

# BSB60215 Advanced Diploma of Business

## Packaging Rules: 8 Elective Units

(6 elective units must be selected from the list below, with no more than 3 units selected from any one group. 2 elective units may be selected from the units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level or Diploma level.)

Elective Unit Codes	Elective Unit Title	Task Types	Available
<b>Group A</b>			
BSBADV602	Develop an advertising campaign	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Define the Campaign Objectives Task 3 – Practical: Prepare an Advertising Budget Task 4 – Practical: Develop a Schedule for Proposed Advertising Activities Task 5 – Evidence Record	✓
BSBADV603	Manage advertising production	Task 1 – Practical: Planning the Production Process Task 2 – Practical: Evaluate and Select Suppliers Task 3 – Theory: Direct the Advertising Production Task 4 – Theory: Evaluate Advertising Production Task 5 – Practical: Produce the Two Approaches Task 6 – Evidence Record	✓
BSBADV604	Execute an advertising campaign	Task 1 – Theory: Short Answer Questions Task 2 – Project: Develop an Advertising Implementation Strategy Task 3 – Practical: Negotiate with Media Representatives Task 4 – Practical: Evaluate Media Performance Task 5 – Evidence Record	✓
BSBADV605	Evaluate campaign effectiveness	Task 1 – Project: Develop and Implement a Campaign Evaluation Strategy Task 2 – Practical: Analyse Evaluation Data to Make Recommendations Task 3 – Evidence Record	✓
<b>Group B</b>			
BSBHRM602	Manage human resources strategic planning	Task 1 – Theory: Short Answer Questions Task 2 – Research: Analysis and Forecasting Task 3 – Practical: Create a Strategic Human Resources Plan Task 4 – Role Play Task 5 – Evidence Record	✓

## Qualification Mapping

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBINM601	Manage knowledge and information	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Obtain Information Task 3 – Practical: Analysis of Information Task 4 – Practical: Making the Decisions Task 5 – Project: Disseminate the Information Task 6 – Practical: Presentation Task 7 – Evidence Record	✓
BSBINN601	Lead and manage organisational change	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Identify Change Requirements Task 3 – Practical: Develop Change Management Strategy Task 4 – Theory: Implement Change Management Strategy Task 5 – Role Play: Consult with Stakeholders Task 6 – Evidence Record	✓
BSBMGT615	Contribute to organisation development	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Prepare an Organisational Development Plan Task 3 – Practical: Conduct a Brainstorming Session Task 4 – Practical: Address the Team as Their Leader / Manager Task 5 – Evidence Record	✓
<b>Group C</b>			
BSBMKG603	Manage the marketing process	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Manage Marketing Performance Task 3 – Theory: Manage Marketing Personnel Task 4 – Practical and Theory: Evaluate and Improve Strategic Marketing Performance Task 5 – Role Play Task 6 – Evidence Record	✓
BSBMKG605	Evaluate international marketing opportunities	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Review the Global Market Environment Task 3 – Practical: Assess International Business and Electronic Commerce Market Factors Task 4 – Practical: Identify Risk Factors for International Marketing Opportunities Task 5 – Practical: Investigate International Business and Electronic Commerce Marketing Opportunities Task 6 – Evidence Record	✓
BSBMKG607	Manage market research	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Prepare Market Research Plan for Implementation Task 3 – Project: Prepare and Present a Market Research Report Task 4 – Evidence Record	✓

Elective Unit Codes	Elective Unit Title	Task Types	Available
BSBMKG608	Develop organisational marketing objectives	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Identify Strategic Direction Task 3 – Practical: Review Marketing Performance Task 4 – Project: Scope Marketing Opportunities Task 5 – Project: Formulate Marketing Objectives Task 6 – Evidence Record	✓
BSBMKG609	Develop a marketing plan	Task 1 – Theory: Short Answer Questions Task 2 – Project: Plan and Research the Marketing Plan Task 3 – Practical: Produce the Marketing Plan Task 4 – Practical: Present the Marketing Plan Task 5 – Evidence Record	✓
<b>Group D</b>			
BSBFIM601	Manage finances	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Review Budgets Task 3 – Practical: Allocate Funds Task 4 – Oral Questions Task 5 – Evidence Record	✓
BSBINM601	Manage knowledge and information	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Obtain Information Task 3 – Practical: Analysis of Information Task 4 – Practical: Making the Decisions Task 5 – Project: Disseminate the Information Task 6 – Practical: Presentation Task 7 – Evidence Record	✓
BSBSUS501	Develop workplace policy and procedures for sustainability	Task 1 – Theory: Short Answer Questions Task 2 – Practical: Develop a Sustainability Policy and Procedures Task 3 – Practical: Presentation: Communicate the Workplace Sustainability Policy Task 4 – Practical: Implement the Policy Task 5 – Project: Implement and Review Policy Task 6 – Evidence Record	✓