Graduate Certificate in Applied Business.

Develop management capabilities for leadership roles in specialist areas

swinburne.edu.au/futureleaders
Graduate Certificate in Applied Business.

This course is designed for professionals and executives to develop their leadership capabilities and prepare them for senior roles.

Completed through a series of four-day workshops and workplace-based projects, the course aims to support professionals in their learning with minimum impact on their work schedules.

Suitable for
- professionals, entrepreneurs or business development managers who are seeking to enhance their business acumen and advance their careers
- project managers, engineers, IT experts or technically skilled professionals who want to acquire leadership and managerial skills.

Real business outcomes
The program aims to ensure participants learn how to:
- investigate, critically analyse and review complex situations
- apply effective communication and negotiation skills in the workplace
- implement and lead change management or implement continuous improvement
- manage complex situations requiring a high degree of innovation and problem solving
- manage projects to successful conclusion.

The benefits
- learn with leading industry professionals
- study in a supportive environment
- high level of relevance due to customisation based on individual requirements
- opportunity to network with industry peers and expand business contacts
- formalise your experience by completing an accredited qualification
- eligibility to apply for master-level programs minimum time away from work
- have your work experience acknowledged through recognition of prior learning (RPL).

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

The flexible nature of the qualification means that subjects can be delivered and assessed in a manner that provides the most value to participants.

Customised programs
Programs can be delivered to employees from the same organisation and contextualised to meet their specific business needs.

Building new networks
The program provides an opportunity to network with like-minded professionals from a diverse range of industries. Building relationships, supporting one another in the learning process and creating new business opportunities and partnerships are all value-added outcomes.

Pathways
Graduates with at least five year’s management experience, may receive unit exemptions for Swinburne’s MBA program.

Experienced industry facilitators
Program facilitators are experienced industry professionals. All are experts in their field and worked in senior executive level roles in Australia and internationally.

They understand and have experienced the challenges senior professionals face in their everyday working environment and provide support to participants throughout their learning.
The program

To achieve the qualification, participants must successfully complete four units comprising a core unit and three elective units chosen from the general electives or specialist streams.

Unit structure

Each unit including workshops, project work, out-of-class study and assessment, will be conducted over a 10-week period (or by customised arrangement).

### 10-week unit structure

<table>
<thead>
<tr>
<th>Week</th>
<th>Description</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Day one and two workshop</td>
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<tr>
<td>Week 6</td>
<td>Day three and four workshop</td>
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<td></td>
<td>First assessment</td>
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<td>Week 10</td>
<td>Second assessment</td>
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### Lead personal and strategic transformation

This core unit is designed to develop professional expertise, strategic understanding and personal integrity in leaders and managers working in organisations.

The knowledge and skills of the leader and manager are further developed through practical applications and the strong theoretical base of the unit.

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General elective units

- Lead innovative thinking and practice
- Develop and implement strategic plans
- Initiate and plan a complex project
- Implement and manage complex projects
- Manage organisational change
- Provide coaching in the workplace
- Evaluate coaching needs and interventions
- Manage financial performance.

Assessment

Projects are related to the participant's work environment and should reinforce and support their knowledge and skills. Project assessment will be based on their level of understanding and how they apply their learning in the context of their workplace.

All workshops are facilitated over four days through an action-based learning methodology.

Participants will experience business problems through reflection and problem solving, rather than traditional instruction.

Specialist stream options

### Leadership and Innovation

The leadership electives aim to further develop the participant's strategic and innovative thinking and practice to direct, enhance and sustain organisational competitiveness.

Understanding in application is developed through critical examination of current trends in innovation and emerging practice.

Participants also learn how to effectively analyse the organisation's capabilities and strategically utilise the existing potential of the internal and external environment.

**Specialist units**

Participants complete the following two electives plus another elective from the general elective units or another stream.

- Lead innovative thinking and practice
- Develop and implement strategic plans.

### Project Management

Ensuring operational consistency across all elements of a project, is essential for any business to achieve the desired outcomes, results and growth. Through work-based projects, participants will learn the skills and knowledge to fulfil the responsibilities of a senior executive project management role.

The program focuses on high-level project, program and portfolio management as well as technical skills, creative thinking and conceptual competencies.

**Specialist units**

Participants complete the following two electives plus another elective from the general elective units or another stream.

- Initiate and plan a complex project
- Implement and manage complex projects.

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“If you’re serious about wanting to improve your skills and capabilities, if you’re keen to be able to apply your skills in a very tangible way in the workplace, then Swinburne’s courses will definitely give you the ability to do that.”

Jonathan Millen  
Graduate Certificate of Business
Application and fees.

Entry requirements

Applicants are expected to have a combination of an undergraduate degree and relevant professional experience at a management level. Applicants without an undergraduate degree are required to have at least a Diploma level qualification and five years of relevant professional experience at a management level.

Fees

In 2016, tuition fees are based on $3,000 per unit of study. The fee for the Graduate Certificate in Applied Business is therefore $12,000.

Fees are reviewed each year and may increase without notice. For all fee enquiries and up-to-date information, visit www.swinburne.edu.au/fees

VET FEE-HELP

VET FEE-HELP is available to assist eligible students studying higher level vocational education and training (VET) qualifications to pay their tuition fees.

For further information, visit www.studyassist.gov.au

How to apply

Contact us on 1800 633 560.
Facilitators.

Bernadette Crompton PhD, PCC
Bernadette is a professional certified coach with the ICF and holds a PhD in business coaching and mentoring, an MBA, and a masters in human services counselling. In her private coaching practice, Bernadette draws on her experience as a corporate executive, management consultant, pastoral carer, and small business owner to work with executives, business owners, entrepreneurs and individuals. Creative, insightful, and practical, Bernadette acts as a catalyst for success so that clients’ self-confidence increases, actions become clear and focussed, and professional and personal growth flourishes.

Nathaniel Lee
Nathaniel is an entrepreneur, educator and facilitator. He specialises in business strategy, financial management, exit strategy, business development and change management. Nathaniel has worked with clients across all industry sectors to achieve tangible business results through technology solutions. He has more than 10 years’ hands-on business experience, consulting with clients across the full spectrum of business challenges including mergers and acquisitions, business transformation and integration programs. Nathaniel holds a Master of Applied Finance, Master of Entrepreneurship and Innovation, Graduate Diploma of Business and a Graduate Certificate of Business (Project Management).

Mark Lewis
Mark has an extensive HR career commencing with Crown as their Customer Service Development Training Manager through two major casino and hotel openings. He then moved to Caterpillar where he enjoyed a long career in senior HR leadership roles both in Australia and the Asia Pacific. More recently, Mark was Principal and Asia Pacific HR Leader for Mercer Outsourcing. Mark completed the Executive Coach Program at Swinburne and is currently providing Executive Coaching and HR Consulting within several organisations, as well as completing an international MBA. Mark’s ongoing career mission is to assist leaders achieve significant and sustainable results through their people, to leave a legacy of high performance organisations with engaged work cultures and to build best in class HR practices that deliver optimal organisational capability.

Nick Oddy
Nick’s passion is innovation. Whether developing a leadership program, working as an executive coach, or delivering purpose built innovation qualifications he seeks to apply creative thinking in order to identify opportunities that deliver real value to individuals and organisations. Nick’s experience includes working with a range of organisations to identify specific learning needs aligned to corporate strategy. His corporate clients come from diverse sectors such as local government, healthcare and financial services. The application of learning into organisations, and the translation of theory into practice, is something Nick learned during his time working with the corporate arms of Swinburne and Monash University.
Further information

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