



## Graduate Certificate in

# *Hotel Administration*

### Special features

- Enhanced professional benefits from an internationally recognised business program combined with tourism and hospitality management
- Program of industry relevance
- Learn from experienced and qualified academic staff
- Provision of print based material and online support
- Further exit points available at Graduate Diploma in Hotel Administration or Master of Hotel Administration level.

[www.scu.edu.au](http://www.scu.edu.au)

## Welcome to the Graduate Certificate in Hotel Administration

Southern Cross University (SCU) and the Australian School of Tourism and Hotel Management (ASTHM) have worked together in a unique educational partnership since 1999. This very successful educational partnership has provided opportunities for students and professionals wishing to gain university qualifications and to study with Australia's largest and most awarded university provider of tourism and hospitality management education in Australia.

Southern Cross University is registered in Western Australia to offer in partnership with the Australian School of Tourism and Hotel Management, the Bachelor of Business in Hotel and Resort Management, Bachelor of Business in Convention and Event Tourism Management and this Graduate Certificate in Hotel Administration (Grad Cert HA).

Within the next ten years, the hospitality and tourism industry will be the largest global industry, employing more than 330 million people, and for Southern Cross University and the Australian School of Tourism and Hotel Management, the future is an exciting challenge.

The Graduate Certificate in Hotel Administration aims to develop tourism managers who are creative and confident across a range of functions in the industry, who are able to operate successfully within a multicultural environment and succeed in today's demanding global tourism industry. The Grad Cert HA provides you with a start to high-level management education and incorporates selected industry specific units of study that are particularly relevant to those already working in the field of tourism and hospitality management.

# Program Structure - Graduate Certificate in Hotel Administration

The Graduate Certificate in Hotel Administration comprises 4 units that focus on the management of the major business functions and business strategies of the local and international tourism and hospitality industries. It offers specialised hotel and tourism management units including financial analysis, business analysis, employee relations and organisational change and environmental management for hotels and attractions.

## Schedule of Units

**ACC00208** Financial Analysis for Hotels, Conventions and Events

**BUS00913** Business Analysis for Tourism and Hospitality Managers

**BUS00914** Managing Employee Relations and Organisational Change in Tourism and Hotel Industries

**MNG00912** Environmental Management for Hotels and Attractions

*(For unit descriptions go to page 3)*

In addition, the Grad Cert HA is highly transportable and an ideal way of consolidating a first degree or proven industry experience into an internationally recognised qualification. Upon successful completion of the Grad Cert HA, you may enroll in a further 4 units (8 units in total) to complete the;

- Graduate Diploma in Hotel Administration (Grad Dip HA).

Further completion of 4 more units (12 units in total), will enable you to complete your;

- Master of Hotel Administration (MHA).

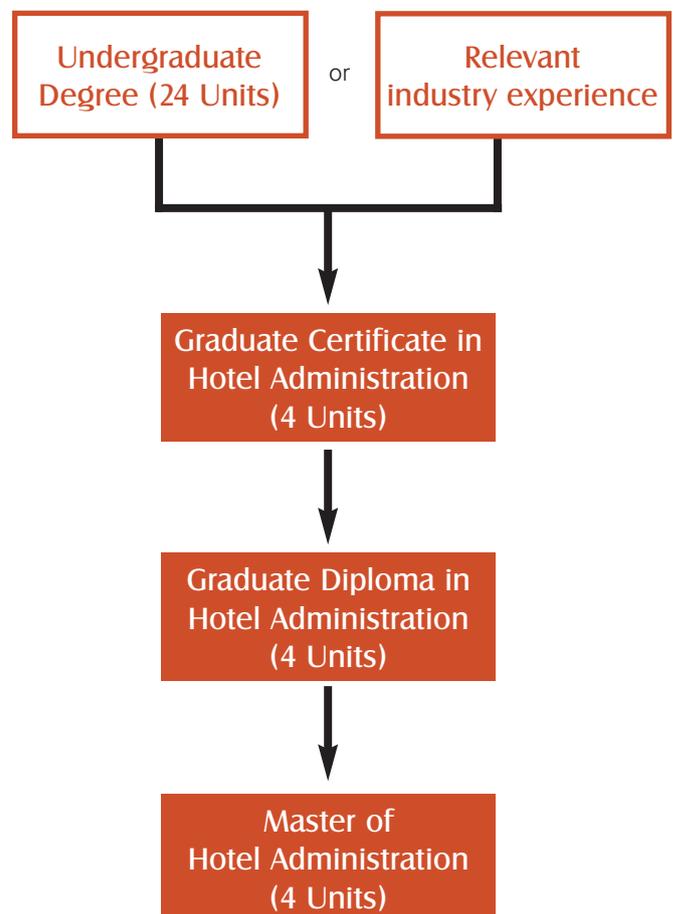
Southern Cross University understands that many people considering postgraduate study also have to balance family, work and social commitments. We have therefore made our Graduate Certificate extremely flexible so you can achieve your goals without becoming overwhelmed with exhaustive study commitments.

