WELCOME TO AN EXTRAORDINARY WORLD
LIVE AN EXTRAORDINARY LIFE
Introducing our global network

William Blue was the first hotel management college established in Sydney. Since 1989 we have helped thousands of students become industry professionals and over the years we have continued to adapt our courses and update our facilities to reflect the changing needs of the hospitality industry. Our students receive practical training and graduates are ready to have global careers with world-class hotel and hospitality brands or even launch their own successful businesses.

William Blue College of Hospitality Management is part of Think Education which is part of Laureate International Universities (LIU).

STUDENTS WILL GRADUATE WITH THEIR OWN NETWORK OF EMPLOYERS, ENTREPRENEURS AND MENTORS.

STUDENTS CAN UNCOVER GLOBAL OPPORTUNITIES AND NETWORKS FROM OVER 80 UNIVERSITIES AROUND THE WORLD.

STUDENTS CHOOSE HOW AND WHEN THEY LEARN. THEY ARE IN CONTROL TO CREATE THE LEARNING EXPERIENCE THEY WANT.

Our Promises

WILLIAM BLUE HAS ONE PURPOSE: EMPLOYABILITY.

01

Everyone is connected.

STUDENTS WILL GRADUATE WITH THEIR OWN NETWORK OF EMPLOYERS, ENTREPRENEURS AND MENTORS.

02

Everyone is global.

STUDENTS CAN UNCOVER GLOBAL OPPORTUNITIES AND NETWORKS FROM OVER 80 UNIVERSITIES AROUND THE WORLD.

03

Everyone can change their world.

WE READY STUDENTS TO MAKE THEIR MARK AND DELIVER POSITIVE CHANGE TO THE WORLD THEY LIVE IN. WE FOSTER SOCIAL ENTREPRENEURSHIP.

04

Everyone is unique.

STUDENTS CHOOSE HOW AND WHEN THEY LEARN. THEY ARE IN CONTROL TO CREATE THE LEARNING EXPERIENCE THEY WANT.

Ernesto Zedillo, the former president of Mexico, serves as Presidential Counselor of Laureate International Universities. As Presidential Counselor, President Zedillo provides Laureate institutions with insights from his experiences in the policymaking, diplomatic and academic worlds. He also has served Mexico as Secretary of Education, Undersecretary of Budget, and as Secretary of Economics, Programming and the Budget. Laureate is dedicated to helping its students reach their highest potential and supporting their achievement of personal and professional goals. Laureate brings to its universities and students a global perspective blended with a local point of view, creating a truly multicultural, career-oriented educational experience.
Welcome to William Blue

WILLIAM BLUE IS ONE OF AUSTRALIA’S MOST RESPECTED AND RECOGNISED HOSPITALITY COLLEGES

What makes our learning experience truly unique is not just our strong focus on theory, technique and outstanding academic results, but our push towards developing the careers of our students to maximise their global employability and industry connections.

We are continually developing strong partnerships with leading international businesses, hotels, tourism organisations and restaurants to provide internships and employment opportunities that are a great advantage to our students.

As part of Laureate International Universities, William Blue is connected to other leading hospitality schools including Glion and Le Roche hotel management schools in Switzerland and the Blue Mountains International Hotel Management School at Torrens University in Australia.

William Blue is one of Australia’s most respected and recognised hospitality colleges, and for over 25 years has built great relationships within this vibrant and global industry.

This means we’re able to offer you a unique learning experience, we look after your needs as a student, and also align ourselves with the industry’s requirements to employ highly trained and motivated people with practical experience who are passionate about what they do.

Our course offerings are flexible and we’ve designed a learning structure that accommodates several entry and exit points in our academic and training pathways.

Industry experience is also a part of every course we offer, so that our students gain the hands on experience they need – you get exposure to the industry and have opportunities to work, travel and build your skills as your career develops.

In addition, all lecturers are current industry practitioners in the subjects they teach.

We look forward to welcoming you to our state-of-the-art facilities and introducing you to our enthusiastic and highly experienced student and academic team.

Jerome Casteigt
General Manager, Hospitality
Laureate Australia
Jerome Casteigt
General Manager, Hospitality
Laureate Australia

“The global hotel, tourism and hospitality industry offers the most exciting careers and opportunities in the world.”

