



The College for
Adult Learning

Your Career in Business

COMPLETE CAREER, SALARY
& COURSE GUIDE



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Business

INTRODUCTION

As of June 2020, there were 2,422,404 actively trading Australian businesses, an increase of about 50,000 on the year before.^[1]

Businesses that survive do so by innovating and adapting to understand the markets in which they operate.

In most cases, this is a reflection of good leadership. Leadership sets the benchmark and foundation for success, from promoting professional development among staff to managing budgets and risk. No matter the size of the business, a lack of effective leadership is a likely path to failure. The key as leaders is to gain a solid understanding of leadership and then implement its lessons.

^[1] <https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release>

Business Insights

AUSTRALIAN INDUSTRY SNAPSHOT:

As we navigate the so-called Fourth Industrial Revolution, where the physical and digital worlds merge, strong leadership is even more critical for certain industries^[2].

In Australia, three of these are:



MANUFACTURING

Repetitive, labour-intensive and inefficient processes remain a hallmark of many manufacturing businesses. Artificial intelligence and automated tasks are here to stay, and good leaders need to adapt, understand, explain and implement this seismic shift.

LOGISTICS/SUPPLY CHAINS

In a world that has largely moved online, the old ways of managing supply chains are superseded by data-driven decisions to improve efficiencies. From controlling inventory to predicting traffic patterns, the new way requires good leadership to implement (and explain) the opportunities that emerge from change.

CONSTRUCTION

Old machinery, outdated business models and an over-reliance on labour are catching up with many construction companies. The emergence of 3D printing and efficient prefabrication, for example, is helping address these issues. It still requires smart leadership and diplomacy to bring your team along on the journey.

^[2] <https://www.innovativeleadershipinstitute.com/4-industries-that-need-strong-leaders-to-guide-them-through-the-4th-industrial-revolution/>

Jobs in demand

01

NOT-FOR-PROFITS

Often subject to strict compliance benchmarks and competitive fundraising, NFPs require good leaders to ensure the success of both.

02

GOVERNMENT AGENCIES

These require leaders who understand the balance needed between bureaucratic guidelines and the value of new ideas.

03

HUMAN RESOURCES

Leaders with sound qualifications and soft skills are in high demand to create solutions in personnel, training and succession.

04

INFORMATION TECHNOLOGY

In a field where detail-oriented tasks and attention to detail is required, there is a real need for leaders with vision to drive team morale and give strategic context to the decision-making process.

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Industry growth and opportunities

While every business needs good leaders, there are sectors where a combination of growth and change requires the value leadership brings. The following areas are creating leadership opportunities.^[3]

HEALTH CARE AND AGED CARE



The combination of an ageing population and rapid technological advances at a time of growing demands on the Care sector requires leadership to stay the course with a commitment to strategic planning, agile organisations and effective mentoring.

WASTE DISPOSAL



Renewed commitment to recycling and a focus on pollution minimisation offers considerable opportunities in this sector. The waste management sector needs leaders who can identify opportunities, galvanise the workforce and provide a definitive path for internal stakeholders.

CONSTRUCTION



This industry has so far survived the worst of the economic challenges posed by COVID-19. However, the next growth phase will require leaders who can embrace new technology, identify efficiencies and pass on the benefits to staff and contractors.

TRAVEL AND HOSPITALITY



In stark contrast to construction, this sector suffered as a result of the pandemic. It will recover with the assistance of decisive leadership, not just to navigate the challenges of a post-pandemic world but to redesign and adapt to new ways of doing business.

^[3] <https://www.execunet.com/top-industries-executive-job-seekers/>

Career Progression

Contrary to what is commonly believed, business leaders are created, not born. There's a reason why stories about the mailroom employee or equivalent rising to lead a company are not uncommon. Those workers gain a grassroots understanding of a business and how it runs. With training, these workers rise to the top because they learn, over time, about what it takes to be a great leader. These skills are of value to any business, no matter the size.

Typically, sound development planning results in leadership progression. A landmark study of Australian leadership by the University of Melbourne^[4] found workplaces performed better, and innovation improved when there is an investment in leadership development initiatives.

Often this may involve a mentor who identifies employees for leadership training, followed by a formal schedule that offers specific roles to those who show leadership potential.

Once a candidate completes a personality profile and identifies what areas they'd like to improve, they are matched to a suitable mentor within the business (or externally, if that's a better option).

A breadth of experience and relevant formal qualifications are highly valued in leaders. Undertaking education to improve leadership skills is an effective way to complement the 'hands-on' mentoring process.

