## 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 | |
| Employability skill | Industry/enterprise requirements for this qualification include: |
| **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 ITE Higher Nitec in a relevant field (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 | BSBSTR601 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 | | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | |

| Code | Unit | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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.



HD
85 - 100

D
75 - 84

C
65 - 74

P
50 - 64

F
30 - 49

FF
0 - 29
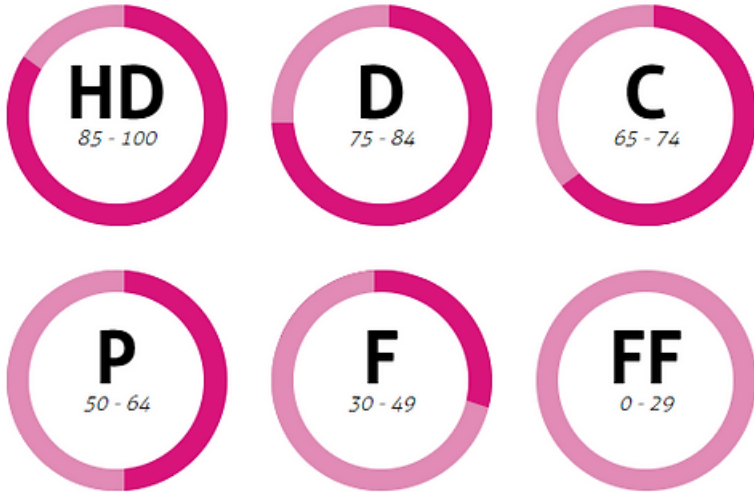
**Graduation Requirement:**

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.