

Transcript

Title: Swinburne International Webinar Series: Swinburne PQP – Postgraduate Qualifying Program

Presenters: Venus Liao, Bruce Li and Jojo Li

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Venus Liao

Hello, everyone. My name is Venus Liao. I'm the Regional Recruitment Manager of Swinburne University. I'm responsible for the Australia onshore and New Zealand region. Thank you for joining us today. I hope you are all well and healthy.

Today we have Mr. Bruce Li, the International Recruitment Manager from the Swinburne Academy, joining us as a panelist. On your right-hand side, you can also see our guest panellists, Jojo and Ian from UP Education.

Swinburne is introducing a renamed program, PQP-- Postgraduate Qualifying Program-- which will be commencing in Semester 2 2020. The postgraduate qualifying program, PQP, prepares students who do not meet Swinburne's English language or academic entry requirements to undertake postgraduate study at Swinburne. Successful completion of the program offers guaranteed entry to the fifth year of the postgraduate degree or double degree at Swinburne.

During the presentation, if you have any questions, please leave your question in the Q&A box down below. At the end of the webinar, we will leave five to 10 minutes to go through your questions together. If we are unable to answer your question at the webinar today, you may contact Bruce, Jojo, or Ian, or your regional recruitment manager from Swinburne University post the webinar.

We will also be sharing today's presentation and recorded video on Swinburne Information for Agents and Partners page after the webinar. I would like to introduce today's presenter, Mr. Bruce Li. Thanks, Bruce.

Bruce Li

Thank you, Venus. Good afternoon, everyone. I'm Bruce. I'm the International Manager for Pathways and Vocational Education. So today's webinar is on the PQP topic. I'll go through the new program with you, and I'm also happy to take Q&A in the end.

But before I start, I just want to reintroduce our partner, UP Education. So as many of you have known, Swinburne University got married with UP Education earlier this year. We've officially registered for our Pathway programs.

So both Swinburne and UP are working together for international student recruitment for our Pathway programs, including ELICOS, Foundation Year programs, UniLink diplomas, as well as our PQP program. And our joint venture with Swinburne Academy is also delivering those programs to both international students and domestic students.

All right. Let me start. So in today's presentation, I'm going to cover PQP program in three areas. First of all, I'll cover the careers for our Swinburne popular master's degree programs-- so what kind of careers can our Swinburne graduates get in those popular areas.

And secondly, I'll talk about Swinburne's new PQP program. As Venus mentioned, it's a new program replacing our old MQP. So what's new, and what are the differences-- I'll provide more details shortly. And lastly, I'll introduce our new scholarship offers for international students. Those are very exciting offers. Let's check it out.

All right, let's look at those careers first. As many of you know, our PQP program can be packaged with all popular master's degrees in business disciplines. So I will take accounting, marketing, and HR areas as an example to share the careers for those study areas.

So let's see accounting first. So one of the frequently asked questions I always receive from parents and students is the careers for accounting. So in some people's mind, accounting is the bean counter, or issuing a payment invoice. But actually, in the contemporary world, accountants do more than that.

So these are the popular accounting jobs available in the market, and there is a high demand for talent every year. For example, auditing. So for the graduates from our MPA program-- Master of Professional Accounting-- a number of our graduates entered or joined Big Four accounting firms or any corporate accounting or auditing department as an auditor.

And also a consultant for mergers and acquisition, tax consultants, or consultants for outbound investment. So what does that mean? For example, if a company-- say a Chinese company-- is investing in Australia or buying a company in Australia, that involves lots of jobs and transactions that need to be done by accountants. So accountants do those M&A and also international investment jobs.

And also IPO, Initial Public Offering. What does that mean? That's the job to put a company onto the share market. So putting a company into share markets is a job for accountants and lawyers. So accountants and lawyers working together to do the IPO. IPO is also a main business for those Big Four accounting firms, KPMG, Deloitte, PwC, and Ernst & Young. IPO is their main business.