Jerome was born in Bordeaux, France. Following the completion of his Bachelor of Business, Jerome started working in the UK with Nespresso, a newly created division of Nestle. After 4 years, Jerome was asked to launch Nespresso in Australia and relocated to Sydney with his family. The success of Nespresso both in restaurants, hotels and with consumers at home opened up a regional role in Switzerland at the Nespresso Headquarters covering Southern Europe and launching new markets such as Israel, Greece and Portugal. After two years in Europe, Jerome decided to come back to Australia with another division of Nestle, Movenpick Ice-cream. Having spent all his career developing premium quality FMCG brands, Jerome decided it was time for a change, and moved closer to his personal aspirations by joining the Blue Mountains International Hotel Management School (BMIHMS) in 2010. Jerome is now the General Manager, Hospitality for Laureate Australia, overseeing William Blue College of Hospitality Management and Blue Mountains International Hotel Management School at Torrens University in Australia.

Jerome is passionate about developing and nurturing the top hotel and hospitality talent of the future and delivering world class education and student experience.

Dr. Scott Richardson
Dean, Hospitality
Laureate Australia

Dr. Scott Richardson is the Dean, Hospitality for Laureate Australia. He is also an Adjunct Senior Research Fellow at the University of Johannesburg, South Africa. Dr. Richardson was awarded his PhD from Griffith University, Australia and has worked at a number of Australian and International Universities. Dr. Richardson also has extensive tourism and hospitality industry experience having worked in the industry for more than 10 years. During this period Dr. Richardson worked in hotels, tourism and events companies and the travel industry. In his most recent industry role, Dr. Richardson was employed as the Assistant General Manager of an Accor property in Victoria.

Anthony Mitri
Head of Academic Studies, Hospitality
Laureate Australia

“My philosophy towards education is “You learn best when you’re having fun. Be it in the classroom, in industry, or life in general...””

While attending university, Anthony was awarded the prestigious Corporate Management Traineeship with IHG (InterContinental Hotels Group), which he completed at the Holiday Inn Sydney Airport with a focus on Front Office Management. Upon graduation, Anthony ventured into the world of hospitality by working in hotel operations with the Accor group. In 2006, Anthony moved into the education arena with a range of international colleges in Sydney and was quickly promoted to management posts within the academic field. Now the Head of Academic Studies for Vocational Education programs at William Blue, Anthony is in a unique position of having current, high-quality industry experience, industry qualifications, and academic experience which he combines to deliver vocational training of the highest quality to our students.
Sydney Campus

Located just a few minutes’ walk from Circular Quay, our new Sydney campus opened in February 2015 and is fitted out with state-of-the-art facilities and modern open plan teaching spaces. As part of Laureate International Universities Australia, William Blue students share the campus with students from Torrens University Australia, contributing to a vibrant learning community on campus. The campus is located right on Sydney Harbour, overlooking the iconic Sydney Harbour Bridge and the Sydney Opera House.

TRANSPORT

Our Sydney Campus is 5 minutes’ walk from Circular Quay – a central transport hub for trains, buses and ferries in Sydney. There is no student parking on campus.

William Blue Dining

AWARD-WINNING STUDENT TRAINING RESTAURANT

William Blue Dining is our award-winning student training restaurant which is open to the public.

Located in the heart of The Rocks, the busiest tourist and business precinct in Sydney, the restaurant is generally fully booked each day of operation and in 2015 was ranked in the top 35 of Sydney Restaurants by TripAdvisor.

Our hospitality students will undertake some or all of their training at William Blue Dining, learning first hand what it takes to run a restaurant and hospitality business, whether they’re in the kitchen or at front of house.

Managed by Jason Hannah, Executive Chef and Program Manager for our Commercial Cookery program, Jason won 2015 Teacher of the Year in Commercial Cookery awarded by the Tourism, Hospitality and Catering Institute of Australia.
Brisbane Campus

Located high on the cliffs in Fortitude Valley overlooking the Brisbane River is our Brisbane campus, which opened its doors in August 2014.

The campus offers the latest in state-of-the-art teaching facilities while incorporating abundant natural light, breathtaking views of the river, Story Bridge and Brisbane CBD. This campus has been carefully designed to provide an inspirational and productive learning environment for students to achieve highly in their coursework.

As part of Laureate International Universities Australia, joining William Blue on campus are students from Torrens University Australia and students from other Think Education colleges – promising a large and diverse student community.

Fortitude Valley is a vibrant and exciting part of inner city Brisbane. Bordered by Brisbane’s central business district, the Brisbane River and Victoria Park, Fortitude Valley is also a premier shopping, entertainment and arts district rich with culture.

CAMPUS FACILITIES

- Campus-wide Wi-Fi
- Lecture rooms that simulate hotel facilities
- Both open plan and dedicated teaching and learning spaces
- Campus café
- Student kitchen facilities
- Multiple charging stations for laptops and mobile devices
- Library
- Incubator pods for intensive group work and study
- After-hours Zone with secure access open for study 24/7

TRANSPORT

Fortitude Valley train station is located only a few minutes’ walk from campus. Most major bus routes travel down Ann Street servicing all areas of Brisbane. There is also a city bike share program with over 150 stations in and around Brisbane CBD, including right in front of campus. There is no student parking on campus.

