

## ADVANCED DIPLOMA OF MANAGEMENT (BSB60407)

### Course Description

The Advanced Diploma of Management course will be conducted in partnership with **Business Training Solutions, a business unit of Central Coast Community College** and **Business Growth Centre** scheduled to commence in May 2011 at Business Growth Centre, 48 Oakdale Road, Gateshead, NSW 2290.

#### Course Description

The Advanced Diploma of Management qualification reflects the role of individuals who have senior or managerial responsibilities. They may oversee the work of others or have specialised roles where they do not supervise others but provide strategic leadership.

This qualification has a particular focus on competencies in the area of strategic and organisational management, but also includes elective competencies from other business domains, which would reflect the particular work context or career plans of each learner. The worker will normally be engaged in a workplace in which they are managing a team of people and are responsible for making decisions, implementing policies and procedures, making strategic decisions and taking ownership and responsibility for their own action.

#### Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Area Manager
- Department Manager
- Regional Manager

(Business Training Solutions is a business unit of CCCC)

## Pre-requisites

Diploma of Management qualification or candidates must be in a management role for at least 3 - 5 years before attempting this qualification in order to apply their skills learnt back into their workplace and demonstrate competencies at Diploma of Management level.

## Pathways

Candidates can enter into this qualification by showing that they have achieved competency in the Diploma of Management or five (5) years experience in a senior management role.

Candidates can gain 110 units of credit at 1000 and 2000 level courses towards the Bachelor of Business at University of Newcastle.

## Employability Skills

Apart from achieving competency in the units of study, candidates must also demonstrate employability skills in communication skills, working with teams, being able to solve problems, have initiative and enterprise, being able to plan and organize and self manage at a senior management level.

## Structure (Mix mode which includes face to face delivery plus self paced)

The Advanced Diploma of Management qualification comprises of 3 core units plus a number of electives of which candidates need to complete 5. To gain the full qualification, candidates will have to complete a total of eight (8) units of competency:

## Units of competency:

### **BSBMGT605B Provide Leadership across the Organisation**

This unit applies to senior managers who have a role in inspiring and motivating others to achieve organisational goals and to model professionalism in their organisation and industry. Leadership is seen in the context of the organisational mission. Business ethics are also addressed in this unit. The unit may relate equally to leadership of a small to medium sized organisation or to a business unit or area in a large organisation.

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### **BSBMGT616A: Develop and implement strategic plans**

This unit describes the performance outcomes, skills and knowledge required to establish the strategic direction of the organisation, and to sustain competitive advantage and enhance competitiveness. It requires analysis and interpretation of relevant markets, capability assessment of the organisation, and its existing and potential competitors and allies. It also covers implementation of the strategic plan.

This unit applies to individuals working in senior roles in the organisation, who have responsibility for ensuring that the organisation is positioned to ensure its long term viability and success. The unit covers the requirements for analysing the organisation's present position, and for developing specific actions and initiatives that will be undertaken by people working in various roles.

### **BSBINN601A: Manage organisational change**

This unit 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, human resources development, or work in a strategic policy or planning area. The unit takes a structured approach to change management and applies to people with considerable work experience and organisational knowledge..

### **BSBMGT608B: Manage innovation and continuous improvement**

This unit applies to people who have managerial responsibilities which include building 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.

Links may be made between continuous improvement and formal quality systems such as International Standardization for Organization (ISO) or quality software. However it is not assumed that formal quality systems or software are in the workplace.

Innovation is seen as an important attitude and set of practices which should be fostered by people working at this level in teams and across the organisation.

### **BSBR501A: Manage risk**

This unit addresses the management of the risk across the organisation or within a business unit or area. It does not assume any given industry setting.

This unit applies to individuals who are working in positions of authority and are approved to implement change across the organisation, business unit, program or project area. They may or may not have responsibility for directly supervising others.

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### **BSBFIM601A: Manage finances**

This unit applies to people who have managerial responsibilities which include overseeing the management of financial and other resources across a business unit, a series of business units or teams, or an organisation.

It covers all areas of broad financial management. In a larger organisation this work would be supported by specialists in financial management.

### **BSBMKG609A: Develop a marketing plan**

This unit 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.

This unit builds on BSBMKG608A Develop organisational marketing objectives, which covers the skills and knowledge required to conduct a strategic analysis to formulate organisational marketing objectives.

### **BSBMGT617A: Develop and implement a business plan**

This unit applies to individuals who are running an organisation or who take a senior role in determining the effective functioning and success of the organisation. As such, they may oversee the work of a number of teams and other managers.

Business plans are critical tools for business growth and development. They will vary depending on the needs of the organisation. This unit covers the typical elements of a business plan and the standard approaches to be used in implementing a business plan.

The business plan should be supported by a strategic plan, and may also be supported by a marketing plan and cash flow forecasts

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