



LE CORDON BLEU®  
AUSTRALIA

## NEW HIGHER EDUCATION COURSES AND SCHOLARSHIPS UNDERGRADUATE AND GRADUATE CERTIFICATES

Find the  
missing piece  
in your  
career







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AUSTRALIA

## Get an internationally recognised qualification from anywhere in the world

Complete your career with an online Higher Education Certificate designed to enhance your hospitality leadership credentials with industry-focused skills. Elevate your employability with targeted learning in a range of disciplines. Each Higher Education Certificate has 4 units (each of 10 week's duration) to be completed from the comfort of your own home anywhere in the world.

### Find the missing piece in your career

In this unpredictable employment market, there is significant industry demand for hospitality leaders with high-level managerial skills. Our online Higher Education Certificates offer transferable skills across disciplines for hospitality management roles in a range of organisations and service industries.

### Accredited pathways

Each Undergraduate and Graduate Certificate is an accredited higher education qualification that articulates with Le Cordon Bleu Australia degree programs and may provide entry to similar undergraduate awards offered by other Higher Education Providers.

## Who should study a Higher Education Certificate?

The Higher Education Certificates are designed for those in the hospitality sector who wish to upskill to advance their career, or anyone seeking a deeper understanding of effective hospitality management as the benchmark for service success. The qualification will benefit jobseekers navigating the current unpredictable employment market where there is industry demand for specific managerial skills.



## Undergraduate Certificate in Hospitality Management

Course ID: CRS1400742

**Subjects:**

- International Hotels and Events
- Leadership and Management in Action
- Quality Service Management
- Hospitality Business Law



**What will I learn?**

The fundamentals of the international hotel and resort industries, corporate chains and global branding; the roles and functions of hotel departments and hotel business information systems.

Leadership and management in action; how to develop a flexible and adaptive leadership style according to the needs of employees, the business, and the situation.

Quality and service management as a fundamental strategic orientation for delivering customer value, ensuring superior performance and sustainable competitive advantage.

Hospitality business law in the context of the Australian legal system as a framework for understanding legal obligations and responsibilities; tenders and service contracts, and common business situations involving legal issues.



## Undergraduate Certificate in Food and Beverage Management

Course ID: CRS1400743

**Subjects:**

- Entrepreneurship and Business Management
- Food and Beverage Cost Control
- Food Quality Management
- Restaurant Concepts



**What will I learn?**

The theory of entrepreneurial mindsets and characteristics and the entrepreneurial process; ethical, social and sustainable practices; the importance of a marketing plan.

How to plan the development of a hotel, restaurant, food, wine, tourism, hospitality or event-related business from an entrepreneurial perspective.

Food and beverage cost control; how to manage revenue and expenses; food quality and production; how to audit and develop a food safety program.

The principles of restaurant design and layout; how to research and apply concepts in the planning and design of restaurants; analysing target markets; menu design and menu planning.



## Undergraduate Certificate in Gastronomy

Course ID: CRS1400744

**Subjects:**

- Fundamentals of Gastronomic Practice
- Food and Wine Philosophy
- The Hospitality Experience
- Gastronomic Tourism Experience



**What will I learn?**

The fundamentals of gastronomic practice; the history of modern gastronomy as a field of practice; the principles of neurogastronomy (organoleptic studies).

Food and wine philosophy, including a brief history of gastronomy and the restaurant; dominant styles of cuisine and the contemporary restaurant; the vocabulary of food and wine tasting.

Key features of the hospitality experience; customer relationship management; hospitality experiences in the global market; emotional intelligence and the experience economy.

The history and nature of gastronomic tourism including destination management and marketing; how to market gastronomic products, places and experiences; key characteristics of gastronomic tourists.







## Undergraduate Certificate in Food Merchandising

Course ID: CRS1400745

**Subjects:**

- Introduction to Marketing
- Restaurant Concepts
- Food Merchandising
- Food Production – Product Development



**What will I learn?**

Socially responsible approaches to customer-centric marketing operations from a global perspective; marketing planning, the marketing mix, and integrated communication strategies.