ACADEMIC LEARNING SUPPORT WITH THINK: CLASS (THE CENTRE FOR LEARNING AND ACADEMIC SKILLS SUPPORT)

As a student, there may be times when you feel overwhelmed with study or would like some help to complete an assignment. Our staff can help you to study more effectively and develop your skills in:

- Writing (essays and reports)
- Study techniques
- Research skills
- Presentation skills
- Time management
- Creating an effective study environment
- Reading and note taking
- Exam preparation

Dedicated Learning and Academic Skills (LAS) specialists are available on-campus in The Rocks and Brisbane. Other students can access LAS support online through their Student Portal or through the Student Services or lecturers on their campus. Additionally, lecturers can refer students or students can contact Think: CLASS (Centre for Learning and Academic Skills Support) directly. Our experienced team ensures that academic issues are dealt with and that students are supported in their learning. The team can also refer students to a counsellor who can offer confidential assistance to students with personal and welfare issues.

COUNSELLING

Australian and overseas students who are living away from home for the first time may at times feel homesick or stressed with their study load. Our team of professional staff are approachable and available to give students the confidential support they need during these times.

STUDENT REPRESENTATIVE COUNCIL (SRC)

We understand that you need a student voice and a life outside of college. The Student Representative Council is responsible for helping you to speak up and maintain a balanced lifestyle. They discuss current issues and organise a range of social and networking events to get you involved in the campus community because having fun is an essential part of the William Blue experience!

“William Blue is a close-knit community with a vibrant atmosphere; you will never feel lost and lonely like you could do at other, bigger universities. The lecturers are of a very high calibre and are still working in the industry, providing the students with valuable and practical knowledge. They also have many connections, which is great when it comes to our future job seeking! Studying at William Blue is also very hands-on, which has really helped me improve my hospitality and customer service skills.”

Gemma Williams
2014 Scholarship Student
Advanced Diploma of Hospitality (Hotel Management Specialisation)
The Tourism Industry Council NSW (TICNSW)
William Blue is a proud member of the Tourism Industry Council NSW (TICNSW), which is the peak tourism industry organisation in NSW and represents some 7,000 industry operators across the State. Formed in 2001, TICNSW aims to help the tourism industry in NSW remain the number one tourism destination in Australia and is primarily an advocate for all companies with an interest in tourism. It works with government, industry and community stakeholders to boost investment, employment and promotional opportunities for tourism throughout the State.

Educational Recognition
William Blue is a recognised Higher Education Provider, and is fully recognised within the Australian Qualification Framework (AQF) and governed by TEQSA, the national regulator. All William Blue vocational education qualifications are recognised within the Australian Qualification Framework (AQF) and governed by ASQA, the Australian national regulator.

In addition, William Blue’s close industry links ensure that your William Blue qualification is highly respected within the hospitality industry.

OUR LECTURERS ARE INDUSTRY EXPERTS
Our lecturers are industry experts with experience, contacts and networks. All of our courses have been developed in conjunction with the hospitality and events industries so students will always learn the most relevant information and best practice.

INTERNSHIPS & WORK EXPERIENCE
Industry relevance is at the core of everything we do here at William Blue. We think it is so important that the Industry Placement Program is a compulsory part of every course. No one gets the practical experience they need by sitting in a classroom all day, so as part of the Advanced Diploma of Hospitality you will undertake 600 hours of Industry Placement as part of your course. Bachelor degree include 520 hours of industry placement.

Our Industry Advisers will help you to get paid part-time work and paid Industry Placement. We will also help you with personal presentation skills, resume preparation and interview skills. At William Blue, you start working in the industry from the very beginning.

We partner with Australia, and the world’s leading companies including Disney International, Merivale Group, Hilton Worldwide, The Star, InterContinental Hotels Group, Shangri-La Hotel And Club Med Resorts.

"All of the students that we have hired from William Blue have been outstanding and well disciplined. Their knowledge of hospitality and level of customer service complements our hotel environment perfectly."

Micheline Kazzi
Human Resources Manager, Accor Hospitality
“I chose to study at William Blue for two reasons; to discover the art of creating fine cuisine and the knowledge to run a lucrative business. I graduated with a skill set that enabled me to open a successful and award winning restaurant!”

Eddie Leung
Restaurant owner, SPAGO
2013 Graduate, Advanced Diploma of Hospitality (Commercial Cookery Specialisation)

Your Study Pathways

At William Blue we offer students the opportunity to build their way up to a Bachelor degree qualification. Starting with an Advanced Diploma, students can then go on to complete a Bachelor degree and graduate in just three years with two internationally recognised qualifications. Advanced Diploma graduates will receive credit for 12 Bachelor degree subjects, therefore needing to complete just 12 more Bachelor degree subjects in one extra year of study to graduate with a Bachelor degree.

