

## COURSE INFORMATION

### BSB61015 – Advanced Diploma of Leadership and Management

#### What is the Australian Qualifications Framework?

The Australian Qualifications Framework (AQF) establishes the quality of Australian qualifications. It is the national policy for regulated qualifications in the Australian education and training system and incorporates the quality assured qualifications from each education and training sector into a single comprehensive national qualifications framework.

AQF levels and the AQF levels criteria are an indication of the relative complexity and/or depth of achievement and the autonomy required to demonstrate that achievement. AQF level 1 has the lowest complexity and AQF level 10 has the highest complexity.

The AQF level summaries are statements of the typical achievement of graduates who have been awarded a qualification at a certain level in the AQF.

- Level 1 – Certificate I
- Level 2 – Certificate II
- Level 3 – Certificate III
- Level 4 – Certificate IV
- Level 5 – Diploma
- **Level 6 – Advanced Diploma, Associate Degree**
- Level 7 – Bachelor Degree
- Level 8 – Bachelor Honours Degree, Graduate Certificate, Graduate Diploma
- Level 9 – Masters Degree
- Level 10 – Doctoral Degree

#### Australian Qualifications Framework Level 6: Advanced Diploma

<b>Summary</b>	Graduates at this level will have broad knowledge and skills for paraprofessional/highly skilled work and/or further learning
<b>Knowledge</b>	Graduates at this level will have broad theoretical and technical knowledge of a specific area or a broad field of work and learning
<b>Skills</b>	Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to: <ul style="list-style-type: none"><li>▪ analyse information to complete a range of activities</li><li>▪ interpret and transmit solutions to unpredictable and sometimes complex problems</li><li>▪ transmit information and skills to others</li></ul>
<b>Application of Knowledge and skills</b>	Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility: <ul style="list-style-type: none"><li>• in contexts that are subject to change within broad parameters to provide specialist advice and functions.</li></ul>

# BSB61015 – Advanced Diploma of Leadership and Management

## Description

This 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.

## Key Skills

Broadly, the Advanced Diploma of Leadership and Management communicates to employers that you have demonstrated the following broad skills: communication, teamwork, problem-solving, initiative and enterprise, planning and organising, self-management, and technology skills.

Further information is contained within each of the units.

## 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

## Pathways Information

### Pathways into the qualification

Candidates may enter the qualification through a number of entry points including:

- BSB51107 Diploma of Management or other relevant qualification/s

OR

- with substantial vocational experience, in management but without a formal qualification.

Examples of indicative job roles for candidates seeking entry based upon their vocational experience include:

- Manager.

This breadth of expertise would equate to the competencies required to undertake this qualification.

### Pathways from the qualification

After achieving this qualification candidates may choose to undertake studies at higher education level.

## Entry Requirements

There are no entry requirements for this qualification.

## Packaging Rules

**Total number of units:** Twelve (12)

**Comprised of:** Three (3) core units and Nine (9) elective units

To be awarded the BSB61015 – Advanced Diploma of Leadership and Management, a total number of twelve (12) units must be satisfactorily completed and relevant to the work outcome, local industry requirements and the qualification level.

The following course sequence has been developed by ASTC in consultation with industry:

**Duration:** 12 Months

**Delivery Modes:** eLearning, Correspondence and Blended

Clusters	Unit Type	Unit Of Competency	Unit Description	Unit Hours	Tuition Fee	EFTSL
Cluster 1	Core	BSBINN601	Lead and manage organisational change	190	\$7000	.24
	Core	BSBMGT605	Provide leadership across the organisation			
	Elective	BSBMGT608	Manage innovation and continuous improvement			
Cluster 2	Core	BSBMGT617	Develop and implement a business plan	190	\$1000	.26
	Elective	BSBMGT616	Develop and implement strategic plans			
	Elective	BSBSUS501	Develop workplace policy and procedures for sustainability			
Cluster 3	Elective	BSBFIM601	Manage finances	190	\$1000	.24
	Elective	BSBR501	Manage risk			
	Elective	BSBWHS605	Develop, implement and maintain WHS management systems			
Cluster 4	Elective	BSBHRM604	Manage employee relations	190	\$1000	.26
	Elective	BSBINM601	Manage knowledge and information			
	Elective	BSBMKG609	Develop a marketing plan			
Total Hours				760	\$10,000	1.0

## Commencement, Completion and Census Dates

The Commencement Date, Census Date and Completion Date for your Advanced Diploma will vary depending upon the dates you enrolled with ASTC.