The principles of restaurant design and layout and how to research and apply concepts in planning and design; analysing target markets; the menu and menu planning.

Food merchandising, including product management in a retail business with customer-centric strategies, sourcing customer and marketplace information; store design; and retail case studies.

Food production and product development including contemporary food and wine product development, and effective market research in local, national, and global contexts.



## Undergraduate Certificate in Event Management

Course ID: CRS1400747

**Subjects:**

- Introduction to Tourism, Convention and Event Management
- Business Law for Tourism and Events
- Event Concepts, Scope and Objectives
- Convention and Event Planning and Operations



**What will I learn?**

Central concepts of tourism, convention and event management; emergence growth, strategies and impacts; case study analyses, and the future of sustainable event tourism.

Introductory business law for tourism in the context of the Australian Legal System; how to interpret financial reports and apply budgeting processes for events and conventions.

Event concepts with an introduction to sponsorship; the role of event management; the role of the media; creating the concept and evaluating an event.

Major concepts of convention and event planning; the strategic planning cycle; events management, and the processes of monitoring and evaluating event operations.



## Undergraduate Certificate in Business

Course ID: CRS1400748

**Subjects:**

- Accounting Principles and Practice
- Human Resource Management
- Management Concepts
- Introduction to Marketing



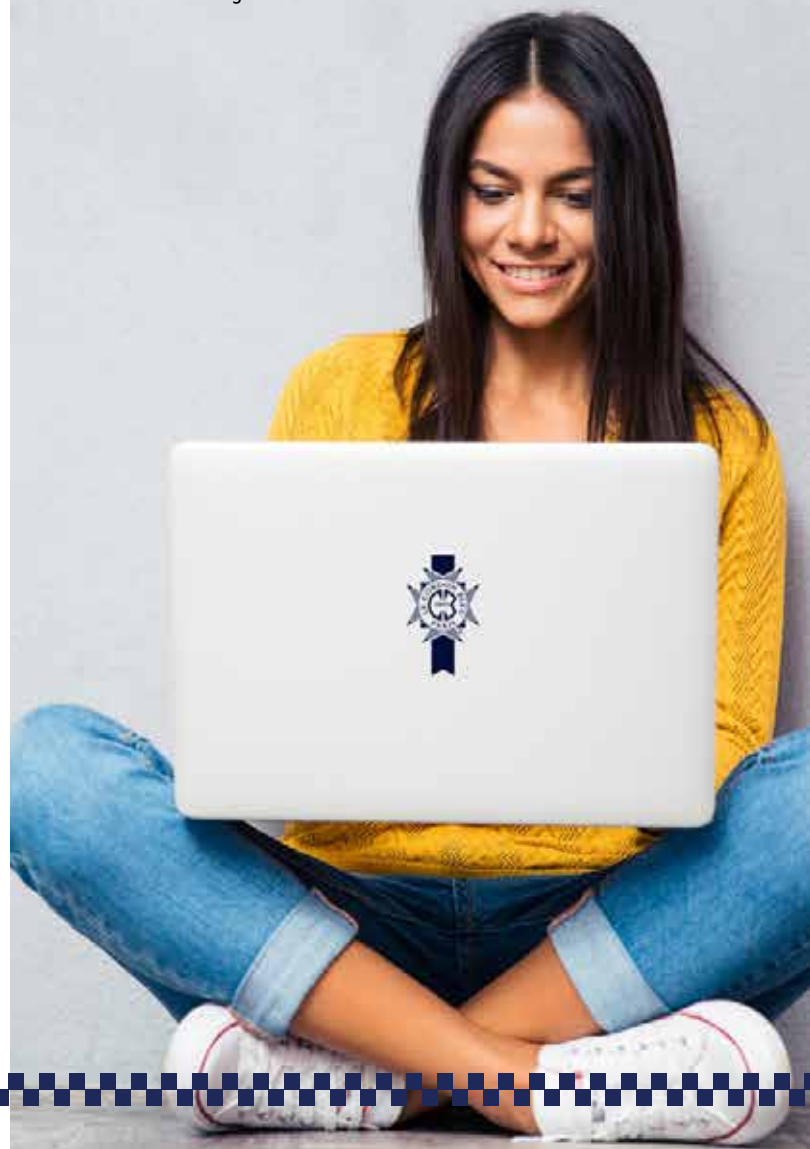
**What will I learn?**

Introductory accounting concepts and budgeting processes, including profit and loss statement, budgeting and cost control, the balance sheet and interpreting financial reports.