**ADVANCED DIPLOMA**

» Hotel Management Specialisation
» Event Management Specialisation
» Commercial Cookery Specialisation

2 YEARS

16 subjects + 600hrs industry placement

+ 1 YEAR

+ 12 subjects

**BACHELOR DEGREE**

» Business
» Event Management
» Hospitality Management
» Tourism Management

**Masters**

» Master of Business Administration

Interested in post-graduate study? Complete your Bachelor Degree and gain direct entry into the following Master courses.
Direct Entry Programs (DEP)

ENGLISH FOR ACADEMIC PURPOSES | DIRECT ENTRY PROGRAM | GENERAL ENGLISH*

**DEP PROGRAM OVERVIEW**

Learn to refine your research and referencing skills, become efficient in planning your study time and upgrade your skills in writing assignments. You will also learn how to be an effective member of a team, think critically and get the best assessment results.

**ENTRY REQUIREMENTS**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ENTRY LEVEL</th>
<th>EXIT LEVEL</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Management Direct Entry Program (Intermediate to Advanced)</td>
<td>IELTS 5.0 (Academic) or equivalent</td>
<td>IELTS 5.5 (Academic) or equivalent</td>
<td>10 Weeks</td>
</tr>
<tr>
<td></td>
<td>IELTS 4.5 (Academic) or equivalent</td>
<td>IELTS 5.5 (Academic) or equivalent</td>
<td>15 Weeks</td>
</tr>
<tr>
<td>Business Direct Entry Program (Intermediate to Advanced)</td>
<td>IELTS 5.5 (Academic) or equivalent</td>
<td>IELTS 6.0 (Academic) or equivalent</td>
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* Students who have not taken the IELTS or another standardised English test can take a free Placement Test in their home country, contact your local THINK agent for details, see www.think.edu.au/international

**SAMPLE DEP TIMETABLE**

<table>
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<tr>
<th>MONDAY</th>
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<th>WEDNESDAY</th>
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<th>FRIDAY</th>
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<td>Team Building</td>
<td>Case Study</td>
</tr>
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<td>8:30-10:30</td>
<td>Break</td>
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<tr>
<td>10:30 – 10:45</td>
<td>Grammar</td>
<td>Listening/Note-taking Skills</td>
<td>Implied Meaning</td>
<td>Reading</td>
</tr>
<tr>
<td>12:15 – 12:50</td>
<td>Lunch</td>
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<tr>
<td>12:50 – 2:35</td>
<td>Vocabulary</td>
<td>Tutorial Discussion</td>
<td>Projects</td>
<td>Writing and Avoiding Plagiarism</td>
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**SAMPLE EAP TIMETABLE**

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**“My favourite part is hearing the teachers’ experiences, and the outdoor learning.”**

Xiran Yu – China, EAP Graduate

English For Academic Purposes (EAP)

ENGLISH FOR ACADEMIC PURPOSES (INTERMEDIATE TO ADVANCED) – CRICOS COURSE CODE 07566C

**EAP PROGRAM OVERVIEW**

This course is designed to help develop your language and study skills necessary for success in the vocational and higher education program of your choice.

You can be accepted into the program once you have reached an Intermediate level of General English.

The course allows you to progress into one of our colleges without completing an IELTS/TOEFL test.

**ENTRY REQUIREMENTS**

IELTS 4.5 (Academic) or equivalent

* Students who have not taken the IELTS or another standardised English test can take a free Placement Test in their home country, contact your local THINK agent for details, see www.think.edu.au/international

“This course lets me realise how important team work is, and also improves my communication and interpersonal skills.”

Mao Lun Ni (Alan) – Taiwan

DEP Graduate
Information for Overseas Students

William Blue accepts applications from qualified applicants under 18 years old. Overseas students under 18 years old studying in Australia must live with a homestay, parent or relative.

The college has established review and approval processes to help ensure accommodation arrangements are appropriate for overseas students. The college arranges guardianship and welfare services with ISA for our overseas students under 18 years old who stay in homestays. ISA provides independent support for students to help them adjust to life in Australia and assist with resolving any challenges along the way. Special circumstances apply.

STUDENT VISAS

For information on student visas please visit the Department of Immigration and Border Protection at www.immi.gov.au/students/

WORKING IN AUSTRALIA

International students are eligible to work 40 hours per fortnight during term time and full time during term break on their student visa.

