

Business and Events: Choosing the Non Degree Route

Career Practitioner Seminar

14/02/2020





Diploma of Event Management

Presented by Eddie Cheung



Diploma of Event Management

- 12 months Full Time
- 2-3 days a week
- Practical 'hands-on' course
- Student outcome: job ready
- Some of the units offered in this course:
 - Choosing venues and sites
 - Risk management
 - Customer service
 - Bump in/out
 - Finance
 - Leadership and management
 - Project management
 - Feasibility



What do we do?



What do we do?



Job outcome



GEORGE P. JOHNSON
experience marketing
A PROJECT WORLDWIDE AGENCY



**MORNINGTON
PENINSULA**
Shire



**CITY OF
MELBOURNE**



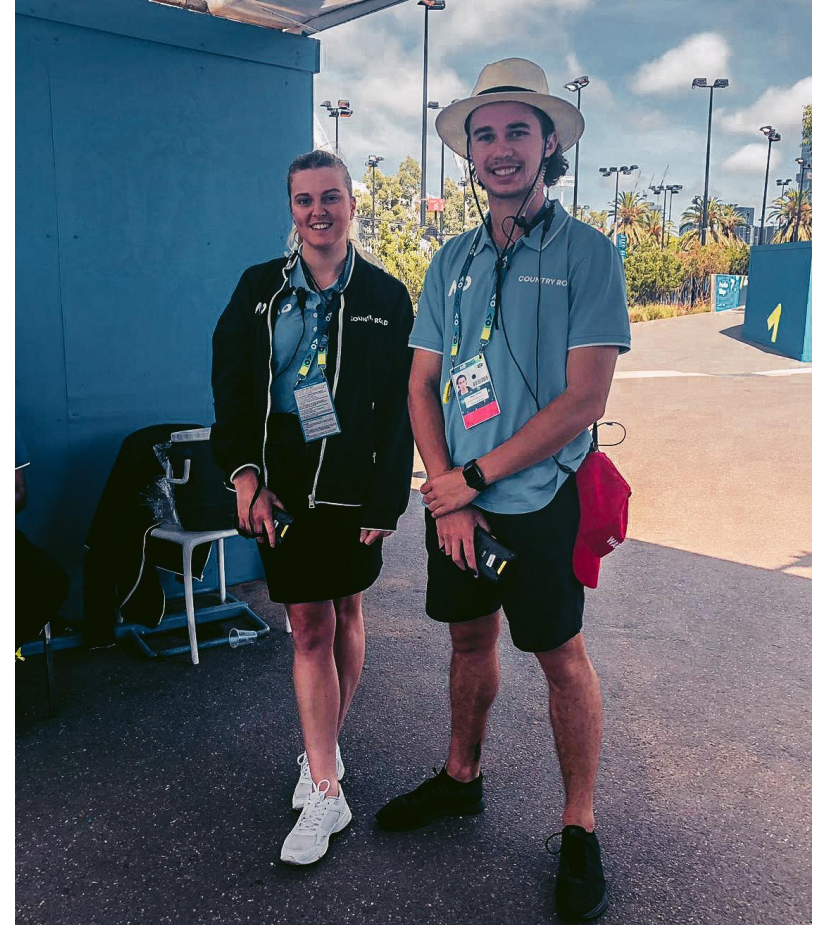
Michael McGuire

2019-20 Diploma of Event Management



Michael McGuire

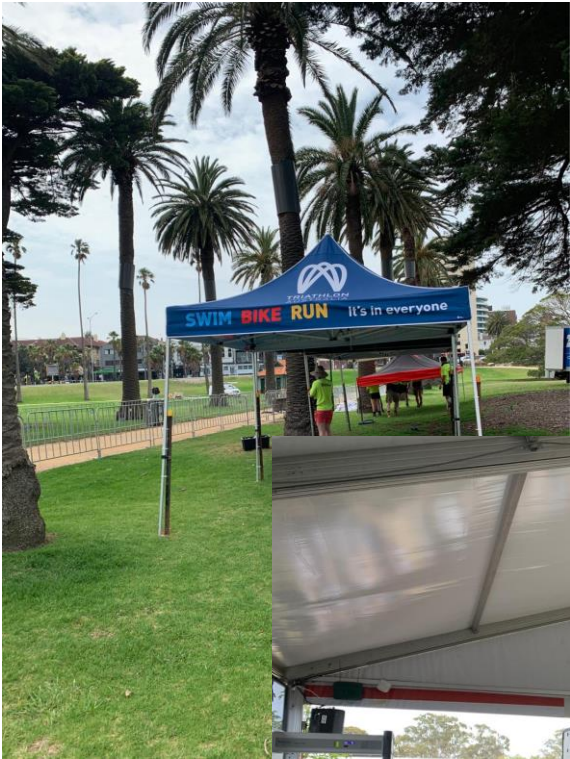
- Originally from Healesville
- Wesley College
- Customer service roles
- Event Workforce Group internship: 3 months
- O₂ Operations Team
 - Presidents Cup
 - Australian Open
 - 2XU Triathlon series – St Kilda
 - Swinburne Student Life Intern



Michael McGuire



Michael McGuire



Michael McGuire





Nini Ooi

My Swinburne Story



About Me

- Mum with two primary-school-age children
- Seeking a qualification to support my years of international work experience
- Business course at Swinburne for its links to industry and flexibility

Studying here has been great

- **Cemented what I had already learned in the working world.**
- **I enjoyed the classroom interaction. We have very good and dedicated teachers here at Swinburne.**

It's been fun too

- **Study tour to Hubei University of Economics, China (11 days)**
- **Expo – Group work, collaboration, teamwork, creativity, etc.**
- **Internship with StudentLife.**

1. What's next?

2. Course suitability

- **1. Diploma of Business**
- **2. Practical course – knowledge and importantly real skills using business tools**
- **Bonus : teachers from various business backgrounds – access to their real-world experience**

