



LE CORDON BLEU®
AUSTRALIA

POSTGRADUATE **STUDENT GUIDE**

MASTER OF **APPLIED HOSPITALITY MANAGEMENT**
MASTER OF **BUSINESS ADMINISTRATION**
MASTER OF **INTERNATIONAL HOSPITALITY MANAGEMENT**
MASTER OF **APPLIED HOSPITALITY MANAGEMENT /**
MASTER OF **BUSINESS ADMINISTRATION**

A D E L A I D E | M E L B O U R N E

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Disclaimer

The Le Cordon Bleu Higher Education Postgraduate Student Guide provides general information regarding program facilities, services and regulations for students studying in the Le Cordon Bleu Postgraduate courses across Australia.

The information provided is compiled from services provided by these institutions and in compliance with Le Cordon Bleu Australia's obligations as a provider of educational services.

To the best of our knowledge, at the time of publication, the information provided here is accurate.

However, it is the student's responsibility to check the currency and accuracy of the information related to policy and practices of Le Cordon Bleu Australia and the requirements of external agencies, particularly the Department of Home Affairs (DHA) in the case of Student Visa holders, as these areas are subject to change.

Students are expected to regularly visit www.cordonbleu.edu/australia to view the latest updates. Where there is a difference between the information provided in *Le Cordon Bleu Student Guide* and that provided on the website, the information on the website should be deemed to be the most accurate and up to date.

Where policies and procedures change, after your enrolment, the new policies and procedures will apply, unless otherwise stated.

Copyright

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Version Control

Version No:	Date	Authorised by	Changes/ Status
1	15/12/2017	Student Services	Updated and merged Student Handbook to Student Guide for all campuses
2	18/12/2018	Academic Services	Reviewed content, updated policies names and program information from unit reviews and assessment moderations
3	27/05/19	Academic Administration Officer	Academic and holiday dates and CRICOS Provider and Course Codes added as per CRICOS requirements
4	24/06/20	Registrar	New programs added (HE Certificates)
4.1	29/6/2020	Registrar	Review, update personnel and contact details, editorial changes
4.1	25/9/2020	Registrar	Update Regency Program Manager telephone
5	30/11/2020	Registrar	Draft for new HE courses and delivery sites anticipated for 2022
6	05/08/2022	Academic Administration Manager	Split into UG and PG Updates to approved new PG courses Addition of Chadstone campus
6.1	10/01/2024	ASU Manager	Review, updated personnel and contact details, editorial changes. Added legislation section
6.2	01/02/2024	ASU Manager	Addition of Regency Campus for Postgraduate

WELCOME FROM THE PRESIDENT

I am proud to offer Le Cordon Bleu's innovative culinary arts and hospitality management courses of study.

Le Cordon Bleu International has a 125-year reputation as a leading culinary arts educator. From preserving traditional techniques to researching cutting-edge molecular cuisine, Le Cordon Bleu upholds a tradition of excellence.

Our Bachelor and Master degrees provide the finest business management education in hospitality, tourism, events and gastronomy training. Our world-class courses of study address marketplace need with industry-relevant training informed by academic research.

Globally, Le Cordon Bleu continues to create highly skilled and work-ready graduates who are committed to excellence. Our international alumni network of the world's finest practitioners sets the highest standards in the culinary arts and hospitality industry.

Today, our international network includes more than 35 institutes in 20 countries with over 20,000 students attending each year.

We look forward to sharing our knowledge, passion and vision for this dynamic industry with you.

André J. Cointreau

Président

Le Cordon Bleu

LE CORDON BLEU – 125 YEARS OF EXCELLENCE

Tradition of Excellence

Le Cordon Bleu’s tradition of excellence began in 1895 when its first school opened in Paris. Today, Le Cordon Bleu is a global leader in culinary arts and hospitality education offering world-class vocational, undergraduate and postgraduate studies in culinary, hotel and restaurant management, gastronomy, food entrepreneurship, and tourism and event management.

Globally, Le Cordon Bleu is linked to the world’s most prestigious restaurants, the best hotels and hospitality events. Its reputation is built on delivering superior, industry-relevant courses and creating highly skilled, work-ready graduates.

Our Alumni

Alumni have played a significant role in defining and shaping Le Cordon Bleu. Our global alumni network is instrumental in providing opportunities for alumni to reconnect with fellow graduates and to recognise their contribution to industry and the wider community.

Le Cordon Bleu alumni represent the finest in their field, offering their commitment to excellence in a diverse range of roles. Many alumni are prominent international achievers in the culinary arts and hospitality industry such as acclaimed personalities Julia Child, J.P. Anglo, Janice Wong, Gastón Acurio, Giada De Laurentis and Rachel Khoo.

Contribution to Industry

Le Cordon Bleu graduates are highly valued in industry and employed worldwide as executive chefs, general managers, restaurant/hotel/resort managers, revenue analysts, food designers, product developers, consultants, event managers, or sommeliers. Many are business owners, and entrepreneurs, innovators and market leaders in the industry.

With each graduate upholding the Le Cordon Bleu commitment to excellence, a significant and lasting contribution to the industry is made.

Le Cordon Bleu Australia Contact Details

Address:	137 Days Road, Regency Park, South Australia 5010
Telephone:	+ 61 (08) 8348 3000
Email:	australia@cordobleu.edu
Web: (Australia)	www.lecordobleu.com.au
Web: (International)	www.cordobleu.edu
Reception	+ 61 (08) 8348 3000 (General Switch Board) 1800 064 802 (TOLL FREE) Australia Only
Finance Australia	Australia-Finance@cordobleu.edu
Admissions Australia	Australia-Admissions@cordobleu.edu
Regional Sales	Contact a Representative via web query link https://www.cordobleu.edu/australia/contact/en ; or please call or visit reception to make an appointment with an on-campus Sales Representative
Industry Engagement	Adelaide-IndustryEngagement@cordobleu.edu Melbourne-IndustryEngagement@cordobleu.edu
Student Services	Adelaide-StudentServices@cordobleu.edu Melbourne-StudentServices@cordobleu.edu
Program Coordinator	Australia-HigherEducation@cordobleu.edu

LE CORDON BLEU AUSTRALIA EMERGENCY CONTACT DETAILS

Student Services Department phone number: **+61 (08) 8348 3000**

(If a call is placed outside normal office hours, you will be redirected to an emergency out-of-hours contact number). Please contact Student Services and/or Program Administrators as soon as practicable after an emergency event to ensure that arrangements are made as necessary to minimise any impact on your studies.