LIVING IN AUSTRALIA

Living in Sydney and Brisbane is comparable to major European or Asian cities. For information on living in Australia, including indicative costs of living and accommodation options, please visit williamblue.edu.au/apply-online/international-students

ACCOMMODATION

There are many options for student accommodation in Sydney and Brisbane in close proximity to the William Blue campuses. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.

Homestay Accommodation

Homestay living offers students the opportunity to live with an English speaking family. This is a great way for overseas students to practice their English language skills and learn more about local culture and customs. For details on our approved homestay providers, please visit williamblue.edu.au/apply-online/international-students

Apartment and Share House Living

Many students share apartments or live on their own. It is recommended that students plan to be in Sydney or Brisbane early in order to visit apartments and meet potential housemates before making a commitment. You may like to book into a hostel for your first few days and then look for share accommodation with other students. The following websites will help you get started:

• www.realestate.com.au
• www.domain.com.au
• www.unilodge.com.au

School-Aged Dependents

School-aged dependents accompanying you to Australia are required to pay full fees if they are enrolled in either a government or non-government school.

QUALITY AND AUSTRALIAN REGULATIONS

Before accepting an offer to study with William Blue, international students should be familiar with the Education Services for Overseas Students (ESOS) framework. A simple explanation of the framework is the ESOS Framework Student Fact Sheet available online at www.aei.gov.au/regulatory-information/

The Department of Education is responsible for the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). Only education institutions registered under the ESOS Act and listed on CRICOS can enrol overseas students to study in Australia on a student visa. The Australian Skills Quality Authority and the Tertiary Education Quality and Standards Agency regulate the education and training sector’s involvement with overseas students studying in Australia on student visas in the Vocational Education and Training sector and the higher education sector respectively.

It does this through the Education Services for Overseas Students legislative framework (ESOS). This protects Australia’s reputation for delivering quality education services and the interests of overseas students, by setting minimum standards and providing tuition and financial assurance.

The legislation mandates a nationally consistent approach to registering education providers so that the quality of the tuition, and care of students, remains high. The professionalism and integrity of the industry is further strengthened by the ESOS legislation’s interface with immigration law. This imposes visa related reporting requirements on both students and providers.

Students can seek other external reviews or appeals by seeking assistance from agencies such as the Ombudsman, relevant Commission or the Office of Fair Trading. For further details, refer to the Students Complaints Policy www.williamblue.edu.au/about-william-blue/policies-procedures-and-forms
Developed with industry experts to give you a solid understanding of how things operate in Australia and overseas, the William Blue Bachelor of Business will prepare you to operate effectively in any hospitality situation. Develop the skills and knowledge to research, analyse and interpret the business environment; identify new opportunities and profit streams for organisations. Build strategic marketing plans. Know how to take your company from strength to strength.

INDUSTRY PLACEMENT
At William Blue, we make hands-on experience a vital ingredient of our courses. Beyond the classroom, you’ll have an understanding of what’s going on in the real world that will be crucial to career success. A 520 hour Industry Placement is built into the requirements of the course.

GRADUATE OUTCOMES
- Hotel Manager
- Resort Manager
- Event Manager
- Tourism Manager
- Operations Manager
- Business Analyst and Consultant
- Business Owner

COURSE DETAILS
Bachelor of Business
CRICOS course code: 081294K
DURATION
Full-time: 2-3 years
LOCATION
Sydney or Brisbane Campus
(International students may study 25% of their course online)
ENTRY REQUIREMENTS
Satisfactorily completed Senior High School Certificate Year 12 or equivalent
IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English Eligible for a student visa
INTAKE DATES
February, April, June, July, September, October

HOSPITALITY MANAGEMENT
Hospitality doesn’t just mean food, beverages and accommodation. Anytime you’ve got a host, a guest and some kind of service between them, you’re in hospitality territory. With a Bachelor of Business (Hospitality Management), you can take on an exciting role in hotel management, entrepreneurship, service management, travel or transport. You’ll also be ready to tackle a general business management career in both the traditional and e-commerce environments.

A career in hospitality means you’re never bored. This program gives you a taste of the adventure and variety you’ll experience every day, exposing you to the practical knowledge, skills and experience of higher-level concepts and operations in the field. Study critical business and management subjects, with a view to entering the fast-changing global hospitality industry.

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- Hotel Executive
- Resort Manager
- Restaurant Owner
- Hospitality Entrepreneur
- Operations Director
- Services Manager
- Business Analyst and Consultant
- Business Owner

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Bachelor of Business (Event Management)
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INTAKE DATES
February, April, June, July, September, October
“One of the reasons I picked William Blue is because it catered to the areas I specifically wanted to work in. I completed my Industry Placement with South African Tourism where I got to be part of organising fun events to market South Africa as a travel destination and special sponsorships such as Myer’s spring and summer shoot which was shot in South Africa.”

