

Advanced Diploma of Leadership and Management (E-Learning)

Description

This qualification reflects the role of individuals who apply specialised knowledge and skills, together with experience in leadership and management, across a range of enterprise and industry contexts. Individuals at this level use initiative and judgement to plan and implement a range of leadership and management functions, with accountability for personal and team outcomes within broad parameters. They use cognitive and communication skills to identify, analyse and synthesize information from a variety of sources and transfer their knowledge to others, and creative or conceptual skills to express ideas and perspectives or respond to complex problems.

Job roles

Job roles and titles vary across different industry sectors. A possible job title relevant to this qualification is

- Area Manager
- Department Manager
- Regional Manager.

Employability Skills – Qualification Summary

The following table contains a summary of the employability skills for this qualification. The employability skills facets described here are broad industry requirements

<u>Employability skill</u>	<u>Industry/enterprise requirements for this qualification include:</u>
Communication	▶ consulting, questioning, clarifying and evaluating information ▶ interpreting customer needs ▶ negotiating budgets and plans and then re-developing as required to meet organisational needs ▶ negotiating with internal and external stakeholders ▶ utilising excellent interpersonal skills, and producing a wide range of reports and making presentations as required
Teamwork	▶ briefing various personnel on their roles and responsibilities regarding the implementation of the marketing plan ▶ coordinating resources and developing systems to manage team and individual performance

	▶ defining performance measures and working collaboratively with team members ▶ identifying performance gaps and taking remedial action for underperformance
Problem-solving	▶ assessing financial viability of new opportunities and matching organisational capability with market needs ▶ collecting and analysing data ▶ comparing and contrasting data ▶ conducting situational analyses ▶ developing and managing risk and contingency plans ▶ developing strategies for improvement ▶ performing cost benefit analyses, budgeting, assessing and managing risk
Initiative and enterprise	▶ evaluating and improving market performance ▶ identifying strengths and opportunities within organisation's projected capabilities and resources
Planning and Organising	▶ collecting, collating and analysing information using appropriate workplace business systems ▶ developing customer acquisition and retention strategies ▶ developing systems that are flexible and responsive to changing circumstances ▶ evaluating processes and making changes as required ▶ planning and managing resource acquisition and deployment within budgetary constraints ▶ planning for contingencies
Self-management	▶ applying discretion and judgement within complex environments ▶ managing own time and performance ▶ using judgement in planning and in the selection and allocation of resources ▶ working within organisational policies and procedures and legislative requirements
Learning	▶ coaching and mentoring others to acquire new knowledge and skills ▶ providing learning and development opportunities
Technology	▶ creating presentations using a range of media ▶ using computerised systems, software and telecommunication devices ▶ using technology to assist with the management of information and to assist the planning process ▶ using technology to record and generate ideas

Qualification Entry Requirements

Academic

- AAC Diploma of Leadership and Management (or)
- AAC Diploma of Business Management (level 4) (or)
- AAC Diploma of Project Management (or)
- AAC Diploma of Retail Management (or)
- AAC Diploma of Logistics and Supply Chain Management (or)
- AAC Diploma in Tourism and Hospitality Management (or)
- Level 4 Diploma from any other PEIs (or)
- Any other equivalent qualification

(Matured students aged 30 years and above with at least 8 years of work experience will be considered for admission.)

English Proficiency

- IELTS 5.5 OR
- AAC EFL Level 5 or equivalent.

Students without formal English qualification will be given a placement test to determine the level of proficiency.

Applicants must be of age 17 and above.