And accountants also financial reporting, costing, or budgeting, or cost control in corporates. It can be in large corporate, or in multinational companies, or small and medium enterprises. So accounting jobs are more than bean counting-- are more than payment or invoice issuing. So there are lots of interesting jobs available for accountants.

So who hires accountants? As mentioned, I think the first group is accounting firms-- the Big Four, and also the other CPA firms. And the other group is the corporates-- multinational companies' accounting and finance departments, as well as banks, and also those financial institutions.

So how to get those jobs? Study Swinburne's Master of Professional Accounting, CPA extension. And just in case you or your students missed entry requirements for a master's degree, we have a very exciting PQP Pathway program available to help our students. I'll talk about that entry requirements and PQP program shortly.

Now let's move to the marketing. So I think there is some misunderstanding in the market from our students and parents that students who studied master's of accounting-- they probably end up with a job like sales function in a corporate. But actually, that's not the truth.

Our marketing graduates can be a salesperson in the corporate when they graduate. They can also do more than that-- so in marketing jobs or advertising-related jobs. So I think marketing or

advertising departments in large corporates or MNCs. And also those FMCG companies like P&G, Unilever-- they require a large group of talent every year for marketing and marketing majors.

Human resources. So we have a Master's of Human Resources Management program available for international students. And for HR jobs, I think there are more HR functions than many students thought. So some students, when I talked to them, they told me that, HR, oh, that's staff recruitment jobs, is it?

Yes, staff recruitment is part of HR jobs, but for those who study Master's of HRM, they do more than that. They could be staff recruitment. It can also be Learning and Development. It could be L&D coordinator. They could also do HR job-- outsourcing services in those job hunting companies or HR firms like Hays, or Michael Page, or LinkedIn. So there are various job opportunities for HR graduates as well.

So our PQP program can also be packaged with Master of Media Communication and Master of IT. So let's look at the jobs for media comms and IT. So traditionally in many people's minds, studying media com-- they probably can be a journalist to graduate, but there are more jobs than journalists in the market available for media comms students.

So PR manager, events manager, doing those public relation campaigns in media interviews or government relations, implementing communications strategies could also be those jobs available for media com graduates and talents. And traditional media companies, and also PR firms-- those top PR consulting firms like APCO-- they recruit a large number of PR in the media comms talents every year.

IT. I believe a majority of the companies have IT departments, so there's a steady demand for IT specialists every year. And in some companies, they outsource IT services to various small companies, so those big companies IT-specialized companies-- Cisco, IBM-- they have large demand for IT graduates and talents all the time.

So being an IT specialist, system manager, business information analyst, doing computer programming, system analysis, and also application development are the jobs our Master of IT graduates can find in the market. What happens if you just missed entry requirements? We have a PQP program.

Now let's move to PQP. Postgraduate Qualifying Program is a new program to replace our old MQP, Master Qualifying Program. So in the past, we could only package our PQP with a master's degree in a business study area, but with the new PQP program, we're able to package the program in three study areas.

So all the popular master's degree in business disciplines, as well as Master of IT and Master of Media and Communication. I think we're the only university in Victoria who are able to provide the PQP pathway leading to three study areas. I know some of the other providers-- their master's programs can be only packaged with a business-related master's degree. But Swinburne is having more programs available.

So what are those available master degrees that can be packaged with PQP? There are 24 of them, ranging from MBA, Master of Business Information Systems, Master of Digital Business Management, Entrepreneurship and Innovation, Finance and Banking, Financial Planning, HRM, Master of IT, Marketing, Media Comms, Professional Accounting, Professional Accounting CPA Extension, and also the others-- Project Management, Social Impact, and Supply Chain Innovation.

You may notice that with some master's degrees, there was a bracket advanced. So what's the difference? The difference is the duration. So the PQP can be packaged with the one year and a half master's degrees-- for example, Master of Finance and Banking for a 1 and 1/2 duration.