EMERGENCY CONTACT DETAILS

Police, Ambulance & Fire: Call **000**

Le Cordon Bleu Australia Facilities and Services

LE CORDON BLEU AUSTRALIA VALUES

- R **Respect:** embracing diversity and treating others collegially with civility and openness in all interactions and activities.
- E **Excellence:** serving our students, colleagues and communities by delivering consistently high-quality programs, teaching, service and scholarship.
- C **Collaboration:** working toward common goals with others through teamwork and participation, acknowledging the diversity of ideas and perspectives.
- I **Integrity:** acting in an honest, fair and ethical manner, creating a culture of trust evident in all our undertakings and decision-making.
- P **Professionalism:** promoting the individual qualities, knowledge and skills required to exhibit competence, accountability and leadership.
- E **Enterprise:** supporting innovation and entrepreneurship by fostering individual ingenuity and creativity in study and work.

DIGITAL SERVICES

Upon commencement with Le Cordon Bleu you will receive access to a range of our digital services. These include:

- Office 365 including Microsoft Office apps. Access from mycordonbleu.net
- [Student Portal](#) to update your contact details and access important information
- [Webmail](#) for all official Le Cordon Bleu communication to students
- [Le Cordon Bleu Engage](#) for access to all subjects enrolled in, assessments and grades
- [Password Self-Service](#) if you wish to change your password to one that you can easily remember
- **Helpdesk** email to: helpdesk@mycordonbleu.net if you encounter any technical difficulties. Please allow 24 hours between Monday and Friday.

To access all our digital services visit: mycordonbleu.net

LE CORDON BLEU ENGAGE (LEARNING MANAGEMENT SYSTEM)

LCB Engage is your online portal to access learning resources for the units you are enrolled in. You can access this portal at <https://engage.cordonbleu.edu>

LE CORDON BLEU FORMS

Forms are required for much of the Le Cordon Bleu Australia administration of your studies and can be obtained from your campus student services department. Application forms also available from our [website](#).

MENTAL HEALTH AND WELLBEING

Le Cordon Bleu takes student mental health seriously and is committed to helping you to succeed and achieve your educational goals. If you have good physical, mental and emotional wellbeing it follows that you will have higher energy levels, be better able to deal with life's challenges, and generally be happier - not to mention you will do better at your studies.

In Australia a range of 24-hour hotlines, resources and referral services are available should you require help. In a crisis you can free call:

- Lifeline 131 114
- Beyond Blue 1300 22 4636
- Family & Domestic Violence 1800 737 732
- Rape Crisis Centre: 1800 424 017 (New South Wales)
- Sexual Assault Resource Centre: 1800 199 888 (Western Australia)
- Sexual Assault Crisis Line: 1800 806 292 (Victoria)
- Yarrow Place Rape & Sexual Assault Service: 1800 817 421 (South Australia)

We also provide free counselling at all our Australian campuses – you can find more details in the Facilities and Services section for the relevant campus, in this Student Guide.

If you need assistance finding the right service or you just need someone to talk to, your first contact is always your Student Services team.

TAXATION AND WORK PERMISSION

Before seeking any paid employment, international students must check their obligations and limitations in relation to their Student Visa conditions.

Students obtaining casual employment are required to complete a tax declaration with each employer. For details of your obligations regarding taxation go to the Australian Taxation Office website at: <http://www.ato.gov.au>. You will also be able to apply for a Tax File Number (TFN) online at this site.

WORK-INTEGRATED LEARNING

Work-integrated learning is an integral part of many of Le Cordon Bleu's Courses of study. It provides an opportunity for you to apply the knowledge and skills you have gained in classroom contexts to the workplace, and to reflect upon your personal strengths and future career aspirations. Work-integrated learning opportunities also enable you to start building your industry reputation and professional networks.

Le Cordon Bleu has developed strong partnerships with hospitality organisations across Australia and internationally to facilitate students' work-integrated learning. In Australia, this industry network includes destinations such as far North Queensland where the majestic Great Barrier Reef draws tourists from across the globe to regional destinations such as Uluru and Broome and the cosmopolitan cities of Melbourne, Sydney and Perth. Internationally, work-integrated learning opportunities exist for Le Cordon Bleu students in Dubai, Canada, London, Singapore, Thailand, Scotland and the USA to name just a few. (Note: you are required to organise your own visas for overseas destinations, if applicable.)

All work-integrated learning experiences provide exposure to the hospitality and food-related industries by affording you with the opportunity to work in environments such as world class hotels, resorts, kitchens, restaurants, convention centres, and small to medium food and wine businesses.

Your particular experience(s) will depend upon your course of study, career goals, passions and preferred work destination. All work-integrated learning experiences are assessed, and successful completion is necessary in order for you to achieve qualifications.

ACADEMIC DATES & HOLIDAYS

Academic dates specific to each campus can be found online. Please visit the relevant LCBA campus for specific dates: <https://www.cordonbleu.edu/australia/academic-dates/en>

Holiday breaks are scheduled at the conclusion of each Trimester or Study Period.

University of South Australia, City West Campus - Contact Details

LE CORDON BLEU STAFF - UNISA CITY WEST CAMPUS

Address: City West Campus, North Terrace, Adelaide
Telephone: +61 (08) 8302 6021
Email: Adelaide-StudentServices@cordonbleu.edu

LE CORDON BLEU HIGHER EDUCATION - ACADEMIC STAFF

Program Manager +61 (08) 8302 0474
Program Management Officer +61 (08) 8302 6021

PROGRAM MANAGER AND LECTURER AVAILABILITY

Appointments with the Program Manager can be made via Academic Services Officer, Jacqui Mase jacqui.mase@unisa.edu.au.

Contact details for your lecturers will be provided in the Course Outline. To make an appointment to speak with your lecturer outside of class, please email them (using your UniSA email). If you telephone your lecturer and they are unavailable, make sure you leave a message that contains your name, your contact details and briefly what you were calling about.

The Le Cordon Bleu Administration office is located in the Elton Mayo Building, Ground Floor, Level 2, Room 2-57.

University of South Australia, City West Campus - Facilities and Services

The UniSA City West Campus provides an array of support services of which you, as a Le Cordon Bleu student may take full advantage.

You can access the UniSA handbook at <http://www.unisa.edu.au/Study-at-UniSA/Services-for-schools/Career-support-and-resources1/General-information-brochures/>

Accidents

All accidents (and “near misses”) must be reported to either Le Cordon Bleu Administration Office staff, or to a lecturer.

At UniSA first aid kits are located in all work areas and each general area has a first aid/sick room. A list of all First Aid Officers can be found in each sick room.

Campus Map

A map of the UniSA City West Campus is available by going to: <https://www.unisa.edu.au/visit/city-west-campus/>

Cafes

A range of affordable cafes are located in and around the UniSA City West Campus.

Campus Safety and Security

Your safety is paramount to us at Le Cordon Bleu, so security plays a very important role.