Key principles of human resource management in hospitality; human resource trends; basic employment law; work productivity, and the future of strategic human resources management.

Management concepts and theories using hospitality case studies; the competing values approach to management; the open systems model, and organisational structure and design.

Socially responsible approaches to customer-centric marketing operations from a global perspective; marketing planning, the marketing mix and integrated communication strategies.





## Graduate Certificate in Hospitality Management

Course ID: CRS1400757



### *Subjects:*

#### **Service Quality Management**

Service quality management is the process of managing the quality of services delivered to customers according to their expectations. It assesses how well a service has been given in order to identify problems and correct them to increase customer satisfaction. This unit examines how to strategically manage a service orientated organisation to ensure effective quality management and the delivery of service excellence. Participants will evaluate contemporary hospitality-related consumer behaviour and the implications for changing guest expectations in a global context. Students will analyse new consumer behaviour models, including the characteristics of internet consumers, and the internet's role in shaping hotel guest expectations.

#### **Managing Hospitality in the International Context**

Hospitality takes many forms, from the micro- to the macro-level, from serving a coffee to offering accommodation and refuge. Whatever the type or form of hospitality, it invariably is based on cultural and institutional expectations and constraints. This unit analyses the contemporary hospitality sector in the context of international markets and operations. It explores key factors and trends that influence hospitality managers' decision-making and methods. Students will critically assess the forces of globalisation that impact the hospitality industry and examine the diverse managerial and leadership roles within the global hospitality industry.

#### **Applied Hospitality Management (double unit)**

This is a double unit that requires students to integrate various aspects of hospitality management and practice in scenario-based setting. Students will apply their hospitality management knowledge and skills within a simulation-based hospitality environment, making decisions from a senior executive perspective, demonstrating analytical and managerial skills in a strategic context. Students will be required to demonstrate situational understanding within holistic frameworks, and to demonstrate a capacity for creative as well as analytical judgment using simulation software.

#### ***What will I learn?***

The strategic management of a service orientated organisation to ensure effective quality management and the delivery of service excellence.

Proven methodologies to meet guest requirements and organisational objectives; the change process; instruments for measuring and adapting the effectiveness of the service process.

Major features of the hospitality sector in the context of international markets and operations; major factors and trends that influence hospitality managers' decision-making.

Create a Business Plan for either an existing or simulated hospitality concept to develop an understanding of what is required to conceptualise, design and present a case for a business investment.





## Graduate Certificate in Hospitality Decision Making

Course ID: CRS1400755



### *Subjects:*

#### **Research for Business Decision-Making**

This unit aims to provide students with an understanding of the range of concepts and techniques associated with both qualitative and quantitative methods of research that assist business decision-making. Student will be introduced to evaluating appropriate methods of doing particular types of research and will apply some of these techniques in activities and projects. The major objective of this unit is to equip students to identify, discuss and formulate a business research problem, including the selection and application of appropriate research approaches and methods of inquiry, and to present their results in such a way as to add value to organisational planning and operations.

#### **Risk and Contingency Management**

Risk Management of organisations is about minimising adversity and maximising the probability that business can continue to operate in periods of unavoidable adversity. This unit examines the definitions, contexts, and theoretical frameworks relating to crisis and risk management. Through conceptual and case material, students analyse key aspects of risk management such as foundation principles, the differences between strategic and tactical risk, and emerging issues in risk management. Students will conduct a risk and vulnerability analysis on an organisation, an industry sector, or tourism destination, and develop critical insights into emerging issues and concepts in crisis management.