My tips

- **Attend classes (face-to-face)**
- **Don't be afraid to ask questions**



Diploma of Business

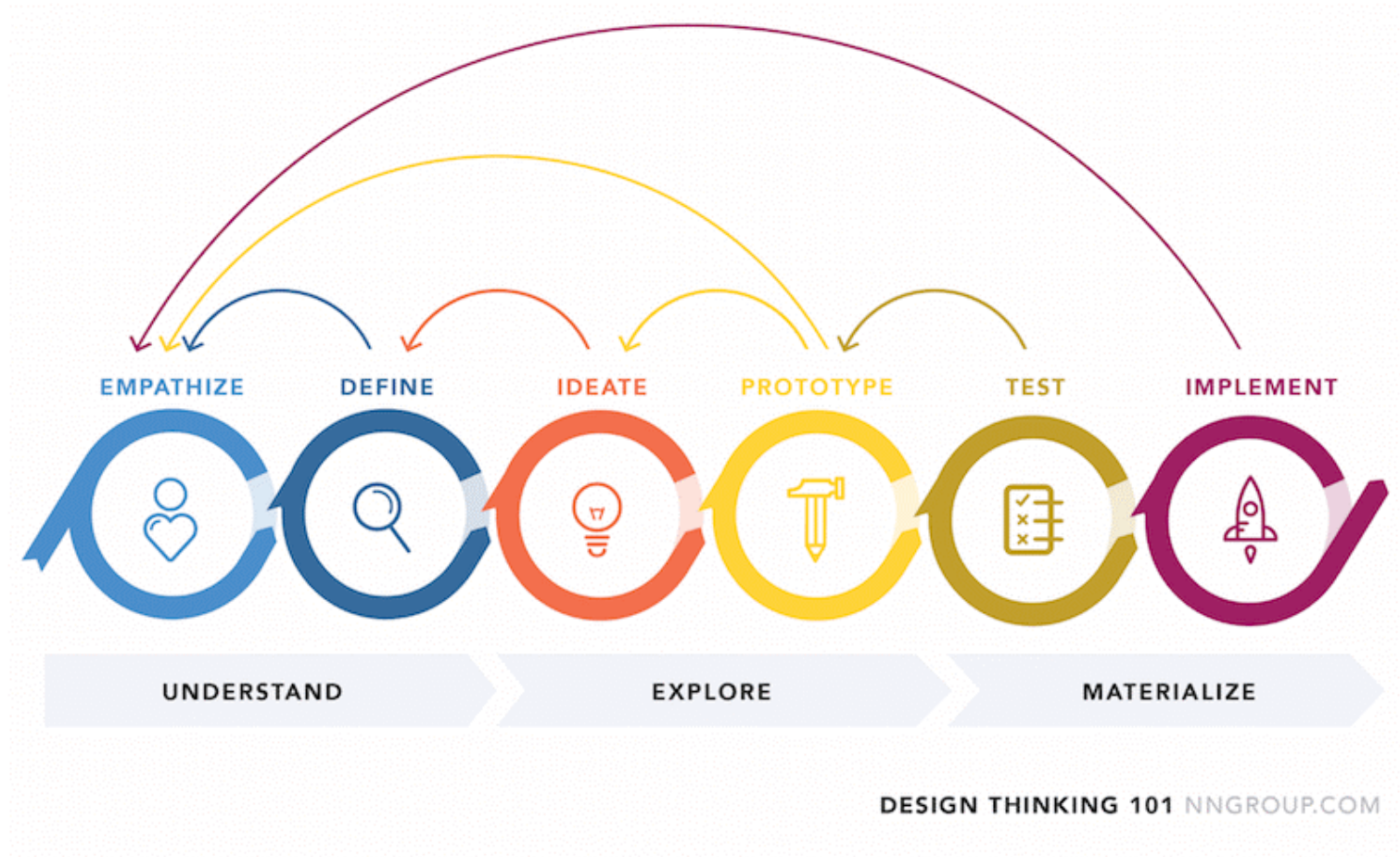
Presented by Daryl Steffen



Diploma of Business

- Designed to build on students existing knowledge, this diploma program is tailored to ensure relevance to contemporary work environments. It will cover communication with customers, personal effectiveness, and