Qualification Modules

E-Learning

#	Code	Module Name	Competency Code*	Competency Name*	Face to Face Hours	Assessment Preparation hours	Self-Directed Study hours
1	ADM 202	Leadership II	BSBLDR601	Lead and manage organisational change	30	40	75
			BSBLDR602	Provide leadership across the organisation.			
2	ADM204	Managing Quality	BSBSTR601	Manage innovation and continuous improvement	30	40	75
			BSBSTR402	Implement continuous improvement			
3	ADM206	Marketing Strategies and Planning	BSBMKG542	Establish and monitor the marketing mix	30	40	75
			BSBMKG623	Develop marketing plans			
4	ADM208	Human Resource Management	BSBHRM613	Contribute to the development of learning and development strategies	30	40	75
			BSBHRM527	Coordinate human resource functions and processes			
			BSBHRM614	Contribute to Strategic Workforce Planning			
5	ADM210	Planning for Business and Manage Finances	BSBOPS601	Develop and implement business plans	30	40	75
			BSBFIN601	Manage organisational finances			
6	ADM211	Plan and Manage Digital Marketing	SIRXMKT007	Develop a digital marketing plan	30	40	75
			SIRXMKT006	Develop a Social Media Strategy.			
7	ADM212	Critical Thinking & Strategic Planning	BSBCRT611	Apply critical thinking for complex problem-solving	30	40	75
			BSBSTR602	Develop organisational strategies			

8	ADM 213	Economics and Professional Practice	FNSINC611	Apply economic principles to work	30	40	75
			FNSINC514	Apply ethical frameworks and principles to make and act upon decisions.			
9	ADM214	Sustainability & Corporate Social Responsibility	BSBSUS601	Lead corporate social responsibility	30	40	75
			BSBSUS511	Develop workplace policies and procedures for sustainability.			
* Competency Code and Competency Name are taken from the BSB60420 Training Package release 1					270	360	675
					Total Learning Hours 1350		

Synopsis		
Module Name	Unit of Competency	Description
ADM 202 Leadership II	BSBLDR601 Lead and manage organisational change	This unit describes the skills and knowledge required to lead and manage organisational change. It applies to managers with responsibilities that extend across the organisation or across significant parts of a large organisation. They may have a dedicated role in human resources management, workforce development, or work in a strategic policy or planning area.
	BSBLDR602 Provide leadership across the organisation.	This unit describes the skills and knowledge required to demonstrate senior leadership behaviour and personal and professional competence. Business ethics are also addressed in this unit. It applies to individuals who have a role in modelling professionalism in their organisation and industry and inspiring and motivating others to achieve organisational goals. Leadership is seen in the context of the organisational mission.
ADM204 Managing Quality	BSBSTTR601 Manage innovation and continuous improvement	This unit describes the skills and knowledge required to sustain and develop an environment in which continuous improvement, innovation and learning are promoted and rewarded. It applies to individuals with managerial responsibilities who aim to build a better and more effective work environment. Continuous improvement and innovation have links with the model of the learning organisation and people working at this level play an important role in building the

		culture, values and attitudes of the organisation.
	BSBSTR402 Implement continuous improvement	This unit describes the skills and knowledge required to implement continuous improvement of systems and processes of an organisation. It includes using systems and strategies to encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements. It applies to managers who are responsible for implementing the continuous improvement process to achieve the objectives of the organisation.
ADM206 Marketing Strategies and Planning	BSBMKG542 Establish and monitor the marketing mix	This unit describes the skills and knowledge required to identify and establish an effective marketing mix for a business. It includes preparing, implementing and monitoring the market mix. It applies to individuals who have management roles in marketing and are responsible for developing marketing and promotional mix within an organisation. These individuals may monitor the marketing mix to adjust according to new marketing opportunities identified.
	BSBMKG623 Develop marketing plans	This unit describes the skills and knowledge required to research, develop and present marketing plans for an organisation. It applies to individuals working in senior marketing positions who are responsible for formulating a marketing plan by developing specific marketing strategies and tactics in accordance with the organisation's overall marketing objectives. Individuals operating at this level may receive input from people working under their supervision, who collect information required to devise specific marketing strategies and tactics.
ADM208 Human Resource Management	BSBHRM613 Contribute to the development of learning and development strategies	This unit describes the skills and knowledge required to contribute to improving organisational learning, and the quality of training and assessment products and services. It covers contributing to strategy formation; designing, developing and implementing an organisational learning strategy, and reviewing and improving overall organisational learning and development. It applies to individuals working in an enterprise where learning is used to build capabilities and contribute to organisational strategies, business plans, goals and values.