We aim to start your Commencement Date as close as possible to the date you receive your first Unit of material for your Advanced Diploma.

For an accurate and specific list of these dates please refer to your **Commonwealth Assistance Notice (CAN)** as issued by ASTC administration.

Alternatively, please call ASTC on **(02) 9700 9333** and ask to speak to one of our helpful administration team

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## Units of Competency

Below is detailed each of the individual Units of Competency in this Advanced Diploma qualification.

### BSBINN601 – Lead and manage organisational change

#### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to demonstrate senior leadership behaviour, and personal and professional competence.

#### Application of the Unit

This unit describes skills and knowledge required to determine strategic change requirements and opportunities; and to develop, implement and evaluate change management strategies. 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, 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

#### Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- analyse and interpret information about the organisation's internal and external environment and consult with stakeholders to identify requirements and opportunities for changes that support organisational objectives
- prioritise opportunities for changes with input from managers
- develop a change management project plan for the priority changes incorporating resource requirements, risk management and timelines
- develop strategies to communicate or educate the changes and embed them
- obtain approvals and agree reporting protocols with relevant managers and implement the plan including addressing barriers to change
- review and evaluate the change management project plan and modify as needed to achieve objectives.

## Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- explain the change management process or cycle and strategies for communicating and embedding change
- explain how organisational behaviour and the external environment can impact on change strategies
- describe the components of a change management project plan
- list potential barriers to change and explain possible strategies to address barriers.

## **BSBMGT605 – Provide leadership across the organisation**

### **Unit descriptor**

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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### **Application of the unit**

It applies to individuals 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### **Performance Evidence**

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- clearly communicate the organisation's objectives, values and standards to a range of stakeholders using appropriate media and language
- influence, support and provide resources for individuals and groups to:
  - participate in consultations and decision making processes
  - contribute to innovation and improvements
  - achieve their responsibilities and objectives
- facilitate consultative decision making processes with relevant internal and external stakeholders
- demonstrate ethical conduct and professional competence and continuing professional development
- encourage others to adopt business ethics and build their commitment to the organisation.

### **Knowledge Evidence**

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- explain business ethics and their application to leadership
- outline leadership styles and their application in supporting the organisation's mission, objectives and values
- explain the impact of legislation in providing leadership in the organisation
- explain the organisation's mission, purpose and values
- describe organisation objectives, plans and strategies
- explain organisational change processes.

## BSBMGT608 – Manage innovation and continuous improvement

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to sustain and develop an environment in which continuous improvement, innovation and learning are promoted and rewarded.

### Application of the Unit

This unit applies to people with managerial responsibilities, including for 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 Organization for Standardization (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.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- analyse and evaluate systems and performance in key areas of the organisation and identify opportunities for improvement, seeking advice from experts as appropriate
- promote the value of creativity, innovation and sustainability and recognise successes
- support the testing and trialling of new ideas and undertake risk management and cost-benefit analysis for options
- plan for and implement improvements using organisation's processes for approvals, project management and change management
- facilitate effective contributions to and communications about continuous improvement and innovation
- capture insights, experiences and ideas for improvements and incorporate them into the organisation's knowledge management systems and future planning.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- outline cost-benefit analysis methods
- describe creativity and innovation theories and concepts
- list organisational learning principles
- identify quality management and continuous improvement theories
- describe relevant risk management concepts
- outline relevant sustainability practices.