[4] <https://fbe.unimelb.edu.au/cwl/sal#key-findings>

Business Management

IN NUMBERS



\$135,000

MOST COMMON GENERAL
MANAGER SALARY

PER ANNUM

TALENT.COM



47,100

Australians employed as General
Managers

JOB OUTLOOK



46 YEARS

Average age of a General Manager

JOB OUTLOOK

What does a General Manager do?

The key to almost every role a leader undertakes in a business is communication. From overseeing daily business operations to promoting purpose and values, a General Manager's job is to understand and encourage all employees. They recruit and mentor, translate and implement policies and procedures, evaluate performance, devise plans for improvement, manage budgets, and allocate resources. In short, they lead and guide others to align with business goals.

LEADERSHIP PROGRESSION CHART

- 01** The traditional path to leadership might first present itself as an assistant manager role which progresses to a managerial position.
- 02** With time comes the opportunity for exposure to more responsibilities and a selection of leadership roles.
- 03** Given responsibility for managing more staff and achieving key performance benchmarks until the candidate has the depth of experience to both lead a bigger team and influence the strategic direction of the business.

What Leaders Earn

Office Manager

\$59,000

per annum.

PAYSCALE

Business Development
Manager

\$79,000

per annum.

PAYSCALE

General Manager

\$113,000

per annum.

PAYSCALE

Taking the Next Step



Moving from a 2IC or management support role to a leadership role requires showcasing your skills, in other words, proving to the right decision-makers that you're up to the job.

Painting a picture of your transferable skills is a great start. You might have one or one hundred direct reports as a General Manager, but taking the next step is about articulating your transferable skills such as coaching and mentorship. Bring the team you currently lead into the conversation. Ask their thoughts about what your leadership strengths and weaknesses might be. Opening that discussion might also help identify strengths that you may not even be aware of yet.

Try these tips to show you are ready for a leadership role:

- Ask for a performance review and arrive prepared with examples of how you've positively influenced others
- Find opportunities outside the workplace to demonstrate your leadership capabilities, such as volunteer positions
- Offer to lead an in-house committee or initiative
- Reach out to other leaders within the business for advice

“

Leadership and learning are
indispensable to each other.

”

John F. Kennedy



Great Leadership Skills for Anywhere, Anytime

The cornerstone of a great leader is the ability to communicate.

- A great leader can explain the bigger picture. Good communication is about achieving successful outcomes relating to negotiation, building morale, explaining processes and procedures, and maintaining relationships.
- A great leader listens. They're not distracted by personalities and can identify points of conflict before they arise. They understand body language, and how messages are communicated can be more important than the words themselves.
- Great leaders can say 'no'. They can navigate a path through sometimes competing interests within a business to deliver the best result for all. They don't get defensive when challenged and know how to delegate.
- Great leaders never stop learning. As the adage goes, you can never learn less. They have a thirst for self-improvement, are generous in sharing knowledge and instil similar values in others.



In short, great leaders know the path they want to create, and they bring others along on the journey in a fashion that might not always be popular but always earns respect. Leadership begins with the decision to lead.

Diploma of Business (Leadership)

BSB50120

CAL's Diploma of Business (Leadership) will give you key leadership skills and strengthen your ability to communicate effectively with internal and external stakeholders, preparing you to support your organisation's people to the best of your ability. You'll develop critical skills in managing business resources and operational plans, as well as managing budgets and financial plans to understand and improve your business's financial position.

DESIGNED FOR

This qualification is for professionals working in a vast range of industries in administrative or office roles looking to progress their career into business management.

The Diploma of Business (Leadership) (BSB50120) is perfect for those looking to develop operational and strategic skills in business management.

LEARNING OUTCOMES

- Manage business operational plans
- Develop and manage workplace policies on sustainability
- Manage people performance
- Manage budgets and financial plans

Only 1 additional unit to upgrade to the Double Diploma

Combine with:

+ Diploma of Leadership & Management (BSB50420)

Perfect those wanting to move into strategic management positions.

MID-LEVEL QUALIFICATION

UNITS



A total of 12 units to achieve your Diploma

DURATION



Generous 24-month self-paced enrolment period

Part-time: approx 14-16 months

Full-time: approx 12 months

CAREER OPPORTUNITIES



- Office Manager
- General Manager
- Business Development Manager
- Business Manager

INDUSTRIES



- Finance
- Health
- Small Business
- + Many more

UPGRADE OPTIONS



Combine this diploma with:

- Diploma of Leadership & Management (BSB50420)

FAQs

RECOGNITION

Where is this qualification recognised?