Patricia Macombo
2013 Graduate, Bachelor of Business (Tourism & Hospitality)
Completed Industry Placement at South African Tourism
Our focus on the practical side of casinos and gaming, and cruise lines. Diverse management areas as airlines, experience, you will be trained in such of tour operations and the tourist understanding of the key elements in addition to gaining a leap into tourism management.

There’s never been a better time to holidays, you will learn valuable skills the planet. Beyond simply planning the impact on communities around the way. Our globally connected environment places more and more importance on special events, meaning there are thousands of ways travelling the globe – for business and pleasure – which means there are plenty of opportunities to carve out a place for yourself in the rapidly expanding field of tourism management. The global economy is evolving, changing the way we do business as well as having an impact on communities around the world. Beyond simply planning these events, you will learn valuable skills that will help you adapt to changing situations in a very rewarding industry. There has never been a better time to leap into tourism management.

In addition to gaining an understanding of the key elements of tour operations and the tourist experience, you will be trained in such diverse management areas as airlines, casinos and gaming, and cruise lines. Our focus on the practical side of things means you’ll be interacting with industry experts in the classroom, and doing hands-on work experience with our partner businesses.

TOURISM MANAGEMENT

The world is mobile. We’re all connected. More and more of us are travelling the globe – for business and pleasure – which means there are plenty of opportunities to carve out a place for yourself in the rapidly expanding field of tourism management. The global economy is evolving, changing the way we do business as well as having an impact on communities around the world. Beyond simply planning these events, you will learn valuable skills that will help you adapt to changing situations in a very rewarding industry. There has never been a better time to leap into tourism management.

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GRADUATE OUTCOMES

This course prepares you for a thrilling range of first-class careers such as:

- Destination Marketing
- Destination Development
- Regional Tourism Management
- Tourism Consulting
- Tourism Entrepreneurship
- Airline Management
- Cruise Line Management

EVENT MANAGEMENT

Calling all control freaks! Event management is one of the most high-profile segments of the hospitality industry, and as it continues to expand, more companies are in need of your people management and organisational skills. If you’ve ever been at a convention or felt that “I could do better”, this is the course for you.

Can you see yourself calling the shots at the next Olympics, wrangling extra space for a large international conference, or keeping the crowds happy at the annual Taste of Sydney food and wine showcase? Managing and operating a major event is thrilling, challenging and rewarding, but more than that – it’s big business!

The William Blue Bachelor of Business (Event Management) teaches you how to take events from beginning to end with professionalism and plenty of behind-the-scenes excitement along the way. Our globally connected environment places more and more importance on special events, meaning there are thousands of ways to make your mark. Whether it’s the next big sporting fixture, an economic forum or a meeting of great minds, your talents will mean the difference between an okay time and a great one. We’ll take your passion and give you a solid base of practical knowledge, as well as industry contacts and hands-on experience.

Are you up to the challenge?

INDUSTRY PLACEMENT

At William Blue, we make hands-on experience a vital ingredient of our courses. Beyond the classroom, you’ll have an understanding of what’s going on in the real world that will be crucial to career success. A 520 hour Industry Placement is built into the requirements of the course.

GRADUATE OUTCOMES

This course prepares you for a thrilling range of first-class careers such as:

- Event Organiser
- Venue Management
- Meeting and Conference Management
- Exhibitions Management
- Incentives Director

TOURISM MANAGEMENT

The world is mobile. We’re all connected. More and more of us are travelling the globe – for business and pleasure – which means there are plenty of opportunities to carve out a place for yourself in the rapidly expanding field of tourism management. The global economy is evolving, changing the way we do business as well as having an impact on communities around the world. Beyond simply planning these events, you will learn valuable skills that will help you adapt to changing situations in a very rewarding industry. There has never been a better time to leap into tourism management.

In addition to gaining an understanding of the key elements of tour operations and the tourist experience, you will be trained in such diverse management areas as airlines, casinos and gaming, and cruise lines. Our focus on the practical side of things means you’ll be interacting with industry experts in the classroom, and doing hands-on work experience with our partner businesses.

INDUSTRY PLACEMENT

At William Blue, we make hands-on experience a vital ingredient of our courses. Beyond the classroom, you’ll have an understanding of what’s going on in the real world that will be crucial to career success. A 520 hour Industry Placement is built into the requirements of the course.