business planning, design thinking, innovation and the digital world.
- No ATAR required
- Students take on 1 year journey with help from our experienced trainers and coaches
- When the journey ends; students can continue to higher education or straight into the business world.

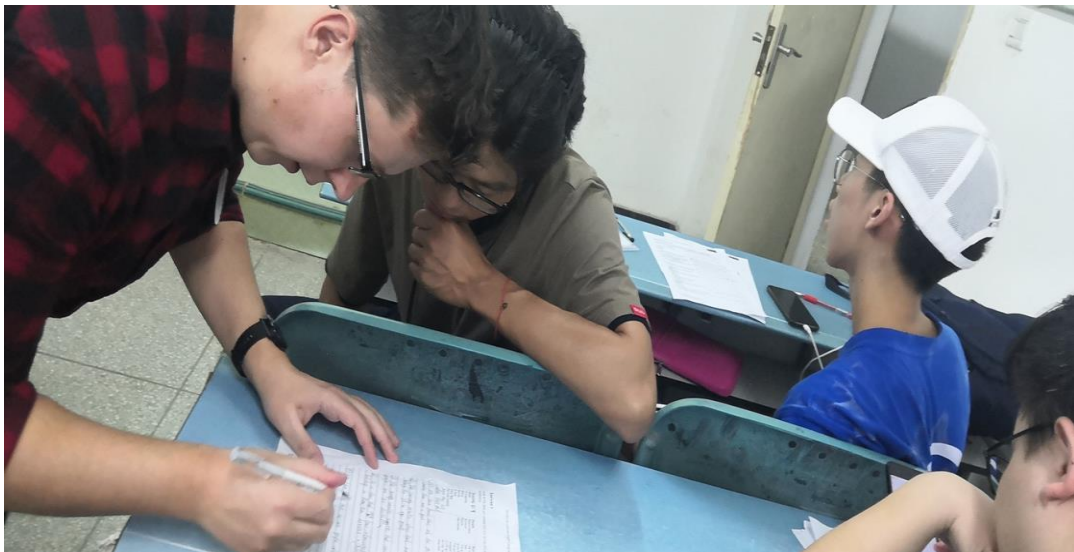




Examples of Student Work



China Study Tour



China Study Tour



Questions?