You can choose your own study load (part-time or full-time), and, in most cases if you choose to continue to the Graduate Diploma in Hotel Administration or Master of Hotel Administration, you can even use our flexible course structures to tailor a course to meet your individual needs. On-campus class sizes are small which allow you to have greater access to teaching staff.

## Pathways

The flexibility of the Graduate Certificate in Hotel Administration will enable you to:

- Study at our central city campus located in Perth, Western Australia
- Balance your work and personal life while studying
- Continue to complete your Masters program in two years of part-time study or in one year full-time
- Reduce your study to only one unit per study period and lengthen your course duration
- Enjoy flexibility of entry if you are a non-graduate with extensive professional experience
- Exit with the Graduate Certificate or continue to the Graduate Diploma in Hotel Administration





## Unit Descriptions

### **ACC00208** Financial Analysis for Hotels, Conventions and Events

Understand the role of financial information for communication, management control and decision making in hotel and service organisations. The focus is how to manage better using financial information. The topics include accounting framework, financial statements, cash and credit, financial reporting and analysis, costs, performance measurement, and investment decisions.

### **BUS00913** Business Analysis for Tourism and Hospitality Managers

The collection, analysis and interpretation of data are essential for planning, strategy development and problem solving in the tourism and hospitality industry. This unit introduces students to business analysis and planning and they will learn to evaluate a business issue using these vital research methodologies.

### **BUS00914** Managing Employee Relations and Organisational Change in Tourism and Hotel Industries

Managers in the hotel and tourism industry must understand how organisations function in a global environment. They must understand how cross-cultural issues can affect the workforce and how change must be managed to compete successfully in the world. This unit will arm students with the skills to go out into that world and make a difference.

### **MNG00912** Environmental Management for Hotels and Attractions

Provides practical guidance for the hotel and hospitality industry on improving environmental performance to contribute to successful business operations. Topics include a systematic framework, encouraging a strategic approach to the environment as a business issue and a proactive approach to environmental management. Examines environmental review process, staff commitment, resource acquisition and allocation, leadership and team building, the selection of priority areas, developing plans, measurement target setting, implementation and review of the process.

## Support Services

### The Library

The Library provides a full range of services: books, journals, databases and full-text electronic journals, inter-library loans and document supply, access to the Internet and professional staff to assist students with their postgraduate studies and research. Libraries can be accessed electronically.

### Electronic access to Library resources

Our electronic services include access to a wide range of subject specific and multidisciplinary databases. This means if you have access to the Internet you can:

- Access the Southern Cross University Library catalogue
- Renew and reserve books online
- Send requests for books, copies of articles and other material
- Seek assistance and advice with your information needs
- Search our networked indexes, full-text databases and electronic journals
- Access a range of internet resources
- Access the catalogues of other university libraries

### Academic Dates

The postgraduate programs by coursework are offered on a trimester basis - allowing students to complete their Graduate Certificate in Hotel Administration qualification in two trimesters or eight months duration.

### Intakes

Trimester A:	Mid January to mid April
Trimester B:	Early May to mid August
Trimester C:	Early September to mid December



# Graduate Certificate in

# Hotel Administration

Perth • Western Australia

## Application for enrolment

Applications should be received at least two (2) months prior to the course commencement date. However, there are always limited places available in postgraduate courses and they will be filled on a first-come first-served basis, so early application is encouraged.

## Admission to Candidature

Applications for admission to the Grad Cert HA require:

- Completion of a relevant undergraduate degree or qualification of equivalent standing
- Preferred completion of at least one year of relevant work experience
- Applicants with at least 5 years senior management experience but without a formal tertiary qualification will also be considered for admission.

## Requirements for an Award

To be eligible for the award of Graduate Certificate in Hotel Administration a candidate shall successfully complete all four (4) units listed in Schedule of Units included in this prospectus.

## Fees

A Schedule of Fees for postgraduate studies is available on the published "Course Timetable and Fees Schedule" and from the Fees section of the website, [www.asthm.com.au](http://www.asthm.com.au)

## FEE-HELP

If you are an Australian citizen and require funding assistance for a fee paying program, you can apply for the Higher Education Loan Programme (HELP) which has been established by the Commonwealth Government to assist eligible students pay their tuition fees through the income tax system (FEE-HELP). Further information is available from the Department of Education, Science and Training at [www.goingtouni.gov.au](http://www.goingtouni.gov.au)



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