	BSBHRM527 Coordinate human resource functions and processes	This unit describes the skills and knowledge required to coordinate human resource functions and processes, integrating business ethics. It applies to individuals with responsibility for coordinating a range of human resource functions and processes across an organisation. They may have staff reporting to them.
	BSBHRM614 Contribute to Strategic Workforce Planning	This unit describes the skills and knowledge required to contribute to development, implementation and maintenance of a strategic approach to workforce planning in an organisation ensuring that there is the structure and staff in place to meet current and foreseeable organisational objectives. It applies to individuals employed as human resource practitioners with knowledge of human resources and organisational objectives.
ADM210 Planning for Business and Manage Finances	BSBOPS601 Develop and implement business plans	This unit describes the skills and knowledge required to lead a business operation that covers the steps required to develop and implement business plans. It applies to individuals who are running an organisation or who take a senior role in determining the effective functioning and success of the organisation. These individuals may oversee the work of a number of teams and other managers.
	BSBFIN601 Manage organisational finances	This unit describes the skills and knowledge required to undertake budgeting, financial forecasting and reporting. It also describes the skills and knowledge required to allocate and manage resources to achieve the required outputs for the business unit. It includes contributing to reviewing financial information, analysing financial risks, preparing a budget and reporting on financial activity.
ADM211 Plan and Manage Digital Marketing	SIRXMKT007 Develop a digital marketing plan	This unit describes the performance outcomes, skills and knowledge required to research, plan, implement and evaluate digital marketing activities. It applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.
	SIRXMKT006 Develop a Social Media Strategy	This unit describes the performance outcomes, skills and knowledge required to plan and evaluate the use of social media. It requires the ability to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity. It applies to individuals working in a diverse range of sectors and business

		contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.
ADM212 Critical Thinking & Strategic Planning	BSBCRT611 Apply critical thinking for complex problem-solving	This unit describes the skills and knowledge required to apply critical thinking in order to develop solutions to complex issues arising in the workplace. It applies to individuals who are required to think critically in order to develop structured and innovative solutions to overcome complex organisational issues. Individuals in these roles operate with a high degree of autonomy and may undertake non-standard work tasks involving escalated risks. These individuals are often responsible for a team or work area.
	BSBSTR602 Develop organisational strategies	This unit describes the skills and knowledge required to establish the strategic direction of the organisation, sustain competitive advantage and enhance competitiveness. It covers analysis and interpretation of relevant markets, capability assessment of the organisation and analysis of the organisation's existing and potential competitors and allies. It also covers implementing the strategic plan and developing specific actions and initiatives that will be undertaken by people working in various roles.
ADM 213 Economics and Professional Practice	FNSINC611 Apply economic principles to work	This unit describes the skills and knowledge required to apply broad principles of financial economics that underpin a range of tasks and functions in the financial services industry. It includes understanding how financial instruments are priced in markets, and techniques and processes that government and organisations use to manage financial risk, demonstrating broad knowledge of economic theories and related decision making in a national and organisational economic context.
	FNSINC514 Apply ethical frameworks and principles to make and act upon decisions.	This unit describes the skills and knowledge required to apply ethical frameworks and principles when making decisions in own role. It applies to individuals who use ethical principles and apply ethical frameworks to decide on, carry out, and evaluate the effectiveness of a course of action in response to an ethical situation in their workplace.

ADM214 Sustainability & Corporate Social Responsibility	BSBSUS601 Lead corporate social responsibility	This unit describes the skills and knowledge required to consult with stakeholders to develop, implement and evaluate corporate social responsibility policy in an organisation. It applies to individuals working in senior roles in diverse contexts who have responsibility for ensuring an organisation is positioned to ensure its long-term viability and success.
	BSBSUS511 Develop workplace policies and procedures for sustainability	This unit describes the skills and knowledge required to develop and implement workplace sustainability policies and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces. These individuals also engage with a range of relevant stakeholders and specialists.