#### **Service Quality Management**

Service quality management is the process of managing the quality of services delivered to customers according to their expectations. It assesses how well a service has been given in order to identify problems and correct them to increase customer satisfaction. This unit examines how to strategically manage a service orientated organisation to ensure effective quality management and the delivery of service excellence. Participants will evaluate contemporary hospitality-related consumer behaviour and the implications for changing guest expectations in a global context. Students will analyse new consumer behaviour models, including the characteristics of internet consumers, and the internet's role in shaping hotel guest expectations.

#### **Successful Hospitality Project Design**

The aim of this unit is to provide a learning experience that will introduce the fundamental processes and structures for initiating and planning projects in the hotel and hospitality industry. Students will explore various aspects of designing a hospitality-related product or service, drawing on a broad spectrum of project management techniques, business planning skills and knowledge, strategic thinking principles and analytical skills. Students will learn the importance of situational understanding within a design and business context, with the emphasis on balancing functionality, budgetary constraints, quality and aesthetics. Students will create a simulated strategic project, including activities and resources scheduling, timeline and milestone indicators, financial budgeting and risk minimisation contingencies.



### *What will I learn?*

Essential business research skills needed to acquire, process and analyse information to support the business decision-making; the information business managers need to operate a sustainable business.

The essentials of risk and contingency management in a changing world, with particular emphasis on tourism and hospitality; crisis management, planning and mitigating measures, and, common crisis management instruments.

Key elements of service quality management including customer behaviour; the service delivery process; managing people for service advantage; balancing capacity and demand, and customer satisfaction and loyalty.

The principles of hospitality project design; fundamental project management processes in a hospitality context; project time and cost management, and management of the organisation and people.





## Graduate Certificate in Business Administration

Course ID: CRS1400754



### *Subjects:*

#### **Accounting for Management**

This unit provides an overview of the accounting material needed to support managers in the making of decisions, combining the necessary amount of financial accounting knowledge to serve as foundation for using managerial accounting techniques. The unit gives background information about the regulatory context of financial accounting, covering the relevance and significance of fundamental accounting conventions and the requirements of financial reporting through the financial statements. Analyses then lead into managerial accounting techniques that can inform business decisions, covering cost assessments, revenue optimization techniques, and analysis of financing decisions. The unit will enable managers to communicate with an accounting professional and to analyse and interpret accounting information.

#### **Risk and Contingency Management**

Risk Management of organisations is about minimising adversity and maximising the probability that business can continue to operate in periods of unavoidable adversity. This unit examines the definitions, contexts, and theoretical frameworks relating to crisis and risk management. Through conceptual and case material, students analyse key aspects of risk management such as foundation principles, the differences between strategic and tactical risk, and emerging issues in risk management. Students will conduct a risk and vulnerability analysis on an organisation, an industry sector, or tourism destination, and develop critical insights into emerging issues and concepts in crisis management.

#### **Service Quality Management**

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#### **Marketing Management**

Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders. This unit employs an integrated marketing management framework, studying marketing in its local and global context. The study materials have been designed with a view to applying the principles of marketing management across a wide range of organisational contexts. In particular, emphasis is given to the integration of marketing concepts into coherent marketing and organisational planning. The unit also provides a foundation to effectively manage a marketing function and to establish an organisation's future marketing direction, with a strong emphasis on ethical considerations when analysing marketing processes in organisations.



### *What will I learn?*

Key principles of financial and management accounting; manage accounting reports from a user perspective, including planning, control, budgeting and analysis of performance.

The essentials of risk and contingency management in a changing world, with particular emphasis on tourism and hospitality; crisis management, planning and mitigating measures, and, common crisis management instruments.

Service quality management including customer behaviour; the service delivery process; managing people for service advantage; balancing capacity and demand, and customer satisfaction and loyalty.

Essential features of marketing management for hospitality, from basic marketing concepts through to advanced marketing management, including analysis of marketing intelligence and the marketing environment.