## **BSBMGT617 – Develop and implement a business plan**

### **Unit Descriptor:**

This unit describes the skills and knowledge required to run a business operation and covers the steps required to develop and implement a business plan.

### **Application of the Unit**

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. As such, they may oversee the work of a number of teams and other managers.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### **Performance Evidence**

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- analyse and research business vision, mission, values, objectives, goals, competitors, financial targets, management arrangements, marketing approaches and strategic, business and operational plans
- write a business plan which includes a description of the business, products and services, financial, physical and human resource requirements, permit and licence requirements, marketing activity, financial indicators, productivity and performance targets for key result areas
- implement a business plan including ensuring skilled labour is available, and that training is provided where appropriate
- monitor and respond to business performance including evaluation of performance against key results indicators including profit and loss, community awareness or branding, environmental impact, governance, quality, sales, triple bottom line and the workforce
- consult, communicate with and report to key stakeholders including business partners, financiers, customers, staff and technical advisers
- provide an analysis of the strengths and weaknesses of a business plan.

### **Knowledge Evidence**

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- outline processes for developing business plans
- describe performance objectives and measures including key performance indicators
- identify key stakeholders.



## BSBMGT616 – Develop and implement strategic plans

### Unit Descriptor

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 implementation of the strategic plan and developing specific actions and initiatives that will be undertaken by people working in various roles.

### Application of the Unit

It 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- consult and communicate effectively with relevant stakeholders to:
  - confirm or revise the organisation's mission, vision and values
  - validate findings of research and analysis
  - get input to and endorsement of strategic plans
  - brief relevant parties about the plan
- analyse organisation's internal and external environment to formulate strategic plans including:
  - background and research relevant to the plan
  - legislation, regulations and codes of practice, including for intellectual property
  - objectives, strategies and priorities
  - roles and responsibilities
  - performance indicators
  - timeframes
  - consideration of co-operative ventures
  - cost-benefit and risk analysis
- seek advice from appropriate experts wherever necessary
- monitor and evaluate the implementation of the plan and make refinements as appropriate
- review effectiveness of planning processes and identify opportunities for improvement.

## Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- outline the legislation, regulations and codes of practice relevant to the organisation's strategic plan.
- give examples of risks and risk management strategies relevant to strategic planning including:
  - intellectual property rights and responsibilities
  - other risks
- outline strategic planning methodologies including political, economic, social and technological (PEST) analysis and strengths, weaknesses, opportunities and threats analysis (SWOT)
- identify internal and external sources of information relevant to the organisation's market, competitors, customer base, vision, values and capabilities
- outline techniques for developing organisational values.

## BSBSUS501 – Develop workplace policy and procedures for sustainability

### Unit Descriptor:

This unit describes the skills and knowledge required to develop and implement a workplace sustainability policy and to modify the policy to suit changed circumstances.

### Application of the Unit

It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- scope and develop organisational policies and procedures that comply with legislative requirements and support the organisation's sustainability goals covering at a minimum:
  - minimising resource use
  - resource efficiency
  - reducing toxic material and hazardous chemical use
  - employing life cycle management approaches
  - continuous improvement
- plan and implement sustainability policy and procedures including:
  - agreed outcomes
  - performance indicators
  - activities to be undertaken
  - assigned responsibilities
  - record keeping, review and improvement processes
- consult and communicate with relevant stakeholders to generate engagement with sustainability policy development, implementation and continuous improvement
- review and improve sustainability policies.

## Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- outline the environmental or sustainability legislation, regulations and codes of practice applicable to the organisation identify internal and external sources of information and explain how they can be used to plan and develop the organisation's sustainability policy
- explain policy development processes and practices
- outline organisational systems and procedures that relate to sustainability
- outline typical barriers to implementing policies and procedures in an organisation and possible strategies to address them.

