



11325NAT

# Graduate Certificate in Applied Business



# 11325NAT Graduate Certificate in Applied Business

🕒 6-12 months 📍 Live Online

4 units, comprising two core units, plus two elective units

This flexible course is designed for professionals to develop their leadership capabilities and prepares them for more senior roles as they progress through their careers. The focus of the course is to empower participants to investigate and analyse complex situations, innovate, problem solve, manage projects, communicate effectively at the highest levels and lead change management.

Completed through a series of four day workshops and workplace-based projects, the course aims to support professionals in their learning and minimise the impact on their work schedules. This qualification is delivered and assessed flexibly to offer the most value for working professionals.

Participants also have the opportunity to learn through an accelerated pathway program which takes into consideration their time and work commitments.



## Why graduate leadership skills are critical

The upcoming leadership team of any organisation is critical to its succession planning and ability to innovate. This qualification is for managers who will be mentored for future C-suite roles.

This course gives participants the skills to investigate and analyse complex situations, innovate, problem solve, manage projects, communicate effectively at the highest levels, and lead change management.

Participants in the 11325NAT Graduate Certificate in Applied Business are able to substantially step-up their performance and abilities and move their career to more senior positions.

This qualification is also a bridge to their eligibility to apply for MBA-level programs and formalise their experience to date with an accredited qualification.

This qualification develops the skills to:

- investigate, critically analyse, and review complex situations, distilling this knowledge into a plan of action
- communicate and negotiate at the highest levels, becoming an influencer across stakeholders and teams

- manage complex situations with a high level of innovation and problem solving
- manage projects of importance to their successful conclusions and in alignment with business objectives
- promote innovation, lead change management, and create a culture of continuous improvement.

## Course inclusions

- access to industry experts who facilitate the workshops
- program materials and manuals used in the workshops, which double as a take-home resource
- templates, tools, and many other resources are provided
- assessment and study support.

## Who should attend?

This graduate qualification is suitable for:

- management professionals seeking to develop their business capabilities and move their career along the C-Suite fast-track
- those with an undergraduate degree and relevant management experience
- those without an undergraduate degree, who have at least a Diploma level qualification plus five years of relevant experience at a management level

- professionals seeking to enter an MBA program who need to increase their experience and qualifications first.

## Stand out

Great managers and leaders can find the balance between performance, innovation, communication, strategy, and people management with the ability to plan strategically.

This qualification:

- includes relevant, real-world content with global context
- has a practical focus with projects you can integrate into your existing role or organisation
- gives you skills and tools you can use immediately
- encourages you to think differently and elevate your business skills and credibility to another level
- fully aligns to future trends in leadership capabilities
- gets you on the pathway to Master-level study.

## Fees

Tuition fees are based on \$3,740 per unit of study. The total fee for the 11325NAT Graduate Certificate in Applied Business is \$ 14,960. Fees are reviewed each year and are subject to change.

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## The Swinburne Edge difference

Swinburne Edge's accelerated qualifications are designed for working professionals to maximise the learning outcomes and minimise time spent out of the office or away from home.

**92%**

**of participants were satisfied with their Swinburne Edge facilitator.\***

\* n = 225 (2017-2024), course-specific statistic.

**90%**

**of participants were satisfied with Swinburne Edge's course content.\***

\* n = 225 (2017-2024), course-specific statistic.



## Benefits for individuals

- This qualification has the ability to pathway to an MBA. Select units will receive credit towards the Swinburne MBA. Contact us for more details
- You can enrol at any time, choose your workshop days, and get qualified faster with an accelerated course structure
- Our Continuing Professional Education Advisors and facilitators are on hand to provide advice and answer your questions
- Participants learn alongside professional peers and enjoy a unique shared experience that fosters new ideas, reflection, diversity, and innovation
- Facilitators each have extensive experience across a range of leadership roles and can impart real life case studies and relevant industry know-how
- Our facilitators are dynamic and engaging professionals with a true passion for teaching, handpicked by us.

## Benefits for organisations

- A strong upcoming leadership team within your organisation ensures you've got the necessary skills to retain a competitive edge in the years to come
- We work directly with a range of organisations to qualify their senior managers and C-Suite fast-track, and ensure they can maximise the expertise of their teams
- Our team of expert Consultants work hand-in-hand with clients just like you to roll out the 11325NAT Graduate Certificate in Applied Business in a way that suits you and your team, including customisation for your own projects and industry
- Clients are allocated a Swinburne Edge Project Manager of their own, ensuring participants are supported, outcomes are reported, and training is delivered.

"My thinking has developed and I can see things from others' perspectives more clearly and communicate more persuasively. I now think strategically – something I was unable to do prior to undertaking my studies with Swinburne."

**Maree**

Participant, Graduate Certificate in Applied Business



# 11325NAT Graduate Certificate in Applied Business

The **Graduate Certificate in Applied Business** is delivered as individual units. Each unit includes 4 workshop days.