For assistance with security or lost property matters contact the Customer Service Centre (during or after hours); or visit the Security office located in Building A, Level 3.

UniSA Campus Security is available 24 hours a day, seven days a week. Security Officers patrol the Campuses by day and offer even stronger protection at night. They can provide you with first aid or help in an emergency.

Security Telephone: +61 (08) 8302 0000

All students can download the free SafeZone App, providing additional security and support when studying on Campus. The app allows you to get help quickly in a personal emergency or if someone else needs first aid or general assistance. You can also check-in when working alone, after hours or in high-risk areas, which shares your status with an on-site response team. You can also receive notifications, so you know what to do in an emergency situation.

Download the App: [UniSA SafeZone App](#)

Campus Medical Clinic

UniSA operates a number of clinics that are open to the general public, providing professional and cost-effective services (in some cases free) in the areas of health, law and psychology. Visit the community clinic websites to see clinic details:

<http://www.UniSA.edu.au/Campus-Facilities/community-clinics/>

Disability Support

Le Cordon Bleu is committed to providing equal access to study for students with a disability or medical condition and ensuring that reasonable adjustments are made through consultation and negotiation on coordination with your Campus Program Manager.

Please visit the Support Services on the Le Cordon Bleu website

<https://www.cordonbleu.edu/adelaide/student-services/en>

IT and Digital Services

Within two weeks of your commencement with Le Cordon Bleu you will receive access to a range of our digital services. Please go to the Digital Services page on the Le Cordon Bleu website <https://www.cordonbleu.edu/adelaide/digital-services/en>

Library Services

Computers are available for student use in the library however bookings are required. Please speak to the library staff for assistance.

For all library support services please contact academic librarian at the UniSA City West Campus library.. Support includes searching library catalogues or e-resources, searching databases and how to reference an academic essay etc.

Library Telephone: 1300 137 659

For details about the services provided go to: <http://www.library.UniSA.edu.au/>

Library Opening Hours: <https://www.library.unisa.edu.au/opening-hours/>

Noticeboards

UniSA Campus has many noticeboards, so please also make yourself familiar with these noticeboards to ensure information posted is noted.

Parking

Extensive provision for the parking of cars is available in all car park areas other than those designated for visitors, permit holders and disabled drivers. Fines are levied upon improperly parked vehicles, vehicles parked on roadways and for vehicles driven in a reckless or dangerous manner. Speed limits must be observed at all times, as must all parking time limit.

Bicycle parking racks are available at several locations around the Campus. Cyclists are urged to ensure their bicycles are secured to the racks with a quality lock and chain. Bicycles occupying more than one space in a rack may be removed.

Users are asked to ensure that vehicles left in any area set aside for parking are locked or otherwise secured. UniSA does not accept responsibility for theft, damage or loss of personal property. Should a vehicle be stolen or otherwise interfered with, please report this immediately to the Customer Service Centre on **+61 (08) 8302 0000** that will ensure the police are promptly informed.

Prayer Room

Le Cordon Bleu embraces the religious and spiritual diversity of our staff and student community. In recognition of this diversity, UniSA has many prayer rooms for staff and students. The UniSA Prayer rooms can be found at the following locations;

- Female washroom: George Kingston Building, Level 2, Room 25
- Female prayer room: George Kingston Building, Level 2, Room 18
- Male washroom: George Kingston Building Level 2, Room 26
- Male Prayer room: George Kingston Building, Level 2, Room 27

Public Transport

You will find bus stops near each Campus and train stations close to the city and Mawson Lakes Campuses. Check your bus, train or tram options on the Adelaide Metro website. You will also be entitled to student discounts on tickets once you have enrolled.

Information about public transport services can be found at the Adelaide Metro website <http://www.adelaidemetro.com.au>. This site will provide details of timetables, the bus and train routes, how to purchase tickets and prices. It also has some information in languages other than English.

Smoking

In the interest of public health, the University of South Australia officially became smoke free from 31 May 2014, World No Tobacco Day.

A smoke free campus means that smoking is prohibited on all university owned grounds including car parks, sporting grounds, and cafes. Smoking is only permitted off campus. The use of e-cigarettes on UniSA campuses is also prohibited along with all other forms of smoking.

Student ID Card

Your Student ID card enables you to take advantage of the services offered by UniSA. It is predominantly used for borrowing items from the Library and Parking. However, students may be required to produce their ID card for identification purposes when on Campus. Your ID card can also be used to obtain concessions for theatre admission, transport, software and other items.

New students will be issued with a Student ID card at the commencement of their studies. Continuing students will be issued with a Student ID card at the commencement of each year of their studies.

Support Services

While you are completing studies on-Campus you will be able to access a range of high-quality learning support services provided by our education partner – UniSA. Services include:

- Career Advice
- Counselling
- Disability
- Learning Support

For more information go to <https://www.cordonbleu.edu/adelaide/student-services/en>

Visitors

Visitors are welcome to view the general facilities at the UniSA Campus. Some areas of the university are restricted by swipe card access for staff or students only, unless by prior arrangement with University Security.

If you are entering any UniSA campus in an official visitor role in some form or another, you may be required by law to be a mandatory notifier. To understand your obligations, view our [mandatory notification section](#). This is a legal obligation that is covered by the [Children and Young People \(Safety\) Act 2017 | South Australian Legislation](#) (section 30).

TAFE SA, Regency Campus - Contact Details

LE CORDON BLEU STAFF – TAFE SA, REGENCY CAMPUS

Address: 137 Days Road, Regency Park, South Australia 5010
Telephone: +61 (08) 8348 3000
Email: Adelaide-StudentServices@cordonbleu.edu

LE CORDON BLEU HIGHER EDUCATION - ACADEMIC STAFF

MIHM Course Coordinator Dr Hazreel Hasmi
hhasmi@cordonbleu.edu
MIHM Administrative Support australia-highereducation@cordonbleu.edu

PROGRAM MANAGER AND LECTURER AVAILABILITY

Appointments with the Course Coordinator can be made by emailing hhasmi@cordonbleu.edu.

Lecturers are generally available between 9.00 am and 5.00 pm. Contact details for individual lecturers will be provided at the commencement of the units they teach. To make an appointment to speak with your lecturer outside of class, please email them or contact them via Engage. If you telephone your lecturer and they are unavailable, make sure you leave a message that contains your name, your contact details and briefly what you were calling about.

TAFE SA, Regency Campus - Facilities and Services

The TAFE SA, Regency Campus provides an array of support services of which you, as a Le Cordon Bleu student have access to.

Accidents

All accidents (and “near misses”) must be reported to either Le Cordon Bleu Student Services, or to a lecturer.

At the TAFE SA, Regency Campus first aid kits are located in all work areas and each general area has a first aid/sick room. A list of all First Aid Officers can be found in each sick room. A first-aid room for the Hotel School is located in Corridor FC6.