## BSBFIM601 – Manage finances

### Unit Descriptor:

This unit describes the skills and knowledge required to undertake budgeting, financial forecasting and reporting and to allocate and manage resources to achieve the required outputs for the business unit. It includes contributing to financial bids and estimates, allocating funds, managing budgets and reporting on financial activity.

### Application of the Unit

It applies to individuals 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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Performance evidence is evidence required to satisfy the performance criteria for this unit. The learner must be able to:

- plan for financial management
- read and review profit and loss statements, cash flows and aging summaries
- prepare, implement and revise a budget which aligns with the business plan, is based on research and analysis of previous financial data and cash flow trends, and meets all compliance requirements
- contribute to financial bids and estimates
- establish a budget and allocate funds in accordance with statutory and organisational requirements
- communicate with other people including:
  - reporting on financial activity and making recommendations
  - identifying and prioritising significant issues
  - ensuring managers and supervisors are clear about budgets.
- analyse the effectiveness of existing financial management approaches including reviewing financial management software, managing risks of misappropriation of funds, ensuring systems are in place to record all transactions, maintaining an audit trail and complying with due diligence.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- identify the requirements for financial probity
- describe the principles of accounting and financial systems
- explain Australian, international and local legislation and conventions that are relevant to financial management in the organisation
- outline the requirements of the Australian Tax Office, including Goods and Services Tax, Company Tax, Pay As You Go.

## BSBRK501 – Manage risk

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage risks in a range of contexts across the organisation or for a specific business unit or area.

### Application of the Unit

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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- analyse information from a range of sources to identify the scope and context of the risk management process including:
  - stakeholder analysis
  - political, economic, social, legal, technological and policy context
  - current arrangements
  - objectives and critical success factors for the area included in scope
  - risks that may apply to scope
- consult and communicate with relevant stakeholders to identify and assess risks, determine appropriate risk treatment actions and priorities and explain the risk management processes
- develop and implement an action plan to treat risks
- monitor and evaluate the action plan and risk management process
- maintain documentation.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- outline the purpose and key elements of current risk management standards
- outline the legislative and regulatory context of the organisation in relation to risk management
- outline organisational policies, procedures and processes for risk management.

## **BSBWHS605 – Develop, implement and maintain WHS management systems**

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to develop, implement and maintain a work health and safety management system (WHSMS) or elements thereof.

### **Application of the Unit**

This unit applies to individuals with organisational responsibilities to develop, implement and maintain a WHSMS appropriate to the nature and scale of the organisation and its work health and safety (WHS) risks.

The unit applies to people who apply advanced practical knowledge to coordinate, facilitate and maintain the WHS program in an organisation.

NOTE: The terms Occupational Health and Safety (OHS) and Work Health and Safety (WHS) are equivalent and generally either can be used in the workplace. In jurisdictions where the National Model WHS Legislation has not been implemented RTOs are advised to contextualise the unit of competency by referring to the existing State/Territory OHS legislative requirements.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### **Performance Evidence**

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- support and facilitate the implementation of a work health and safety management system (WHSMS) including:
  - determining form, content, purposes and functions
  - consulting and gaining agreement
- develop work health and safety (WHS) policy and commitment to a WHSMS including:
  - communicating requirements
  - developing and implementing an initial review
  - meeting organisational requirements
  - facilitating and supporting consultation and participation
  - documenting and communicating the policy
- develop a WHS plan including:
  - communicating requirements
  - collaborating with others
  - facilitating and supporting consultation and participation
- implement a WHS plan including:

- communicating requirements
- facilitating and supporting consultation and participation
- collaborating to ensure policies, procedures, processes and systems support WHS plan implementation
- measure and evaluate WHS performance including:
  - communicating requirements
  - facilitating and supporting consultation and participation
  - assessing policies, procedures, systems and processes for ability to support WHS plan implementation
- review and improve the WHSMS including:
  - communicating requirements
  - facilitating and supporting consultation and participation
  - documenting and reporting outcomes and suggested improvements.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- give examples of barriers to WHSMS implementation and strategies to overcome them
- describe the nature of information and data that provide valid and reliable measures of WHS performance and WHSMS, including positive performance indicators
- outline relevant Commonwealth and state or territory WHS Acts, regulations, codes of practice, standards, guidance material and other relevant publications
- outline requirements for recordkeeping that address WHS, privacy and other relevant legislation
- describe the structure and functions of a WHSMS
- summarise WHSMS certification and auditing standards, processes and requirements.