Assessment Arrangements

Competency Code	Competency Name	Demonstration	Practical	Activities	Observation	Role play	Case study/Scenario	Questions and Answers	Project/Report	Presentation,	Portfolio/Journal	Online
BSBLDR601	Lead and Manage Organisational change	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
BSBLDR602	Provide leadership across the organisation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BSBSTR601	Manage innovation and continuous improvement			✓				✓	✓		✓	
BSBSTR402	Implement continuous improvement			✓			✓	✓	✓	✓	✓	
BSBMKG542	Establish and monitor the marketing mix						✓	✓	✓	✓	✓	

BSBMKG623	Develop marketing plans						✓	✓	✓	✓	✓	
BSBHRM613	Contribute to the development of learning and development strategies	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
BSBHRM527	Coordinate human resource functions and processes	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
BSBHRM614	Contribute to Strategic Workforce Planning			✓		✓	✓	✓	✓	✓	✓	
BSBOPS601	Develop and implement business plans			✓			✓	✓	✓	✓		
BSBFIN601	Manage organisational finances		✓	✓			✓	✓	✓	✓	✓	
SIRXMKT007	Develop a digital marketing plan	✓	✓	✓	✓		✓	✓	✓	✓	✓	
SIRXMKT006	Develop a Social Media Strategy	✓	✓	✓	✓		✓	✓	✓	✓	✓	
BSBCRT611	Apply critical thinking for complex problem-solving						✓	✓	✓	✓	✓	
BSBSTR602	Develop organisational strategies			✓			✓	✓	✓	✓	✓	
FNSINC611	Apply economic principles to work			✓			✓	✓	✓	✓	✓	
FNSINC514	Apply ethical frameworks and principles to make and act upon decisions.			✓			✓	✓	✓	✓	✓	
BSBSUS601	Lead corporate social responsibility			✓			✓	✓	✓	✓	✓	
BSBSUS511	Develop workplace policies and procedures for sustainability.			✓			✓	✓	✓	✓	✓	

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order

- 1. Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
- 2. Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
- 3. Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
- 4. Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations
- 5. Evaluation:** Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria
- 6. Synthesis:** Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions

Specification Grid

The relationship between the assessment objectives and components of the scheme of assessment is as follows

Knowledge	Comprehension	Application	Analysis	Evaluation	Synthesis
10%	20%	20%	20%	20%	10%

The assessment objectives are weighted to give an indication of their relative importance.

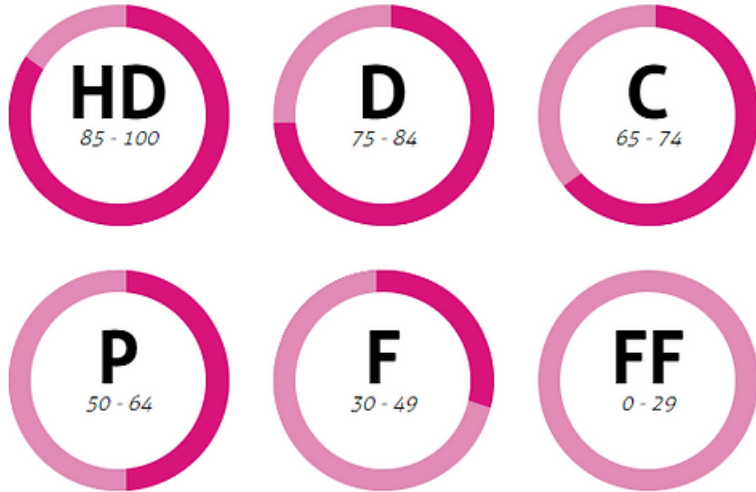
They are not intended to provide a precise statement of the number of marks in particular skills.

Assessments

Code	Name of the module	Assessment 1	Assessment 2
ADM202	Leadership II	50% Assignment	50% Assignment
ADM204	Managing Quality	50% Assignment	50% Assignment
ADM206	Marketing Strategies and Planning	50% Assignment	50% Assignment
ADM208	Human Resource Management	50% Assignment	50% Assignment
ADM210	Planning for Business and Manage Finances	50% Assignment	50% Assignment
ADM211	Plan and Manage Digital Marketing	50% Assignment	50% Assignment
ADM212	Critical Thinking & Strategic Planning	50% Assignment	50% Assignment
ADM 213	Economics and Professional Practice	50% Assignment	50% Assignment
ADM214	Sustainability & Corporate Social Responsibility	50% Assignment	50% Assignment

Marks and Grades

The infographic below shows the academic grading of this course with the breakdown of marks.



Graduation Requirement:

In order to be awarded the Advanced Diploma of Leadership and Management (E-Learning), a student must obtain at least a Pass Grade in all the modules within the eligibility period of 2 years from the original completion date.

Certificate will be awarded by Academies Australasia College.