Campus Map

A map of the TAFE SA, Regency Campus is available by going to:

<https://www.tafesa.edu.au/locations/metro/regency>

Cafes

Good quality, low-cost food from the Hotel School’s kitchen is sold at the **Results Cafe** in the Regency International Centre.

Students are welcome to dine in our restaurants. Reservations are made through the Restaurant Bookings Office on **+61 (08) 8348 4348**. It should be noted that students attending class after dining should not consume alcohol. Conduct and behaviour as a restaurant guest is expected to be responsible and mature. Neat casual dress is required.

Students may be entitled to a discount on **Tiros Restaurant** lunches from Tuesday to Friday and dinners on Wednesday and Thursday evenings. In order to check eligibility, mention you are an LCBA student when booking and show your student identification when paying the account after dining. Note that this discount is not valid with any other offer.

Campus Safety and Security

Your safety is paramount to us here at Le Cordon Bleu, so security plays a very important role.

For assistance with security or lost property matters contact the Customer Service Centre (during or after hours); or visit the Security office located in the main entrance on the ground floor.

Security Telephone: +61 (08) 8348 2648 (when calling from off Campus)

Security Telephone: 5# (when calling from phones within TAFE SA, Regency Campus)

Campus Medical Clinic

There is no Medical Clinic at the TAFE SA, Regency Campus. Students can visit a local doctor at a Medical Clinic of their choice.

Disability Support

Le Cordon Bleu is committed to providing equal access to study for students with a disability or medical condition and ensuring that reasonable adjustments are made through consultation and negotiation on coordination with the Course Coordinator.

Please visit the Support Services page on the Le Cordon Bleu website

<https://www.cordonbleu.edu/adelaide/student-services/en>

IT and Digital Services

Within two weeks of your commencement with Le Cordon Bleu you will receive access to a range of our digital services. Please go to the Digital Services page on the Le Cordon Bleu website:

<https://www.cordonbleu.edu/adelaide/digital-services/en>

Library Services

For all library support services please contact Le Cordon Bleu Australia liaison librarian at the I-Central TAFE SA, Regency Campus library. Support includes searching library catalogues or e-resources, searching databases and how to reference an academic essay etc.

For details about the services provided go to: <https://tafesa.spydus.com/cgi-bin/spydus.exe/MSGTRN/OPAC/HOME>

Library Opening Hours

- Monday to Friday 8.30 am – 5.00 pm
- Saturday & Sunday Closed

Notices

A Le Cordon Bleu Australia noticeboard is located in the Student Common Room, near the LCB Reception. Students are requested to make themselves familiar with the noticeboards to ensure any information posted is noted. Some communications are posted on the student information group in Engage.

Parking

Extensive provision for the parking of cars is available in all car park areas other than those designated for visitors, permit holders and disabled drivers.

Fines are levied upon improperly parked vehicles, vehicles parked on roadways and for vehicles driven in a reckless or dangerous manner. Speed limits must be observed at all times, as must all parking time limits.

Bicycle parking racks are available at several locations around the Campus. Cyclists are urged to ensure their bicycles are secured to the racks with a quality lock and chain. Bicycles occupying more than one space in a rack may be removed.

Users are asked to ensure that vehicles left in any area set aside for parking are locked or otherwise secured. TAFE SA, Regency Campus cannot accept responsibility for theft, damage or loss of personal property. Should a vehicle be stolen or otherwise interfered with, please report this immediately to the Customer Service Centre (or after hours the Security Office on **+61 (08) 8348 2648** to ensure the police are promptly informed.

Prayer Room

Le Cordon Bleu embraces the religious and spiritual diversity of our staff and student community. In recognition of this diversity TAFE SA, Regency Campus has a prayer room for staff and students.

The Prayer room is located at **Block C, 1st Floor, Room C110**.

Public Transport

Information about public transport services can be found at the Adelaide Metro website <http://www.adelaidemetro.com.au>. This site will provide details of timetables, the bus and train routes, how to purchase tickets and prices. It also has some information in languages other than English.

Smoking

All TAFE SA campuses are smoke free environments. A smoke free environment means that smoking is prohibited on all TAFE SA owned grounds including all shared spaces/courtyards, carparks and cafes (external areas). The use of e-cigarettes and vaping is also prohibited. For more information visit <https://students.tafesa.edu.au/student-life/student-safety-and-wellbeing/smoke-free-campus>

Support Services

It's very normal to need a bit of extra help from time to time as you are trying to manage your studies, the demands of everyday life and perhaps the added challenge of adjusting to a new culture. You may be dealing with mental health or wellbeing concerns, such as anxiety and depression; or you may need support after a personal or family crisis. The contacts on Wellbeing Resources page are useful resources so that you can get the help you need for coping with your studies and with life in general.

For more information go to <https://www.cordonbleu.edu/australia/student-welfare-contact/en>

Visitors

Visitors are welcome to view the general facilities at TAFE SA, Regency Campus. However, practical areas such as kitchens and classrooms are restricted to properly attired students and staff only, unless by prior arrangement with individual lecturers or the Course Coordinator.

Holmesglen Institute, Chadstone Campus - Contact Details

LE CORDON BLEU STAFF – HOLMESGLEN INSTITUTE, CHADSTONE CAMPUS

Address: Corner of Batesford and Warrigal Rd, CHADSTONE VIC 3148
Telephone: +61 (03) 9209 5589
Email: Melbourne-StudentServices@cordobleu.edu

The Academic Administration office for Le Cordon Bleu is located in Building 4.

LE CORDON BLEU STAFF - FACULTY

Program Coordinator	+61 (03) 9564 6258
Student Wellbeing (Holmesglen Student Services)	+61 (03) 9564 1649 (Office hours)
Higher Education Administration Officer	+61 (03) 9209 5638

COURSE COORDINATOR AND LECTURER AVAILABILITY

Appointments with the Course Coordinator can be made calling **+61 (03) 9564 6258** or by contacting the Higher Education Administrative Officer on **+61 (03) 9209 5638**

Lecturers are generally available between 9.00 am and 5.00 pm. Contact details for individual lecturers will be provided at the commencement of the unit/s of competency they teach. To make an appointment to speak with your lecturer outside of class, please email them. If you telephone your lecturer and they are unavailable, make sure you leave a message that contains your name, your contact details and briefly what you were calling about.

Holmesglen Institute, Chadstone Campus - Facilities and Services


Holmesglen TAFE, Chadstone Campus provides an array of support services of which you, as a Le Cordon Bleu student may take full advantage.

Accidents

All accidents (and “near misses”) must be reported to the LCB Reception and or to a lecturer or chef. First Aid kits are located in all teaching areas. Campus Security are all first aiders and can be contacted if needed on **+61 (03) 9564 2000**.