They can also be packaged with two-year master's degrees. So for those master's degree names with the advanced bracket, that's a two-year master's degree. The difference is the duration.

All right. We have two intakes a year for the new PQP program. So the coming intake is in August-- next intake in August-- and then we are ready to accept international students to study either onshore or online. So we're ready for online delivery, just in case the Australian border is not reopened by then.

And for next year, we have two intakes a year, March and August. The campus is in Melbourne Hawthorn, and the duration is six months. The tuition fee remains the same as our MQP program, which is about \$14,000, but there are slight changes for the academic entry requirements in our PQP program. I'll cover that shortly.

Let's look at the English entry requirement. The English entry requirement remains the same-- IELTS 6.0, and no lower than 5.5. And we can package ELICOS programs to those who missed this English entry requirement.

For academic entry requirements, for Chinese students we require a three-year full-time diploma in any discipline after year 12, which is senior high school Gao San study in China. So with any three-year diploma in any major, they can meet the academic entry requirement for PQP.

For Vietnam students, we require students to complete a four-year or more than four-year full-time study with a university graduation diploma, awarded by Section 2 or Section 3 universities. That's for Vietnam.

For Cambodia, we require our students to complete four-year or more than four-year full-time studies in Section 1 or Section 2 universities, and achieve an overall grade of B in Cambodia. So that's the entry requirement for the Cambodian market.

All right. The more exciting part is the scholarship. We have announced last Friday to our agents that Swinburne has introduced a bunch of new scholarships. So all very exciting. Let's check them out.

So first of all, I'd like you mention the ELICOS scholarship. We call it ELICOS+ scholarship. ELICOS+ doesn't mean an additional ELICOS, but that's 10 weeks ELICOS scholarship, valued \$4,400. So the way we offer this scholarship is as long as students apply for an ELICOS package with a degree program, they will be automatically granted 10 weeks ELICOS scholarship if they don't meet our English entry requirement.

The way we offer this scholarship is students need to pay for the ELICOS upfront, but they get the same amount of ELICOS fee deducted in their degree programs through the first three semesters. I think that's the way we can retain the students and avoid those changing university situations after the free ELICOS.

Another exciting scholarship is our STEM scholarship. So for the PQP package, the program Master of IT is under the category of STEM postgrad scholarship, which is a 30% scholarship for all applicants, valued more than \$10,000. So for the Master of IT program, after the scholarship, the tuition fee is about \$24,000.

So after PQP, if you study Master of IT, the worst scholarship you can get 30%, and more exciting scholarships are coming up. That's the Pathway scholarship. So in the past, we offer Pathway

scholarships to our foundation and UniLink diploma students, but we've updated scholarship offers. We added in our PQP program into the Pathway scholarship offers.

So we assess our students prior studies. If they can achieve Australian standard 60% in their prior studies, they may be eligible for our \$2,500 scholarship in the PQP program. And more than that, we'll assess our students' performance in the PQP program. If they can achieve, for example, 60% in PQP and above, then they will be eligible for 10% and up to 75% postgraduate scholarship.

What does that mean? Let's look at this table. So in the past, we may say our International Excellence Scholarship is up to 25%. But with the new scheme, we're offering from 10% to 75%. And I understand some providers in the market offer 50% scholarships, but that's capped. You don't know how many places they're offering in the market.

But for Swinburne's new scholarship, it's uncapped. As long as you meet these academic requirements, 50% or even 75% scholarship is going to be available for international students, uncapped. And we're very transparent in assessment, so this table you may take for reference.

I think this new scholarship also applies to all Pathway progressing students. As long as our students performed good enough to reach those GPAs in their Pathway studies, either PQP or UniLink diploma, they're going to be available for the new international student scholarship in their remaining degree studies.

And another exciting news is we are the only university, I think, in the market who can offer scholarship combos. So we can offer the various scholarships concurrently. For example, we can offer ELICOS+ scholarships together with PQP Pathway scholarships and postgraduate scholarships.