## BSBHRM604 – Manage employee relations

### Unit Descriptor

This unit describes the skills and knowledge to develop and maintain a positive and productive workplace environment. It covers all aspects of employee relations impacting on managers at the strategic level.

### Application of the Unit

It applies to individuals who are non-specialist human resource managers and covers a broad range of employee relations activities.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- consult with relevant stakeholders to develop, implement, monitor and review employee relations strategies and policies including:
  - diversity
  - recruitment
  - induction
  - training and development
  - performance management
- develop an employee relations risk management strategy
- negotiate employment awards, agreements and contracts
- maintain high standards of performance in respect to equal opportunity and the management of diversity
- manage conflict and early intervention in respect to employee grievances and problems.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- identify human resource specialist assistance requirements
- describe the principles of relevant industrial agreements
- determine key result areas of the organisation
- outline organisational plans (strategic, tactical and operational) for human resource planning
- identify and summarise organisational policies relating to balancing family/work relationships
- outline external and internal organisational support services for employees
- explain performance measurement systems utilised within the organisation
- outline relevant legislative and regulatory requirements
- outline staff development strategies
- explain unfair dismissal rules and due process.

## BSBINM601 – Manage knowledge and information

### Unit Descriptor

This unit describes the skills and knowledge required to develop and maintain information processing systems to support decision making; and to optimise the use of knowledge and learning throughout the organisation.

### Application of the Unit

It applies to individuals who are responsible for ensuring that critical knowledge and information are readily available to review the organisation's performance and to ensure its effective functioning. It applies to a wide range of knowledge and information such as business performance data, customer feedback, statistical data and financial data.

No licensing, legislative or certification requirements apply to this unit at the time of Publication

### Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- source and analyse information for business decisions including:
  - identifying business problems and issues and related knowledge and data requirements
  - confirming the clear and relevant objectives for analysis of information
  - applying statistical analysis, sensitivity analysis and other techniques to draw conclusions relevant to decisions
  - ensuring sufficient valid and reliable information or evidence is available to support decisions
  - using formal and informal networks to source information not held in formal systems
  - identifying and accessing sources of reliable information
  - using technology as appropriate
  - consultation with stakeholders and specialists
- contribute information and the outcomes of analysis to decision making
- disseminate information to relevant groups and individuals including:
  - documenting information and updating databases
  - meeting identified needs of recipients
  - adhering to legal and organisational requirements for privacy and security
  - developing and implementing communication plans
- design, test and adjust information systems to meet needs and objectives including:
  - management information systems and decision support systems
  - use of technology for optimum efficiency and quality
  - storage and retrieval of information.

## Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- give examples of existing and emerging technologies and how they can be used in knowledge and information management
- explain statistical analysis and other quantitative methods commonly used in decision making including several of:
  - correlation calculations
  - long-term trend analyses
  - probability assessment
  - regulation analyses
  - short to medium-term trend analyses
  - dynamic programming
  - linear programming
  - queuing theory
  - simulation
  - transportation methodology
- outline the key features of management information systems and decision support systems
- explain how to utilise risk management plans to determine acceptable courses of action.

## BSBMKG609 – Develop a marketing plan

### Unit Descriptor

This unit describes the skills and knowledge required to research, develop and present a marketing plan 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.