## Graduate Certificate in Hospitality Leadership

Course ID: CRS1400756



### *Subjects:*

#### **People, Leadership and Performance**

This unit explores the principles and practices of leadership that are vital for organisational and personal. As well as examining conventional and alternative perspectives on leadership, the unit addresses the ways in which the practice of leadership influences organisational culture and strategy, individual performance and team achievement. Students will be encouraged to explore the concept of leadership and the skills and attitudes that set certain leaders apart. As well as theories of leadership, styles of leadership, the relationship between leadership and management and leadership in diverse workforces, students will consider how to lead organisations or business units in times of change, and how to make a difference.

#### **Global Business Environment**

The aim of this unit is to develop an appreciation of three key themes of global business: the international business environment, business strategies and operational management. Global business refers to a wide range of activities involving not only business transactions across national borders, but trans-national businesses that can no longer be defined in purely domestic or regional terms. At the international level, the globalisation of the world economy and differences between countries on a number of levels present both opportunities and challenges to businesses. This unit will focus on how managers comprehend and navigate complex cultural and regulatory environments when making strategic decisions and managing ongoing operations. Particular attention is given to trade and technology as drivers of the global knowledge economy and the challenges confronting business governance and ethics.

#### **Managing Hospitality in the International Context**

Hospitality takes many forms, from the micro- to the macro-level, from serving a coffee to offering accommodation and refuge. Whatever the type or form of hospitality, it invariably is based on cultural and institutional expectations and constraints. This unit analyses the contemporary hospitality sector in the context of international markets and operations. It explores key factors and trends that influence hospitality managers' decision-making and methods. Students will critically assess the forces of globalisation that impact the hospitality industry and examine the diverse managerial and leadership roles within the global hospitality industry.

#### **Strategic Principles**

Strategic planning is the process of defining an organisation's key purpose and objectives and allocating the necessary resources for their implementation. This unit explores the key concepts, theories and practices of strategic management in the contemporary hospitality industry. Students will develop an understanding of organisational strategies, and organisation structures by interpreting and applying systems theory to organisations and processes. Students will analyse the environments in which organisations function and critically evaluate the role of leadership in the development and control of strategic processes.



### *What will I learn?*

Key elements of leadership and performance; identification of the factors that influence performance at work; the nature of power in the workplace; influence and politics, and the employee attributes that drive performance. How the global business environment is shaped, and how it influences business activity in the international arena; the corporate capabilities needed to participate in international business.

Major features of the hospitality sector in the context of international markets and operations; major factors and trends that influence hospitality managers' decision-making.

Strategic principles and systems theory; the concept and reality of globalisation; external and internal business environments; alternative strategic concepts; network level strategy, and strategy implementation.





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## How to Apply

### **Download your application form or apply online**

Application Forms can be downloaded from Le Cordon Bleu website:

[www.cordonbleu.edu/australia/downloads-pdfs](http://www.cordonbleu.edu/australia/downloads-pdfs)

### **Complete your application form**

The application form includes all the information required to enrol in the course of your choice. Please be as detailed as possible. If you need assistance with this, or have any questions, please contact us at:

[australia-admissions@cordonbleu.edu](mailto:australia-admissions@cordonbleu.edu)

### **Prepare your supporting documents**

The enrolment form includes all the supporting documents you will need to provide with your application form. Please ensure that all documents are certified, valid and ready to submit with your application.

### **Submit your completed application form**

Applications can be submitted online or via post or email:

Le Cordon Bleu Australia

137 Days Road, Regency Park

SA 5010 Australia

E: [australia-admissions@cordonbleu.edu](mailto:australia-admissions@cordonbleu.edu)

### **Assessing your application**

Once we receive your application we will assess whether you meet the entry requirements for the course you have selected.

### **Letter of Offer**

When your application is approved, we will send you a Letter of Offer. This will include the details about your enrolment, acceptance form and payment details.

### **Fee payable**

Please return the completed acceptance form together with your fee payment. Accepting your place well in advance of your course start date, and paying your fees will help to ensure that your place is secure.

For more information or assistance please contact us:

T: +61 8 8348 3000

E: [australia-admissions@cordonbleu.edu](mailto:australia-admissions@cordonbleu.edu)