Graduate Programs
Graduate Certificate in Marketing
Graduate Certificate in Management
Graduate Certificate in TESOL
Established in 1982, Holmesglen Institute of TAFE is the largest vocational education and training provider in Victoria and was the first educational institution in Australia to obtain International Quality Assurance Certification to ISO9001 standard - a demonstration of its total commitment to quality and academic excellence. Holmesglen has a reputation as an innovative and dynamic educational institution that maintains the highest standards of instruction and provides a complete student support system, using the latest developments in instructional technology and pastoral care.

Holmesglen provides an excellent environment for students where academic and welfare support are central to the education philosophy. The Institute is located in the Melbourne suburbs of Chadstone, Glen Waverley and Moorabbin close to public transport, shops, restaurants and sporting facilities.

Holmesglen has modern classrooms with audio-visual equipment, computer laboratories, graphic design studios, building and engineering workshops and a well-equipped Learning Commons on each campus containing a library, fully-networked computers, conference rooms and classrooms.

For further information, students should refer to Holmesglen’s international student prospectus available at www.holmesglen.edu.au.

General Information
Holmesglen’s Graduate Certificate programs were developed in response to demand from industry for highly skilled professionals in marketing, management and TESOL. All the Graduate Certificate programs are structured around the dynamic core requirements of industry, to ensure a unique, well rounded qualification that offers a diverse range of course outcomes.

Holmesglen is innovative in its delivery methodology due to the applied nature of the teaching. Courses include lectures, tutorials, simulated work environments and the opportunity for practical placement.

Holmesglen’s Graduate Programs are developed and staffed by highly qualified academics and industry professionals. Small class sizes allow for personalised teaching within a supportive learning environment.

Graduate Certificate in Marketing
This innovative and comprehensive course has been designed for graduates of disciplines other than Marketing, who seek to broaden their skills and knowledge in this field. Marketing has become one of the most significant and powerful tools in business and its study is relevant to all areas of business life.

Course Structure
This program is delivered with an emphasis on providing practical learning opportunities and an industry-relevant curriculum. Students must complete a minimum of five modules - four core modules and one elective.

Core Modules
- Marketing Concepts and Strategies
- Marketing Communications Strategy
- Financial Concepts in a Marketing Context
- Marketing Research Applications

Elective Modules
- Contemporary Issues in Marketing
- People and Culture

Assessment
Assessment is a combination of written assignments, tests, examinations and/ or practical application projects.

Career Opportunities
A range of employment and career opportunities may be explored by individuals who successfully complete this course. They include roles in management, marketing, sales, advertising, product management or event management.

Entry Requirements
- Diploma or degree in a field other than Marketing; AND
- English language proficiency of IELTS 5.5, ISLPR 2+, TOEFL 197 (CB) or 71 (iBT) or equivalent.

Duration
0.5 years.

Articulation to Higher Study
Successful completion of the Graduate Certificate in Marketing at Holmesglen (with a credit average) enables students to apply for articulation into the Master of Commerce (Marketing) at Swinburne University of Technology with advanced standing, subject to holding a recognised Bachelor degree and an IELTS score of 6.5 (Academic) with no individual bandscore below 6.0.

Master of Commerce (Marketing) in association with Swinburne University of Technology
This post graduate program provides a unique opportunity for students to gain specialised marketing knowledge through coursework, or a combination of coursework and research. Students will gain in-depth knowledge of marketing concepts through the practical application of theory and current real-life case studies.

On completion of the Graduate Certificate in Marketing at Holmesglen, students must complete a further 8 subjects to achieve the Master degree at Swinburne.

Duration
1 year on completion of the Graduate Certificate in Marketing.

Enrolment
At enrolment, students will receive a study pack listing references, required texts and software. Access to these materials will be available in the Learning Commons.
Graduate Certificate in Management

This course has been developed for students seeking to broaden their skills and knowledge and gain the qualification required to advance into middle and senior management positions. Graduates of this course will be equipped to work independently and display a high level of critical judgement. They will be able to analyse, diagnose, design, execute and evaluate substantial business projects. Graduates will be able to accept responsibility and be accountable for the management of others.

Course Structure

This program is delivered with an emphasis on providing practical learning opportunities, and an industry-relevant curriculum. Students must complete a minimum of four units from Group A and one additional unit from either Group A or Group B.

Group A units
- Manage multiple projects
- Manage the development, implementation and review of the strategic business plan
- Manage compliance with legal, regulatory and ethical requirements in an organisational environment
- Develop and manage risk management strategy
- Lead innovative thinking and practice in an organisational environment
- Manage people in an organisational environment

Group B units
- Manage human resource practices
- Manage financial resources in an organisation
- Manage business in a global environment
- Manage environmentally sustainable work practices
- Marketing concepts and strategies

Assessment

Assessment is a combination of written assignments, tests, examinations and/or practical application projects.

Articulation to Higher Study

Credit transfer arrangements from Holmesglen into university graduate diploma or masters degree programs may be negotiated directly with the university of your choice.

Career Opportunities

Graduates of the Graduate Certificate in Management will be eligible to pursue a range of employment and career opportunities with a managerial capacity across a broad range of industries.

Duration

0.5 years.

Graduate Certificate in Teaching English to Speakers of Other Languages (TESOL)

This Vocational Graduate Certificate program provides teachers in English-speaking countries and TESOL graduates with the opportunity to enhance their skills and update their knowledge in teaching English. This is a practical program, designed to enable graduates to:

- Focus on practical classroom methodology and language awareness
- Relate theories of second language learning and curriculum design to the classroom
- Identify developments and changes in education policy at the national and international level
- Prepare teaching and learning resources that will meet the needs of language learners in a range of learning environments
- Deliver these materials efficiently and effectively in a classroom
- Develop principles for other administrative aspects of teaching
- Demonstrate an ability to deal with language learners via an on-the-job teaching practicum under the supervision of an experienced ESL teacher

Course Structure

Student skills and knowledge are developed through a combination of classroom learning, practical teaching opportunities, and a reading and self-study program. The course is designed to produce graduates with the attitudes, skills and knowledge that will enable them to prepare teaching and learning resources that will meet the needs of language learners in a range of learning environments, and deliver these materials efficiently and effectively in a classroom. Subjects include:

- Evaluate language systems and language learning processes
- Evaluate language teaching methodology and curriculum design
- Design assessment processes for language teachers
- Apply language teaching program

Assessment

Assessment is a combination of written assignments, journals and independent study tasks, supervised teaching practice and teaching portfolio.

Articulation to Higher Study

Graduates who successfully complete the Graduate Certificate in TESOL will be eligible for 4 subject credits into the Charles Sturt University Graduate Diploma / Master of TESOL and the Deakin University Master of TESOL.

Duration

16 weeks

Commencement Dates and Campus Location

All courses commence in February and July each year. All courses are offered at Holmesglen’s Chadstone campus.
Why Study at Holmesglen?

We offer:

- State of the art technology, systems and facilities, with student access seven days a week.
- Innovative, quality assured programs.
- Two intakes per year.
- Diverse range of academic and welfare support services.
- Dedicated, highly qualified staff with an extensive range of skills and experience.
- Small classes ensuring individual attention and support.
- Convenient campus location right next to Holmesglen railway station.
- Study in Melbourne - a large cosmopolitan city with good work opportunities.
- Holmesglen is an Australian Government institution. Your enrolment is secure. Your fees are secure.

Get set for life

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Information contained in this brochure was correct at the time of production and is subject to change without notice. Distribution of this brochure does not guarantee that the course will be offered. March 2010.