### Application of the Unit

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.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Performance Evidence

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- devise, document and present a marketing plan including:
  - evaluation of marketing opportunity options
  - marketing strategies that utilise existing strengths and opportunities and develop resources and expertise as needed to meet objectives
  - marketing tactics that are legal, ethical, achievable and can be reviewed
  - costs, scheduling, responsibilities and accountabilities for tactics
  - strategic use of marketing approaches and marketing mix
  - rationale for objectives and chosen strategies and tactics
- adjust marketing plan in response to feedback from key stakeholders and disseminate for implementation.

### Knowledge Evidence

Knowledge evidence is evidence required to satisfy the knowledge criteria for this unit. The learner must be able to:

- summarise organisational structure, products and services and overall strategic and marketing objectives
- outline common marketing opportunity options including:
  - strategic alliances and cooperative business models
  - new products or services to target specific markets
  - greater market penetration with existing products or services
  - take-overs
  - new businesses and franchising
  - other options relevant to the organisation
- outline common marketing strategies and marketing approaches
- explain processes to ensure marketing strategies, approaches and marketing mix align to organisation's objectives and are legal, ethical and achievable
- outline the legislative and regulatory context of the organisation as relevant to the marketing plan.

## Resources

Training Learners will be supplied with all applicable training resources apart from any personal writing and note-taking materials they may need. eLearning Learners will be provided with all of their materials via soft-copy over the internet. Correspondence (distance) learning Learners will be mailed parcels containing their appropriate Unit workbook, all associated assessment materials and clear guidelines on how to complete their work and return it for assessment.

## Assessment Guidelines

### Introduction

These Assessment Guidelines provide the endorsed framework for assessment of the units of competency in the BSB07 Business

Services Training Package. The Guidelines are designed to ensure that assessment activities are consistent with the Australian Qualifications Framework Standards for Registered Training Organisations and that the assessment processes and outcomes are valid, reliable, flexible and fair. Assessments against the competency standards in this Training Package must be carried out in accordance with these endorsed guidelines.

### Assessment Tools for BSB61015 – Advanced Diploma of Leadership and Management

The assessment tools developed by ASTC for each of the twelve (12) units of competency are as follows:

Clusters	Unit Type	Unit of Competency	Unit Description	AT1 Workbook Activities	AT2 Oral/Written Questions	AT3 Project
Cluster 1	Core	BSBINN601	Lead and manage organisational change	✓	✓	✓
	Core	BSBMGT605	Provide leadership across the organisation	✓	✓	✓
	Elective	BSBMGT608	Manage innovation and continuous improvement	✓	✓	✓
Cluster 2	Core	BSBMGT617	Develop and implement a business plan	✓	✓	✓
	Elective	BSBMGT616	Develop and implement strategic plans	✓	✓	✓
	Elective	BSBSUS501	Develop workplace policy and procedures for sustainability	✓	✓	✓
Cluster 3	Elective	BSBFIM601	Manage finances	✓	✓	✓
	Elective	BSBRISK501	Manage risk	✓	✓	✓
	Elective	BSBWHS605	Develop, implement and maintain WHS management systems	✓	✓	✓
Cluster 4	Elective	BSBHRM604	Manage employee relations	✓	✓	✓
	Elective	BSBINM601	Manage knowledge and information	✓	✓	✓
	Elective	BSBMKG609	Develop a marketing plan	✓	✓	✓
Total Hours				760	\$10,000	1.0

Assessment Tool:	Type of assessment:	What is assessed:
Activities	<b>Formative assessment AT1</b>	The <b>underpinning knowledge</b> required to undertake the tasks, as outlined in the elements and performance criteria.  Formative assessments will be completed progressively as participants work through their training.  Trainer / assessors will determine how and when these activities should be completed.
Questions	<b>Summative assessment AT2</b>	<b>Required knowledge</b> – evidence collected in response to the theory questions will support participants' competence with regard to the required knowledge.
Projects	<b>Summative assessment AT3 PROJECT</b>	<b>Required knowledge, critical aspects for assessment</b> and, in some cases, <b>required skills</b> – projects will be theoretical or practical.  Evidence collected in response to the project questions and activities will support the judgement of competence.

