



# Diploma of Leadership & Management

COURSE CODE • **BSB51918**

CRICOS COURSE CODE • **098893C**

## COURSE DESCRIPTION

This course will give you the skills to develop initiative and judgment in planning, organizing, implementing, and monitoring your own workload and the workload of others. It also develops communication skills to support individuals and teams to meet organizational or enterprise requirements and strategies. You will learn how to plan, design, apply, and evaluate solutions to unpredictable problems and to identify, analyze, and synthesis information from a variety of sources.

## WHAT WILL I LEARN?

### FIND YOUR SPARK

BSBLDR511 • Develop and use emotional intelligence  
BSBMKG507 • Interpret market trends and developments

### MARKETING 101

BSBMKG502 • Establish and adjust the marketing mix  
BSBMKG523 • Design and develop an integrated marketing communication plan

### OPERATIONAL CONTROL

BSBWOR502 • Lead and manage team effectiveness  
BSBMGT517 • Manage operational plan  
BSBWOR501 • Manage personal work priorities and professional development  
BSBPMG522 • Undertake project work

### DIGITAL LEADERSHIP

BSBINN502 • Build and sustain an innovative work environment  
BSBMGT519 • Incorporate digital solutions into plans and practices  
BSBLDR504 • Implement diversity in the workplace  
BSBLDR502 • Lead and manage effective workplace relationships



# The most dangerous leadership myth is that leaders are born

WARREN G. BENNIS

## 01. **CAMPUS**

- Sydney Startup Hub

## 02. **DURATION**

52 weeks (including term breaks)  
4 terms (10 weeks per term)  
1200 hours

## 03. **EMPLOYMENT OPPORTUNITIES**

- Frontline Manager
- Middle Manager
- Supervisor
- Business Operator

## 04. **ENTRY REQUIREMENTS**

- Successful completion of Australian Year 10 or equivalent
- Must be at least 18 years of age at course commencement
- International learners must demonstrate they hold an IELTS 5.5 with no skills band less than 5 or equivalent



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### **Sydney Startup Hub**

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Sydney NSW Australia 2000



### **Melbourne CBD**

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Information provided is current as at the date listed below, and may be subject to change. Date: 03.10.2019

LANEWAY EDUCATION RTO: 41504 | CRICOS PROVIDER: 035976