Campus Map

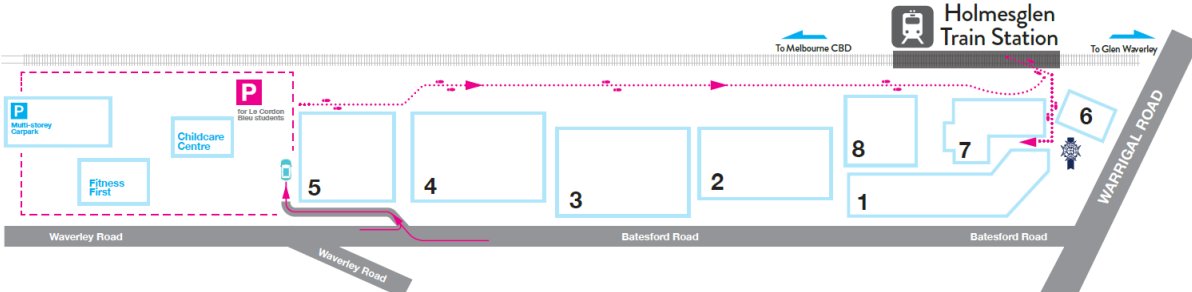
A map of the Holmesglen TAFE, Chadstone Campus will be given to you on orientation day. Alternatively, a copy is provided below:



LE CORDON BLEU[®]
AUSTRALIA

CHADSTONE CAMPUS
Corner Batesford &, Warrigal Rd,
Chadstone VIC 3148

DIRECTIONAL MAP
[View on Google Maps](#)



GETTING HERE

The Chadstone campus is located on the corner of Warrigal Road and Batesford Roads, a short drive from the Warrigal Road exit of the Monash Freeway (see Building 6 on map). Paid parking is available on campus.

PUBLIC TRANSPORT

Train
The Chadstone campus is adjacent to Holmesglen train station on the Glen Waverley line, and is accessible by various bus routes.

Bus
The Chadstone campus is accessible via the following bus routes:
624 - Kew to Oakleigh via Caulfield, Carnegie, Darling and Chadstone
903 - Altona to Mordialloc (smart bus service)

Cafes

A range of affordable eateries are located in and around the Holmesglen TAFE, Chadstone Campus.

The student **cafeteria** is located on the ground floor of **Building 7**

Opening Hours: Monday to Friday 8:00am – 4.00pm

Cilantro

Students are welcome make a booking at the *Moorabbin campus* to dine in Cilantro our **Student Training Restaurants**. Reservations are made through the Restaurant Bookings Office on **+61 (03) 9209 5599**. It should be noted that students attending class after dining should not consume alcohol when dining. <https://www.holmesglen.edu.au/about-us/our-institute/our-facilities/restaurants-and-retail/cilantro-restaurant>

Campus Safety and Security

Your safety is paramount to us here at Le Cordon Bleu, so security plays a very important role.

For assistance with security, first aid or lost property matters contact the Campus Security Office (during or after hours); or visit the Security Office located in the Main Entrance, Building 2 on the Ground Floor. Security Telephone: +61 (03) 9564 2000.

Campus Medical Centre

The Medical Centre at the TAFE Chadstone Campus located in the Student Wellbeing office and is open to students by appointment on (03) 9564 1649.

Disability Support

Le Cordon Bleu is committed to providing equal access to study for students with a disability or medical condition and ensuring that reasonable adjustments are made through consultation and negotiation on coordination with your Campus Program Manager. To access support, please contact Student Services.

Holmesglen Student Wellbeing

Student Wellbeing is able to help LCBA students achieve their educational, career and personal goals. Their qualified and experienced team can respond to students quickly and effectively by the following ways.

Personal counselling and welfare support available

- Welfare: legal, housing, government subsidies and more
- Study-related: returning to study, study skills, stress management, motivation and more
- Personal: relationships, confidence, adjusting to change, addictions, mental health and more

Location

Corner of Batesford and Warrigal Roads, Chadstone VIC 3148
Building 7, Level 1, Room 7.1.12 (near the main cafeteria)
Hours: Monday - Friday, 8.30am - 5pm
Contact: +61 (03) 9564 1649
Email: studentwellbeing@holmesglen.edu.au

IT and Digital Services Holmesglen

Within your first week of classes, you will have a digital session that will explain to you how the Digital Services work at the campus. You will be given at this time your Student ID card and Holmesglen passwords to access the on-campus facilities.

Library Services

For all library support services please contact the Chadstone liaison librarian. Support includes searching library catalogues or e-resources, searching databases and how to reference an academic essay etc.

Library Telephone +61 (03) 9564 1621

For details about the services provided go to: <https://www.holmesglen.edu.au/current-students/library/about-the-library>

Library Opening Hours (Note: Opening times may vary during holidays)

- Monday to Thursday 9.00 am – 5.00 pm
- Saturday/ Sunday Closed

Parking

The Chadstone campus is located on the corner of Warrigal Road and Batesford Roads, a short drive from the Warrigal Road exit of the Monash Freeway.

Paid Parking is available on site and payment (\$6) is made via a ticketless system. Payment is made by entering your registration number at the meter or by using the Easypark application via your mobile device. Signage, prices and further information is available on the ticketless machines near each parking lot. Please enter the carpark via Batesford Rd.

Public Transport

Information about public transport services around Melbourne can be found via the Metro Trains Website www.metrotrains.com.au. Here you can find a journey planner which includes Bus and Train timetables. The fastest way to travel on Metro Trains network is to use a Myki card, you can find out more here; www.metrotrains.com.au/tickets-2/

The two best public transport options for Chadstone are Train or Bus.

Train: The Chadstone campus is adjacent to Holmesglen train station on the Glen Waverley line, and is accessible by various bus routes.

Bus: The Chadstone campus is accessible via the following bus routes: 624 - Kew to Oakleigh via Caulfield, Carnegie, Darling and Chadstone 903 - Altona to Mordialloc (smart bus service)

Smoking

Holmesglen and Le Cordon Bleu are committed to ensuring the health and wellbeing of its staff and students and therefore there is a smoke free policy across all campuses. Smoking is not permitted anywhere on campus, this includes the use of e-cigarettes and similar devices.

Student ID Card

Your Student ID card enables you to take advantage of the services offered on campus. It is predominantly used for borrowing items from the library. However, students may be required to produce their ID card for identification purposes when on Campus. Your ID card may also be used to obtain concessions for theatre admission, transport, software and other items.

Students will be issued with a Student ID card at the commencement of their studies.

Visitors

Visitors are welcome to attend the general areas on campus. However, practical areas such as kitchens and classrooms are restricted to properly attired students and staff only, unless by prior arrangement with individual lecturers or the Program Manager.