Resources required to undertake this assessment
<p>Learners must have access to these resources:</p> <ul style="list-style-type: none"> <li>▪ Copies of the activities, questions, projects nominated by the trainer / assessor ( Learner Guide and Learner Workbook and Assessments)</li> <li>▪ Relevant organisational policies, protocols and procedural documents to draw from</li> <li>▪ An appropriate workplace, simulated workplace or prior experience in the workplace</li> <li>▪ Resources normally used in the workplace</li> </ul>
Assessment instructions
<p>Learners should respond to the AT1 and AT2 assessments either verbally or in writing, as agreed with the facilitator/assessor. All written responses should be recorded in the spaces provided (if more space is required attach additional pages) or alternatively submitted in a word document. If learners answer verbally, the facilitator/assessor is to record their answers in detail.</p> <p>Learners should also undertake observable tasks that provide evidence of performance AT3 &amp; AT4. If workplace observation is to take place under the AT3 then the Assessor must provide instruction to learners on what is expected during observation, and arrange a suitable time and location for demonstration of these skills.</p> <p>Learners must fully understand what they are required to do to for assessment, including being advised of the assessment criteria for each of the agreed assessment tasks to be completed then sign the declaration. A learner <b>is not to sign the declaration unless they have a clear understanding of what is expected from them.</b></p>

## Legislative Information

There is no direct link between the “BSB61015 – Advanced Diploma of Leadership and Management, and licensing, legislative and/or regulatory requirements.”

### The legislation that particularly effects participation in Vocational Education and Training includes:

Commonwealth Legislation:

- Human Rights and Equal Opportunity Commission Act 1986
- Disability Standards for Education 2005
- Disability Discrimination Act 1992
- Racial Hatred Act 1995
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Privacy Act And National Privacy Principles (2001)
- Skilling Australia's Workforce Bill 2005
- Skilling Australia's Workforce (Repeal and Transitional ProVisions) Bill 2005.
- [National Vocational Education and Training Regulator Act 2011](#)

State Based Legislation

- Education and Training Reform Act 2006
- Workers' Compensation Act
- Copyright Act, 1879. 42 Vic No 20 (Reprinted March 1979. And updated August cover sheet only modified 2002)
- Child Wellbeing and Safety Act 2005
- [Working with Children Act 2005](#)
- Australian National Training Authority Act 1992

### General

Commonwealth Legislation

- Competition and Consumer Act 2010
- [Copyright Act 1968](#)
- [Privacy Act 1988](#)
- [Sex Discrimination Act 1984](#)
- Fair Work Act 2009
- Fair Work (Registered Organisations) Act 2009
- Privacy and confidentiality legislation
- Freedom of information legislation

State Legislation:

- Work Health and Safety Act 2011
- Contracts Review Act
- Accident Compensation Amendment Bill 2009
- Transport Accident and Accident Compensation Legislation Amendment Act 2010
- [Equal Opportunity Act 2010](#)
- The Long Service Leave Act 1992

Litigation and Legal Matters

Legislation

- [Crimes Act 1900](#)
- [Civil Liability Act 2002](#)
  - [Evidence Act 1995](#)

**ACKNOWLEDGEMENT DECLARATION**

***(Please Sign and Return this page to Australian Salesmasters Training Co)***

I acknowledge that I, \_\_\_\_\_ have read and fully understand the contents of this Learner Handbook, which outlines the conditions of my rights and responsibilities as a Learner of Australian Salesmasters Training Co Pty Ltd.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Witness

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Date

Please send to any of the following:  
Email: [admin@thesalesmasters.com.au](mailto:admin@thesalesmasters.com.au)  
Post: Attn to Administrative Team  
Australian Salesmasters Training Co.  
PO Box 638, Rosebery NSW 1445  
Fax: 02 9700 8988 Attn to Administrative Team  
  
What type of funding:  
VET FEE-HELP  Smart and Skilled  Fee Paying