And another scenario is PQP Pathway scholarship together with our postgraduate scholarship. Another situation is ELICOS+ with PQP and STEM scholarship. So how exciting.

Let's look at a couple of case studies. Some of you may ask, how much does an MPA cost for a Chinese student, then, if the student completes a three-year diploma with GPA 70% and IELTS 5.5? So in the past, the original cost is 10 weeks ELICOS, \$4,400, and the PQP is about \$13,000.

1 and 1/2 half MPA costs \$36,000 times 1.5 years. The total cost was \$73,000. With the new scholarship offering, ELICOS becomes zero. 75% GPA in the prior study can meet our PQP scholarship, so after scholarship, about \$11,000. If our students perform very well in the PQP-- you can refer to the left-hand side table-- so ranging from 10% up to 75% scholarship for the MPA part.

So the MPA cost could range from \$13,000 to \$49,000. Adding up all together, the total cost could be \$25,000 to \$60,000 for a Chinese student completing a three-year diploma with IELTS 5.5. The savings is up to \$47,000 for this particular Chinese student. Sounds great.

Let's see another scenario. So how much does a Master of IT cost for a Vietnam student who completes a four-year degree from a Section 2 university with GPA 70% and IELTS 5.5? So in the past, the original cost could be adding up to \$87,000. That's a two-year master's degree-- \$87,000.

But under the new scholarship scheme, zero for ELICOS, PQP \$11,000. A two-year master's degree, depending on how our student is performing in PQP, it could range from \$17,000 to \$48,000. The total cost will be from \$28,000 to \$60,000-- two-year master's degree. Actually, two years and 1/2 with PQP. The savings is up to \$59,000.

Sounds great. I think we are the only university at the moment in the market offering such an exciting scholarship for international students to help them fulfill their dream to study abroad and find their dream job when they graduate.

All right. That's all the sharing for my part. Happy to take any questions now.

Venus Liao

Thank you, Bruce, for your presentation. We have a couple of questions coming in regarding the entry requirements for India on Swinburne PQP. Either you or maybe Jojo can answer this question for us, please.

JoJo Li

Yes, maybe I would like to answer the question first. And if any other comments, Bruce, please just add on that. So in terms of the students from India that want to apply for the PQP program, we will look into the student's undergraduate background. If the student already got a three-year undergraduate honors degree, that would be yes, no problem. They can come to apply for PQP.

If the student has a three-year undergraduate with a regular pass, that also should be OK. And some students from India might have the four-year undergraduate studies. And in that case, we would request the student to meet a minimum of 60% of the average score.

And also, the university should be listed in those. And the student also needs to provide a certificate to show their language proficiency. So that's the basic entry requirements for students coming from India.

Venus Liao

Thank you, Jojo. Bruce, anything to add?

Bruce Li

I'll just add on. I understand many Indian bachelor degrees are recognized as Australian equivalent bachelor degrees, so they can apply for a master's degree straight away. Just in the event that some degrees are not recognized as Australian equivalent in India, then the student can apply for our PQP Pathway. They need to achieve at least 60% in their prior bachelor's degree studies. So there will be case-by-case assessment for Indian applications.

Venus Liao

I have a question here asking about entry requirements for Taiwanese students. Maybe Bruce-- do you mind providing the information? Thank you.

Bruce Li

No problem. I'll have a very generous entry requirements for Taiwanese students. So as long as our Taiwanese student completed the first three years in their four-year bachelor degree, then they are eligible for the entry into the PQP program.

Venus Liao

Wonderful. What's the entry requirement for PQP for undergrad students who have a three-year bachelor's degree in Nepal? Bruce, again, over to you.

Bruce Li

Ah, Nepal. All right. For Nepal, let me check the document. I can't remember the entry requirements for Nepal. Give me a second. I think for Nepal students-- I remember we have a very exciting entry

requirement for Nepal students. Yes, they need to complete at least a three-year bachelor degree awarded by Section 1 universities, and with a minimum GPA of 42%.