Academic Support

The **Learning Skills Centre** (LSC) at Chadstone campus focuses on improving the skills of learners throughout their student journey as well as assisting them to recognise and meet foundation skill requirements to become job ready applicants. The Learning Skills Centre is resourced with qualified

support teachers specialising in teaching and supporting students in language, literacy, numeracy, study and basic information and computer skills.

The LSC offers support with assignments, study skills and coursework, accessing and navigating online content and assessments, and using and participating in online classes. Services available for students include academic referencing, assignment support, note taking, presentation skills, report writing, research skills, study skills, summarising skills and time management.

Learners also have access to learning skills support as required. It is a fundamental goal of the support to encourage students to develop support seeking skills and self-identify support needs with confidence.

The LSC is available on campus for personalised support sessions. Students can 'drop in' to one of the campus Libraries at specified times and speak to LSC support teachers – no appointment is necessary. Drop-in times are available at <https://www.holmesglen.edu.au/current-students/student-support/personal-support>.

The LSC also provides remote learning support. Students may access remote support by contacting the LSC at <https://www.holmesglen.edu.au/current-students/course-resources/learning-skills-centre>. Students are able to speak with a Learning Skills Centre (LSC) teacher via the phone, attend online support sessions and receive readability feedback on assessment tasks via email. The LSC also provides remote learning support via mini online workshops on a range of topics such as Excel, PowerPoint and using MS Word, organising study and avoiding plagiarism. The focus and time of workshops are published at <https://www.holmesglen.edu.au/current-students/course-resources/it-help-and-online-tools>.

The Learning Skills Centre provides support to LCBA learners acknowledging that different levels of planning for support are required and provided depending on the individual learner needs.

The Learning Skills Centre administration and teaching staff work closely with Holmesglen Institute's disability and counselling services to develop suitable support plans for LCBA individual learners. An integral part of this is the referral process which provides learning skills support as early as possible and engages the learner in ongoing personalised one to one support with an Individual Learning Plan. The planning of support involves the learner and the collaboration of support services results in specialist advice and a broad range of support available to assist the learner to progress.

There is also information available to students about Learning Skills Centre remote study support that is available on the website at: <https://www.holmesglen.edu.au/current-students/course-resources/learning-skills-centre>.

Le Cordon Bleu Service Standards

Le Cordon Bleu Australia is committed to:

- Being helpful always
- Treating all clients with courtesy
- Answering questions and inquiries promptly
- Being objective in dealings with clients
- Maintaining high standards of confidentiality
- Providing accurate information and advice

Le Cordon Bleu Australia aims to:

- Ensure that all stakeholder needs are addressed and attended to as quickly as possible
- Acknowledge receipt of all student applications within 5 business days
- Contact students within 10 business days if an application is incomplete
- Answer queries and questions to the best possible standards
- Respond to all telephone enquiries within one business day
- Respond to written correspondence within 10 business days after receipt
- Respond to all emails within 3 business days after receipt

Importance of respect:

- All students and staff are entitled to courteous treatment.
- Every employee represents Le Cordon Bleu Australia
- Name badges will be displayed as appropriate
- Staff will identify themselves and Le Cordon Bleu Australia every time they are contacted by a prospective, current or former student
- All correspondence and telephone calls will be directed to the correct party
- When transferring a caller, time will be taken to reassure the caller that the other party can help and that the caller is not being shuffled around.
- All telephone messages will be passed to the appropriate person as soon as possible
- After assisting a student, staff will offer to provide additional assistance at a later time should the need arise.
- Staff will ensure that a “real person” alternative to all voice-mail messages is provided wherever possible

Clients deserve quality products and service. Le Cordon Bleu Australia staff will:

- provide all available information to a customer on the first call or letter
- ensure that all queries are addressed and resolved where reasonably possible
- write in clear English, avoiding jargon or slang
- follow-up regularly to ensure that quality products are provided
- advise students and staff in writing when new policies or changes to policies are implemented
- consider the needs of students when developing products and procedures and policies and procedures
- include a contact name, organisation, telephone number and effective date on all correspondence
- always ensure that up-to-date brochures and pamphlets are used to promote Le Cordon Bleu Australia, its products and services
- promote the Le Cordon Bleu Australia website

Le Cordon Bleu Graduate Attributes

Higher education aims to provide students with knowledge, skills and attributes that enable graduates to flourish as individuals and to make a positive contribution to society. Graduate attributes should be regarded as the hallmarks of a successful tertiary education experience.

Central to LCBA's concept of Graduate Attributes is its commitment to developing abilities and values that will enhance the employability of its graduates.

Graduate Attribute 1: Disciplinary Knowledge and Capability

A level of disciplinary knowledge and practical skills that show intellectual rigour, scholarship and a commitment to reflective practice through structured inquiry and autonomous learning.

Key indicators of this Graduate Attribute are an ability to:

- Demonstrate a systematic and coherent understanding of the field of study in which they have been engaged.
- Apply critical techniques to question and analyse received ideas.
- Work autonomously, take initiative and be self-directed in undertaking tasks in complex and uncertain environments.
- Identify and define problems from different perspectives and evaluate the merits of putative solutions.
- Exhibit an understanding of the methods used to investigate and establish knowledge and its boundaries in a particular discipline.

Graduate Attribute 2: Critical and Innovative Thinking

An ability to analyse and respond to issues and opportunities in creative, thoughtful and constructive ways.

Key indicators of this Graduate Attribute are an ability to:

- Be critically aware of, and informed by, current knowledge and its possible applications in a discipline or professional context.
- Analyse information, synthesise views, make connections and, where appropriate, propose creative and entrepreneurial solutions.
- Exhibit flexible and independent thought respectful of relevant theoretical and applied contexts in making decisions and assessing their consequences.
- Identify and pursue personal learning strategies to enhance understanding, skills and problem-solving capacity.
- Conceptualise problems and propose plausible and appropriate solutions, anticipating potential consequences and risks.

Graduate Attribute 3: Ethical and Social Awareness

A commitment to the well-being of others through responsible and inclusive behaviour that exhibits an awareness of relevant codes of conduct, standards and cultural sensitivity.

Key indicators of this Graduate Attribute are an ability to:

- Exhibit awareness of ethical considerations and consequences for others of one's behaviour, attitudes and decisions.

- Be aware of and show respect for other perspectives and sensitivities, whether local, national or international, and the implications for individual behaviour.
- Learn and benefit from one's own experience, successes and failures and those of others.
- Apply academic learning to professional contexts and to address problems in an effective way, having regard to legal and ethical considerations.
- Reflect on one's values and biases, and those of others, when analysing a problem and proposing solutions, and adopt an objective and balanced perspective.

