changes to current operations

BSBMKG502 Establish and adjust the marketing mix

1. Evaluate each component of the marketing mix
2. Determine marketing mix for specific markets
3. Monitor and adjust marketing mix

BSBMKG506 Plan market research

1. Identify market research needs
2. Define market research objectives
3. Define data gathering approaches
4. Develop market research plan

BSBMKG514 Implement and monitor marketing activities

1. Implement marketing strategies and tactics
2. Monitor marketing strategies and tactics
3. Evaluate and improve marketing performance

BSBPUB501 Manage the public relations publication process

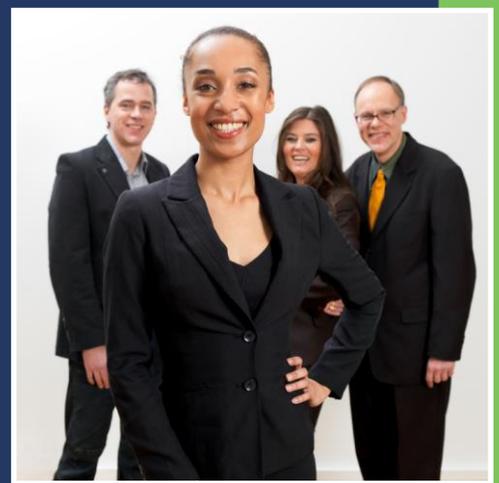
1. Develop crisis management plans
2. Implement a crisis management plan
3. Review and update crisis management plans

BSBPUB504 Develop and implement crisis management plans

1. Determine development needs
2. Develop individual needs
3. Monitor and evaluate workplace lea Review and update crisis management plans

BSBCON601 Develop and maintain business continuity plans

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



BSBINM501 Manage an information or knowledge management system

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

BSBINN502 Build and sustain an innovative work environment

1. Lead innovation by example
2. Establish work practices that support innovation
3. Promote innovation
4. Create a physical environment which supports innovation
5. Provide learning opportunities

BSBIPR501 Manage intellectual property to protect and grow business

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

BSBMGT403 Implement continuous improvement

1. Implement continuous improvement systems and processes
2. Monitor and review performance
3. Provide opportunities for further improvement

BSBPMG522 Undertake project work

1. Define project
2. Develop project plan
3. Administer and monitor project
4. Finalise project
5. Review project

BSBR501 Manage Risk

1. Establish risk context
2. Identify risks
3. Analyse risks
4. Select and implement treatments

BSBSUS501 Develop workplace policy and procedures for sustainability

1. Develop workplace sustainability policy
2. Communicate workplace sustainability policy
3. Implement workplace sustainability policy
4. Review workplace sustainability policy implementation

BSBWOR501 Manage personal work priorities and professional development

1. Establish personal work goals
2. Set and meet own work priorities
3. Develop and maintain professional competence



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