



**THE EAGLE  
ACADEMY**  
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CRICOS NO 02480G, RTO No 30895

# ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT

COURSE CODE: BSB61015

CRICOS COURSE CODE: 089553J



NATIONALLY  
RECOGNISED  
TRAINING



Proud to be a Queensland Government  
subsidised training provider



Advanced Diploma of Leadership and Management is for those wishing to 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 judgment 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 synthesise 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.

# COURSE INFORMATION

## Campus:

Brisbane and Gold Coast

## Duration:

18 months  
60 weeks tuition +  
20 weeks holiday)

## Mode of Study:

- Blended: Face to face and distance education.
- International students are expected to study 20 hours per week (13.5 hours on campus and 6.5 hours distance education).

## Start Date:

Any Monday of the academic calendar

## Course Fee:

- Please contact us for information on our prices and payment options.
- See our website for current specials.

## Pre-requisites

- English to an "upper intermediate" level
- Completed a Diploma or Advanced Diploma from the BSB Training Package (current or superseded equivalent versions) OR Two years equivalent full-time relevant workplace experience in an operational or leadership role in an enterprise.
- Students can apply for Recognition of Prior Learning, or Direct Credit if eligible.

For more information contact:  
info@eagleacademy.com.au  
or visit:  
www.eagleacademy.com.au

## Units:

**Students must study all 12 units to gain the Qualification**

BSBMGT615 Contribute to Organisation development  
BSBMKG609 Develop a marketing plan  
BSBADV602 Develop an Advertising Campaign  
BSBMGT617 Develop and implement a business plan  
BSBMGT616 Develop and implement strategic plans  
BSBMKG608 Develop Organisational Marketing Objectives  
BSBSUS501 Develop workplace policy and procedures for sustainability  
BSBINN601 Lead and Manage Organisational Change  
BSBFIM601 Manage Finances  
BSBHRM602 Manage human resources strategic planning  
BSBINM601 Manage Knowledge and Information  
BSBMGT605 Provide Leadership across the organisation

### Alternative Electives (Marketing)

BSBADV605 Evaluate campaign effectiveness  
BSBADV604 Execute an advertising campaign  
BSBADV603 Manage advertising production  
BSBMKG603 Manage the marketing process



## Inclusions:

We offer a range of times to attend sessions including tuition, where you will be supervised and assisted to work through your course at a pace that suits you.

Student Computers are available on a first in first served basis.

## Assessment Methods:

This course is assessed using a combination of written assessments and practical skills observations.

## University Credits:

This is dependent on university policies. For example, you may be awarded up to an equivalent of 1 years' credit toward a Bachelor of Business.

## International Students

Education agents can act on our behalf to recruit students.

This course has no attendance monitoring requirements. Progress is monitored for visa compliance purposes. Contact us for more information.