Graduate Attribute 4: Communication and Social Skills

An ability to communicate and collaborate effectively with individuals, and within and across teams and cultures, in interdisciplinary, professional and social settings.

Key indicators of this Graduate Attribute are an ability to:

- Show sensitivity to the confidentiality, nuances and implications of certain forms of information at individual, communal and social levels.
- Integrate, present and communicate information in a way which is comprehensible and relevant to the needs of others using a variety of media and technologies.
- Respond sensitively and appropriately to the needs of different stakeholders and circumstances.
- Work and communicate effectively in multicultural and global settings.
- Manage time, tasks, priorities and workloads effectively in a range of practical contexts.

Graduate Attribute 5: Professionalism and Inclusiveness

Respectful and constructive behaviour and attitudes in professional and community settings that promote positive outcomes for stakeholders.

Key indicators of this Graduate Attribute are an ability to:

- Work with others towards the achievement of shared goals in team contexts.
- Take responsibility for one's own academic and professional development and learning.
- Recognise and undertake due diligence with respect to issues of justice, legal compliance and social responsibility in professional contexts.
- Practice honesty and openness in one's dealings with others.
- Show awareness and understanding of business, commercial and/or social issues and opportunities and the expectations of prospective employers.

Graduate Services

ALUMNI

Le Cordon Bleu looks forward to welcoming you to the world of Le Cordon Bleu Alumni.

Your association with Le Cordon Bleu does not finish just because you have finished your studies. We provide a comprehensive Alumni network to make sure you have the tools to stay in contact with us; your fellow classmates; existing Alumni; and Industry professionals.

Le Cordon Bleu takes great pride in the achievements of our Alumni community and we work with all graduates to help you achieve and access the best opportunities for your career.

We can also help if you are interested in continuing your education by working with you to ensure you are making the most of the opportunities available to you.

Students completing their final six months of academic study with Le Cordon Bleu Australia are invited to join our Alumni Association as a “pre-graduate” member.

It is at this stage that we work with you to get you ready for life post-graduation. We help you locate jobs, search and apply for jobs and build your networks before you graduate.

Upon graduation, you will be able to become an Alumni member and receive additional benefits available to our Alumni community.

For further information; contact our team on **+61 (08) 8348 3000** or email Australia-alumni@cordonbleu.edu for further assistance.

CONTINUING STUDY OPTIONS WITH LE CORDON BLEU

Graduating students who wish to continue their studies with Le Cordon Bleu in its Schools around the world should contact the Le Cordon Bleu Australia office by telephone

Free Call (Australia only): 1800 064 802.

Students are encouraged to research the extensive variety of options by viewing the Le Cordon Bleu website www.cordonbleu.edu/australia and its associated hyperlinks. All Le Cordon Bleu Australia programs provide for direct recognition and credit transfer.

Policies and Procedures

Full copies of the Le Cordon Bleu Australia Policies and Procedures which govern your studies are available on the Le Cordon Bleu Australia website.

Policies apply to the following courses:

- Graduate Certificate in Business Administration
- Graduate Certificate in Hospitality Operations
- Graduate Certificate in International Hospitality Management
- Graduate Certificate in Management
- Graduate Diploma in Hospitality Operations
- Graduate Diploma in International Hospitality Management
- Graduate Diploma in Management
- Master of International Hospitality Management
- Master of Business Administration
- Master of Applied Hospitality Management
- Master of Applied Hospitality Management / Master of Business Administration

You **must** make yourself familiar with the following policies and procedures. Le Cordon Bleu Australia staff and students are expected to refer to them when needed and to act in accordance with them. You can find a full list of the policies on the LCBA website

- [Academic Policies](#)
- [General Polices](#)

Please note that the [Assessment Policies and Procedures Manual \(MIHM\)](#) applies to students who commenced the MIHM prior to 2024 only.

ACADEMIC INTEGRITY

(See [Academic Integrity Policy](#))

Students found to have deliberately or inadvertently engaged in academic misconduct will be dealt with in accordance with the Academic Integrity Policy.

Academic misconduct refers to:

- plagiarism (see definition below),
- breaches of the examination procedures,
- presenting data that has been copied, falsified or in any way obtained improperly,
- including material in individual work that has involved significant assistance from another person, unless this is specifically allowed in the unit/unit of competency outline or assessment guidelines,
- providing assistance to a student in the presentation of individual work, unless this is specifically allowed in the unit/unit of competency outline or assessment guidelines,
- falsifying or misrepresenting academic records, or any other documents,
- providing assessments to other current or future students,
- obtaining assessments from other current or past students,
- using a writing service or individual to write assessments (irrespective if payment is made or not),
- publishing assessments to, or accessing assessments hosted on, file sharing services, and
- any other actions that contravene the principles of academic integrity.

Plagiarism is a specific form of academic misconduct. Plagiarism refers to

- directly copying any material from electronic or print resources without acknowledging the source,
- closely paraphrasing sentences or whole passages without referencing the original work,
- submitting another student's work in whole or in part, unless this is specifically allowed in the unit/unit of competency outline,
- using another person's ideas, work or research data without acknowledgment,
- appropriating or imitating another's ideas unless this is specifically allowed in the unit/unit of competency outline,
- submitting a piece of work that has previously been submitted for assessment at LCBA or another education provider in whole or in part, unless allowed for in the unit/unit of competency assessment.

A student who willingly and/or knowingly assists another student to commit plagiarism will be subject to the same penalties as the student who committed the plagiarism.

To avoid academic misconduct, students must become familiar with expectations for academic research and writing, especially the requirements for referencing.

ATTENDANCE

(See [Student Attendance Policy](#))

It is compulsory for all Bachelor students to attend 100% of scheduled classes and activities. If you are unable to attend classes due to illness, injury or another emergency, you must provide a medical certificate from a registered health practitioner or other documentary evidence of the reason for your absence immediately on returning to classes.

As attendance is strongly linked to academic performance, your attendance will be monitored, recorded and reviewed regularly. Students with poor attendance will be required to meet with staff to be reminded of the obligation to attend all classes and to discuss any issues that may be contributing to the poor attendance.

Continued poor attendance by holders of student visas and result in students being inactively withdrawn from their program and must be reported to the Department of Home Affairs (DHA).

Attendance at all scheduled classes, activities, excursions, visits, workshops, information sessions, lectures, and tutorials is compulsory, unless specifically stated otherwise.

Students who arrive late for a class or leave early for any reason will be asked to supply documents to justify their late arrival or early departure from class.

Attendance will be calculated based on students being present and participating in all scheduled class hours and other program related activities where attendance is compulsory. Being on Campus but not attending part or, all of the scheduled classes/sessions/activities, or not returning to a class/session/activity after a break, will result in an absence being recorded.