The College for Adult Learning is a Registered Training Organisation TOID 22228 and all of our Certificate IV and Diploma qualifications adhere to the Australian Qualification Framework (AQF). They are Nationally Recognised and internationally respected qualifications, issued on behalf of the Australian Government.

REQUIREMENTS

Are there any prerequisites for the course?

Our students are required to be 18 years or older at the time of registration and demonstrate the required level of competency in English language, literacy and numeracy skills. If English isn't your first language, you may be asked to sit an LLN test to ensure you are suitable to undertake the course.

What IT requirements do I need to complete the course?

You will need regular access to a laptop, desktop computer or another device with an adequate and reliable internet connection, at least the equivalent of Microsoft Office or Office for Mac, with word-processing capabilities and spreadsheets and a PDF reader installed, full permissions to install and access third-party software as required. You will also need regular access to a laptop, desktop computer or device with an adequate camera to undertake video calls for assessments as required.

SUPPORT

What support is provided?

All support is provided by CAL, you can book in coaching calls when you need them as well as send through support requests to be answered by our Learning Coaches and Student Success Advisors. You can even get quick answers from our Live Chat with Student Support.

I work full time, can I access my coach after hours?

Our coaches work late on selected nights of every week, so we are happy to book in after-hours calls. We have students across all timezones, so our Learning Coaches are conscious of accounting for time differences.

COURSE STRUCTURE

How is the course delivered?

The course is 100% online and self-paced, so you can study on your own terms. Make your way through the units with clear tutorials, supporting content downloads, as well as regular checkpoints to test and strengthen your learning along the way. You'll complete a combination of quizzes, written activities, and practical assessment tasks to demonstrate your skills.

What are the assessments?

There are no exams for the course. All assessments involve practical and job-ready applications based on your workplace or the case studies we provide. There are different assessment elements, including interactive simulation and role play activities. These activities are conducted with a Learning Coach and may need to be completed with others (e.g. coworkers, friends or family) in real-time through Zoom or in a pre-recorded video. Video assessments allow us to assess your interpersonal skills needed for management roles. This is an innovative method to engage with your learning by acting out crucial situations you would encounter in the workplace, in a safe environment with an industry expert. You'll be able to hone your new skills in real-time with your Learning Coach and get valuable feedback so you can confidently demonstrate your learning in the workplace.

How long does the course take?

Our courses are completely self-paced, meaning you can study around your lifestyle. No strict deadlines, no inflexible classes to work around, no pressure to work to someone else's schedule.

Depending on the time you commit and your learning style, studying part-time you could see you complete the course in approximately 15 months. You'll have the freedom to study when it suits you with our generous 24-month enrolment period.

When can I start?

We have no restrictive intake periods, so you can start as soon as we've processed your course registration and official enrolment form. This is typically done in as little as two business days. We also have options to start your payment plan while delaying your course commencement date until you're ready to begin studying within three months.

Why CAL?

UNIQUE AND FLEXIBLE LEARNING

“ We’re committed to **igniting real change** by inspiring one student at a time and giving them the power to shape their world. ”

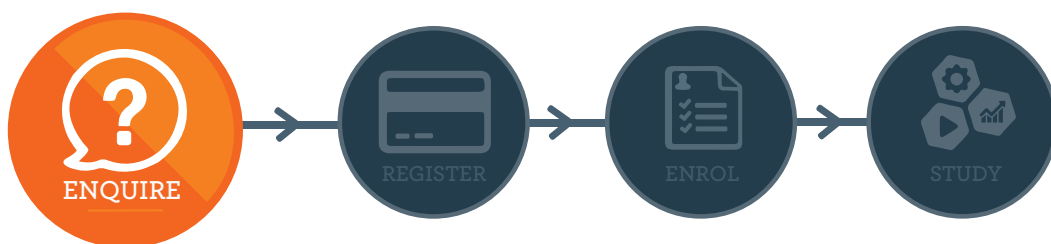
CAL was formed as a Registered Training Organisation (RTO) in 2009 by Helen Sabell and Rob Golding. They wanted to change the way we deliver adult education through dedication to outcomes-focused, practical training solutions with unparalleled support and flexibility.

They built the foundation for an RTO that is committed to making a difference and inspiring transformation through learning.

At CAL, we live by this in everything we do, from our unique flexible delivery to our bespoke content written in partnership with industry leaders, through to our hands-on and personalised approach to support.



In just four easy steps you'll be on your way to taking your career to new heights.



Now that you've enquired, the next step is to apply to enrol. You'll be put in contact with your own Professional Learning Consultant who will guide you through the registration and enrolment process and get you started in your exciting new course with CAL.

Take the first step in advancing your career and apply to enrol today.

Apply now, start tomorrow