Venus Liao

So Siva, the person who asked the question about entry requirements for Nepal, if you have inquiries about what is a Section 1 university, you may either contact Bruce Li, the presenter from today's session, or your regional recruitment manager from Swinburne University. We will be more than happy to provide you the information on that.

There is a question here. What about PSW-- Post-Study Working Right Visa-- in case of six months of PQP leading to a master's degree, the cost duration, and how should they package?

Bruce Li

All right, I think that's visa-related question, so as a university, I think we can't answer any questions relating to visa. For the PSW-related questions, I would advise the students or agents to contact our agents or migration registered agents, so they may provide a proper advice or professional advice to you regarding the postgraduate working visa.

Venus Liao

Thank you, Bruce. How does scholarship work for Indian students? Will that be the same as China and Vietnam? Bruce, again for you.

Bruce Li

If you can see my slide-- can you see my slide?

Venus Liao

No, you have stopped sharing.

Bruce Li

Well, let me share it again.

Venus Liao

Thank you.

Bruce Li

So we have very transparent criteria for various tiers of scholarship. So as long as our students achieve the required GPA, Australian standard-- can you see my screen?

Venus Liao

It's coming up. Not ready yet. OK, it's here.

Bruce Li

If you can see the right-hand side-- black-color column, GPA requirements, and also the relevant scholarship percentage in the right-hand side column in green color. So that's a table for you to refer-- how many percent, and get how many percent of scholarship.

Venus Liao

OK. What's the minimum IELTS requirement for PQP from Indian students?

Bruce Li

The English entry requirements are the same for students from any country. So it's IELTS 6.0, and no band lower than 5.5.

Venus Liao

Thank you. And can you please provide information on the academic entry requirements for Sri Lankan students?

Bruce Li

Oh, Sri Lanka. That's interesting. I think for Sri Lanka at the moment, we require our students to complete year 12. That is Sri Lankan A-level. And on top of that, complete a three-year undergraduate degree with minimum 60% GPA, in case their university is not recognized as Australian bachelor's equivalent.

So for Sri Lankan students, their bachelor's degree-- many of the Sri Lankan bachelor's degrees are recognized as Australian bachelor's equivalent. Just in case, for those bachelor's degrees are not recognized as Australian equivalent, as long as students study a three-year and above bachelor's degree in Sri Lanka with a minimum 60% GPA, they can apply for the PQP program.

Venus Liao

Thank you, Bruce. Can you provide information or confirm, does the three-year diploma study after high school have to be full time? How about those diploma qualifications delivered in part-time or online models? Do you recognize?

Bruce Li

At the moment, we only recognize three-year full-time tertiary studies up to Australian year 12 equivalent. So for those part-time and self-study programs-- for example, those part-time diplomas in China, three years duration-- unfortunately, we can't take those students at the moment.

Venus Liao

OK. I will have to just take one last question, given that we have hit the 2:30 mark. Can you tell us, for Chinese diploma students, do you accept all diploma colleges in China, or do you have recognized Chinese diploma colleges, or do you have a name list or brochure that you can accept at Swinburne?

Bruce Li

I will prefer to take a students from Peking or Tsinghua University. But as long as, as I mentioned, students completed China senior high school Gao San, and on top of that a three-year full-time diploma in any major, any institutions, they can meet our academic entry requirement for PQP.

Venus Liao

Thank you once again, Bruce. We have to bring today's session to the end. Thank you again for your presentation on Swinburne PQP, and thank you to the guest panelists, Jojo and Ian from UP Education joining today's webinar.

Thank you to all the participants around the world for tuning in today. We have hundreds of you. Thank you for tuning in. An invitation for this Friday's webinar on the 22nd of May on Swinburne Business Information Systems will be sent out to you today. We hope to see you on Friday at 2:00 PM. Take care.

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