GRADUATE OUTCOMES

This course prepares you for a thrilling range of first-class careers such as:

- Destination Marketing
- Destination Development
- Regional Tourism Management
- Tourism Consulting
- Tourism Entrepreneurship
- Airline Management
- Cruise Line Management
**Hotel Management**

**ADVANCED DIPLOMA OF HOSPITALITY (SIT60313)**

**COMBINE PRACTICAL HOSPITALITY SKILLS WITH BUSINESS AND MANAGEMENT KNOWLEDGE.**

Hotel Management

The ability to balance a range of skills, looking after people and the business, is the mark of an amazing manager. That’s especially true when we’re talking about hospitality. William Blue will teach you the skills you need to be an expert in the field, combining practical techniques with business and management knowledge that’s tailored specifically to hotel management. Customer-focused business skills are important no matter where you work, so this program offers you career opportunities well beyond the hospitality industry.

**INDUSTRY PLACEMENT PROGRAM**

To ensure you are totally prepared for the real world of hotel management, a 600-hour industry placement program is built into the final stages of the course. Your industry experience, along with your globally recognised qualification, is a powerful combination that will open the doors to a prosperous career in the hospitality industry.

**GRADUATE OUTCOMES**

This course prepares you for a thrilling range of first-class careers such as:

- Food and Beverage Manager
- Restaurant Manager
- Executive Housekeeper
- Café Owner or Manager
- Area Manager or Operations Manager
- Food and Beverage Manager
- Restaurant Manager
- Executive Housekeeper
- Café Owner or Manager
- Area Manager or Operations Manager

**DEGREE PATHWAY OPPORTUNITIES**

Want to go on to further study? Use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Hotel Management Pathway), you can articulate into the third year of the William Blue Bachelor of Business (Hospitality Management). This means that you can complete both the Advanced Diploma and the Bachelor of Business in 3 years – the same amount of time it takes to complete a regular university Bachelor Degree.

**COURSE DETAILS**

- **Advanced Diploma of Hospitality (Hotel Management Specialisation) - SIT60313**
- **CRICOS course code:** 080902K
- **DURATION**
  - Full-time: 2 years
- **LOCATION**
  - Sydney or Brisbane Campus
  - (International students may study 25% of their course online)
- **ENTRY REQUIREMENTS**
  - Satisfactorily completed Senior High School Certificate Year 12 or equivalent
  - IELTS overall score of 5.5
  - Academic (minimum band score of 5.0 in each band) or equivalent proof of English
  - Eligible for a student visa
- **INTAKE DATES**
  - February
  - June
  - September

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After graduating from William Blue, Kassandra moved overseas to London for two years to work and travel around Europe. She began working as a recruiter with Hilton Worldwide, and was recruiting front line positions for 11 Hilton properties in London.

Kassandra Ellis
2007 Graduate Advanced Diploma of Hospitality (Hotel Management Specialisation)
2008 Graduate Bachelor of Business (Tourism and Hospitality)
Regional Human Resources Coordinator for Australasia, Hilton Worldwide

When the time came to return home, Kassandra was able to transfer back to Sydney into her current role today, as Regional Human Resources Assistant for Australasia.

“My role involves assisting the Regional HR Director with the Strategic HR Management of the region. This means a lot of project work and planning! From coordinating training programs, consolidating reports or developing new recruitment collateral, I’m always learning and working on something new.

When I started looking into Hospitality as a career I wasn’t sure which area of the industry I wanted to work in. I chose William Blue because I liked the variety that the college offered. The course covered so many different areas, and offered practical on-the-job training as well, so it was the best option for me. I also liked the independence of living off-campus, and having the flexibility to work while I studied. The college encourages you to gain industry experience, and the Industry Advisor team helped me to get my first job in hotels as a Banquets waiter.

In 5-10 years I see myself working as an HR Director, hopefully with Hilton Worldwide. I’d like to stay in Sydney but who knows where I could end up?

My advice would be to work while you study. Experience is crucial for developing your career in Hospitality. Everyone has to start at the bottom but it doesn’t take long to move up if you put in the hard work.”

When the time came to return home, Kassandra was able to transfer back to Sydney into her current role today, as Regional Human Resources Assistant for Australasia, Hilton Worldwide.

Kassandra was able to transfer back to Sydney into her current role today, as Regional Human Resources Assistant for Australasia, Hilton Worldwide.
COMMERCIAL COOKERY

Do you dream of opening your own restaurant? Want to rule the kitchen or take charge front of house? We combine the technical skills to be a chef with a solid foundation of business subjects that will help you achieve that dream. To be a success in hospitality, you need the unique combination of powerful chef abilities and hardcore business skills that let you take charge with confidence, no matter where you end up.

The Advanced Diploma of Hospitality (Commercial Cookery Specialisation) program has been designed to prepare you for any venue where people swap cash for food.

Your culinary skills will be developed through your globally recognised qualification, is a powerful combination that will open the doors to a prosperous career in the hospitality industry.

