Graduate Certificate in Business

Develop management capabilities for leadership roles in specialist areas

swinburne.edu.au/industrysolutions
Graduate Certificate in 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).

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.

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 up to four unit exemptions for Swinburne’s MBA program and will only need to complete a further eight units to be eligible for the MBA award.
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).

<table>
<thead>
<tr>
<th>10-WEEK UNIT STRUCTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
</tr>
<tr>
<td>Week 6</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Week 10</td>
</tr>
</tbody>
</table>

**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.

**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
- Provide coaching in the workplace
- Evaluate coaching needs and interventions.

**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.

Participant’s 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.
Application and fees

Entry requirements
Participants are expected to be working in a senior role.

There are no academic prerequisites for individual units of competency.

Fees
In 2014, tuition fees are based on $2500 per unit of study. The fee for the Graduate Certificate in Business is therefore $10,000.

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
Complete and submit an online application form at www.swinburne.edu.au/industrysolutions or 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.

Earlier this year, Mark completed the Executive Coach Certificate 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 has experience working with a range of organisations to identify their specific learning needs and align them to corporate strategy. His corporate clients come from diverse sectors such as emergency services, manufacturing and financial services. Nick has completed qualifications at both vocational and postgraduate levels. He holds a Graduate Diploma of Psychology as well as postgraduate business qualifications in management, leadership and human resources management.

▶ Karen Tweedie PCC

Karen is a leadership coach with more than 2000 hours experience in the corporate, government and educational sectors. She coaches CEOs, MDs, senior executives, as well as those aspiring to senior roles. Karen takes a systemic approach to leadership coaching, seeing the leader’s role in terms of the broader organisational system.

She is one of the pioneers of the International Coach Federation (ICF) in Australia and was Global President in 2009. She has been a coach educator, supervisor and author on coaching matters since 1996. In 2011, she contributed an article on Issues of Gender in Coaching to The Handbook of Knowledge-Based Coaching published by Jossey-Bass. She was also a member of the committee that produced the Handbook of Coaching in Organizations (HB 322–2011) for Standards Australia.
FURTHER INFORMATION

1800 633 560
industrysolutions@swinburne.edu.au
swinburne.edu.au/industrysolutions

Industry Solutions
Swinburne University of Technology
Melbourne CBD campus
196 Flinders Street
Melbourne VIC 3000