UNIT CODE		UNIT TITLE	DURATION
BSBLDR811	Lead strategic transformation	Core units	4 Days
AMPMGT801	Manage financial performance		4 Days
BSBSTR801	Lead innovative thinking and practice	Elective units	4 Days
BSBLDR601	Lead and manage organisational change		4 Days
BSBSTR802	Lead strategic planning processes for an organisation		4 Days



NATIONALLY RECOGNISED  
TRAINING

**Schedule details:** Workshop times may vary but are usually 9:00am to 5:00pm; details will be confirmed upon enrolment.

For full unit descriptions, visit <https://training.gov.au> and type the unit code into the search function.



# 11325NAT Graduate Certificate in Applied Business

## Unit overview

### Lead Strategic Transformation

*Duration:* 4 days  
*Location:* Online, delivered live

*Units:*  
BSBLDR811 Lead strategic transformation

The aim of the Lead Strategic Transformation unit is to prepare students to become professional organisational leaders who will accept leadership responsibility and make significant contributions toward the sustained success of their organisations.

The unit is both philosophical and practical in nature. Students are invited to reflect deeply on their own leadership formation and engage critically with the academic leadership literature to inform their ongoing leadership development and leadership practice.

#### Learning objectives

Participants will be able to:

- define the difference between professional leadership and amateur leadership, and lead as a professional leader
- confidently address the complex dimensions of leadership including Character, Competence, Context, Choice, and Critical Reflection
- knowledgeably analyse and navigate complex organisational environments
- confidently engage and coach others in collaborative leadership practices.

### Lead and Manage Organisational Change

*Duration:* 4 days  
*Location:* Online, delivered live

*Units:*  
BSBLDR601 Lead and manage organisational change

Today, teams and organisations face rapid change like never before. Globalisation has increased the markets and opportunities for more growth and revenue. The global pandemic has resulted in the world witnessing huge upheaval and change across all sectors.

We all live in a time when organisations face a need for change as a result of what is better described as a raging torrent than a flow. Accepting change as the new norm is not enough. Along with acceptance must come the determination to ensure that employees are able to adapt continually so businesses can meet these changes.

The aim of this programme is to develop Management and Leadership skills to help individuals, teams and organisations succeed in managing change.

#### Learning objectives

Participants will be able to:

- define change
- evaluate and apply change models and theories to change processes
- identify drivers of change
- analyse and manage key stakeholders
- identify and develop strategies to deal with resistance to change
- develop a change plan.

### Manage Financial Performance

*Duration:* 4 days  
*Location:* Online, delivered live

*Units:*  
AMPMGT801 Manage financial performance

Leaders in business often need to forecast future financial resource needs, analyse the current asset performance, and set business and financial targets.

As a senior manager, you'll be called upon to manage compliance factors and financial risk, as well as plan, budget, report, forecast, and more.

You'll learn how to source financial data, liaise, and negotiate with stakeholders, create financial management systems, manage costs, and be able to change track when unforeseen events occur.

#### Learning objectives

Participants will be able to:

- prepare a financial resource plan or budget
- monitor and manage financial resources over a full planning cycle
- effectively communicate financial reports and operational execution
- apply adjustments to changing circumstances and respond to unusual situations
- apply relevant legislation.

# 11325NAT Graduate Certificate in Applied Business and Management

## Unit overview

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### Lead Innovative Thinking and Practice

*Duration:* 4 days

*Location:* Online, delivered live

*Units:*

BSBSTR801 Lead innovative thinking and practice

Innovation is the key to organisational success. Leaders must be able to initiate, cultivate, and lead innovation. As every organisation has a different approach to innovation depending on its core business, purpose, size, complexity, and broader operating context, leaders need to constantly reinvent innovation.

The aim of this unit is to provide individuals who initiate and lead innovation in any industry or community context with the skills and knowledge required to generate, lead and sustain innovative organisational thinking and practice.

#### Learning objectives

Participants will be able to:

- identify and analyse the impact of trends, drivers and enablers on innovative thinking and practice
- understand and apply a range of techniques required to generate ideas and promote creative thinking
- flex their personal leadership style to adapt to changes impacting innovative thinking and practice in their organisational environment
- understand, introduce, and apply strategies required to foster a workplace culture that encourages innovation whilst effectively managing risk
- develop, implement, and monitor processes and systems required to establish innovation as an integral and sustainable part of organisational activity.

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### Lead Strategic Planning Processes for an Organisation

*Duration:* 4 days

*Location:* Online, delivered live

*Units:*

BSBSTR802 Lead strategic planning processes for an organisation

The course aims at consolidating leaders knowledge of business strategy design and providing a well-rounded understanding of the alignment of strategic and operational planning processes

Strategic planning is discussed as a value creation process where a traditional planning process is enriched with innovative approaches. Participants engage in practical activities and interactive discussions of current business challenges.




#### Learning objectives

Participants will be able to:

- set a strategic direction for the organisation aligned with the organisational capabilities
- conduct context analysis with the purpose of making sustainable strategic decisions
- determine parameters and develop strategic planning process
- apply innovative strategic planning approaches and tools to identify new opportunities
- develop a strategy map
- Identify gaps for improvement in direction of strategic plan
- determine success indicators to facilitate implementation of strategic plan
- facilitate strategic conversations and present recommendations to key stakeholders
- monitor progress in the implementation of the long-term strategic plan.



## Contact us

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