GRADUATE OUTCOMES
This course prepares you for a thrilling range of first-class careers such as:
- Executive Chef
- Chef de Partie
- Food and Beverage Manager
- Restaurant Manager
- Restaurant Owner
- Catering Manager

DEGREE PATHWAY OPPORTUNITIES
Want to go on to further study? Use this course as a pathway into a Bachelor Degree. When you graduate from the Advanced Diploma of Hospitality (Commercial Cookery Specialisation), you can articulate into the third year of the William Blue Bachelor of Business (Hospitality Management). This means you can complete both the Advanced Diploma and the Bachelor of Business in 3 years - the same amount of time it takes to complete a regular university Bachelor Degree.

HOTEL MANAGEMENT
Always in demand, event management professionals are the people who plan and oversee the smooth running of events. If you love organising parties, this is the course for you! Ranging from conferences and conventions to music festivals and corporate occasions, there are plenty of occasions that demand your attention. We will introduce you to the thrilling, fast-paced industry through hands-on learning experiences, building your practical skills.

COURSE DETAILS
Advanced Diploma of Hospitality (Commercial Cooking) - SIT60313
CRICOS course code: 08092K

DURATION
Full-time: 2 years

LOCATION
Sydney Campus

ENTRY REQUIREMENTS
Satisfactorily completed Senior High School Certificate Year 12 or equivalent
IELTS overall score of 5.5 Academic (minimum band score of 5.0 in each band) or equivalent proof of English Eligible for a student visa

INTAKE DATES
February
June
September
How Do I Apply?

1. Submit your documents to your Agent or to our Admissions Department:
   - Application form
   - Photocopy of your passport
   - Authenticated* academic records (high school certificate or higher level qualifications)
   - IELTS Academic test result or equivalent
   - Any additional documentation to support your application (e.g. your resume, references and/or Course Credit Application form)
   - Any additional documents required for your course

   * Authenticated documents must be either original documents or copies of original documents that have been notarised by a Justice of the Peace (or equivalent) or verified as being a true and correct copy of the original document by an approved Representative.

2. Sign the Acceptance of Offer and Written Agreement and return to your Agent or our Admissions Department.

3. The Australian Department of Immigration considers each student visa application on their individual merits. Speak with your Agent or our Admissions Department to see if you need to start your visa application before or after paying a deposit for your course. You can also find information online at www.immi.gov.au/students/.

4. Pay the deposit indicated on your tax invoice.

5. The College will secure your place in the course and issue an Electronic Confirmation of Enrollment (eCOE).


COURSE FEES
Please contact your local agent or a William Blue Careers and Course Advisor for course fees and payment options.

RECOGNITION OF PRIOR LEARNING OR CREDIT TRANSFER

COURSE CREDIT
Course credit is available in recognition of related academic achievements and informal learning through related industry experience. Certified testamurs and academic transcripts are required from recognised institutions. Contact a Course and Careers Advisor or local agent for an application form and details on the process or apply online www.williamblue.edu.au/apply-online/course-credit.

OUR POLICIES

THINK EDUCATION POLICIES AND PROCEDURES
We publish many of our policies and procedures online at www.williamblue.edu.au/about-william-blue/policies-procedures-and-forms. This includes policies on refunds, deferrals, withdrawals, suspension, and expulsion, grievances and other policies. We encourage you to become familiar with these and contact us with any questions.

REFUND POLICY AND PROCEDURE
You may decide to change, defer, or withdraw your enrolment in a course or in individual subjects of study at any time. Students seeking a refund apply to the College or local agent for an application form and details on the process or apply online www.williamblue.edu.au/apply-online/course-credit.

DEFERMENT OF STUDIES
International students can only access a leave of absence during a course in certain limited circumstances. For further details refer to the Enrollment and Attendance Policy at www.williamblue.edu.au/about-william-blue/policies-procedures-and-forms.

SUSPENSION AND CANCELLATION OF ENROLLMENT
A student’s enrolment may be suspended or cancelled due to academic or non-academic misconduct. For further details refer to the Student Conduct Policy at www.williamblue.edu.au/about-william-blue/policies-procedures-and-forms.
“I have never doubted that going to William Blue was my best decision. I am currently planning on becoming a CEO of my own restaurant.”

Gwangho “Sid” Choi
Bachelor of Business (Hospitality Management)
Winner of Korea Masterchef 2014
WILLIAM BLUE COLLEGE OF HOSPITALITY MANAGEMENT

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Find us on Facebook
www.facebook.com/wbcollege

Visit our YouTube Channel
www.youtube.com/williambluecollege

Think Colleges Pty Ltd trading as William Blue College of Hospitality Management,
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subject to change.