STUDENT CONDUCT

(See [Student Code of Conduct](#))

Le Cordon Bleu Australia (LCBA) expects students to share the responsibility for maintaining a respectful and harmonious learning environment. LCBA requires students to conduct themselves in a manner that upholds the values, integrity and reputation of LCBA at all times. Behaviour that does not meet this standard is not tolerated and may result in a penalty.

Behaviour that upholds the values, integrity and reputation means:

- Treating everyone with respect and courtesy,
- Refraining from bullying, harassment or discrimination,
- Behaving with honesty and integrity,
- Respecting difference and diversity,
- Respecting the privacy and confidentiality of others,
- Participating in collaboration, open dialogue and the exchange of ideas,
- Using LCBA resources, including IT and online resources, responsibly and for their proper purpose,
- Following reasonable directions from LCBA.

It also means taking reasonable care to protect your own health and safety and the health and safety of others. Students must comply with LCBA's Policies and Procedures and all applicable Australian laws.

You have the right to:

- be treated fairly and with respect
- learn in an environment free of discrimination
- learn in a supportive and safe environment
- have access to counselling
- be given information about assessment procedures at the beginning of each unit
- make a complaint to any staff member without fear of reprisal
- receive feedback on your progress.

You have a responsibility to:

- treat other people with respect and fairness
- do all assessment tasks by the due date or ask for an extension of time if there are exceptional circumstances.
- return or renew library resources on time
- follow normal safety practices, e.g. wear approved clothing and protective equipment and follow directions, both written and verbal, given by staff
- not damage or steal property
- not enter the campus with drugs, alcohol, weapons or be under the influence of drugs or alcohol
- not disrupt classes or use mobile phones or pagers in the classroom
- show concern for others by:
 - not swearing in classrooms and other learning areas
 - not smoking on campus, except in designated areas.

DRESS CODE AND UNIFORM POLICY

(See [Student Dress Code Policy](#))

All students are required to maintain the highest standard of personal appearance. Please remember you are being trained as a professional and represent Le Cordon Bleu and this institution whenever in uniform. It is essential that your presentation and conduct reflect this.

Please make yourself familiar with the requirements of the Student Dress Code Policy. All students are expected to present themselves as described in this policy.

Students are only required to wear a full uniform while attending practical units and as specified in the relevant unit outline. Full uniform requirements as outlined in the Policy may be amended from time to time. Extreme weather conditions may require modifications to the uniform policy from time to time. Students will be advised of the variation when this occurs.

All Le Cordon Bleu Australia staff have the right and obligation to enforce this policy and report any non-compliance.

ENGLISH LANGUAGE

Le Cordon Bleu Australia courses are delivered on English speaking campuses. The language of instruction for all Le Cordon Bleu Australia courses is English.

For many of Le Cordon Bleu Australia's students, studying in Australia is a way to practise and improve their English language skills. Le Cordon Bleu Australia sets minimum English language proficiency levels required to enrol in all Le Cordon Bleu Australia courses and expects all students to perform at least to this level in aspects of their studies – speaking, reading, writing and listening.

For all of these reasons Le Cordon Bleu Australia respectfully requests that students to speak in English at all times when on campus, whether in class, on excursions, or socially.

PHOTOGRAPHY

Students may take photographs on the campus only with the prior approval of the appropriate member of Le Cordon Bleu Australia staff. Please note that you also need the permission of any person whose photograph you wish to take, before you take it.

Le Cordon Bleu Australia will normally permit students to take, at the end of a class and for strictly personal use only, photographs of dishes prepared by Le Cordon Bleu Australia instructor chefs from recipes demonstrated during the class.

Students agree that copyright in all photographs taken on the campus will be owned exclusively by Le Cordon Bleu Australia and such photographs may be used by students only for personal, non-commercial purposes. The use by students of video cameras or any other form of moving pictures is not permitted on the campus.

Student Feedback

There are three main methods that Le Cordon Bleu Australia gathers information from its student body – Surveys, Focus Groups and Student Representative Meetings. The information provided by students through these activities forms an integral part of the planning and continuous improvement processes of Le Cordon Bleu Australia.

SURVEYS

Students are surveyed on a regular basis.

1. **At the end of each unit:** Students will be asked to complete a *Unit Survey* to provide valuable feedback about the content of unit taught and the teaching approach.
2. **Commencing year and final year.** Students will have the opportunity to participate in the national Quality Indicators for Teaching and Learning *Student Experience Survey*.
3. **Upon graduation.** Students will have the opportunity to participate in the national Quality Indicators for Teaching and Learning *Graduate Outcomes Survey*.

STUDENT REPRESENTATIVE MEETINGS

Le Cordon Bleu Australia staff meet regularly with representatives of the student body. These meetings are a useful forum for you to express your views and concerns about any issues related to your study, through your representative.

Representatives need to commit to attending at least 3 meetings per semester, must find a way to canvas the view of the group they represent, and be willing to participate in discussions during the meetings.

FOCUS GROUPS

Focus groups are convened from time to time and usually for a specific purpose, for example to obtain student feedback on LCBA courses. Focus groups are an opportunity for students to share their experience with Le Cordon Bleu Australia in a confidential forum, where student anonymity is protected.

Communication with Students

CORRESPONDENCE WITH STUDENTS

Email correspondence between students and Le Cordon Bleu Australia (LCBA) staff will be considered formal and official; notifications sent electronically will include matters of Unsatisfactory Academic Progress, Unsatisfactory Attendance and/or appeals.

An email will be considered as received on the first working date after it was sent. Students are required to provide their personal email accounts and other contact details upon enrolment with LCBA, and to notify Student Services of updated contact details within 7 working days of any change.

LCBA will use your mycordonbleu.net [Webmail](#) for all official Le Cordon Bleu communication.

PERSONAL CORRESPONDENCE

Students are requested not to use the Campus address as their personal address. Le Cordon Bleu Australia will not be held responsible for student correspondence and cannot forward mail to students after their departure from the program.

CHANGE OF ADDRESS

(See [Student Contact Details Policy](#))

It is the responsibility of each student to ensure the accuracy and currency of their contact details held by Le Cordon Bleu Australia. Each time any of these details change, the student must inform Le Cordon Bleu Australia.

Le Cordon Bleu Australia shall ensure that a student's current contact details, including residential address, phone and mobile phone numbers and personal email address and who to contact in an emergency situation, as notified by the student are recorded and used as contact details for official Le Cordon Bleu Australia information and notifications. This information will be used to communicate with the student throughout their program of study.

Students should advise Le Cordon Bleu Australia of a change in their contact details by informing Student Services or by using the [Student Portal](#).

Note to Student Visa Holders:

Under the National Code 2018, the education provider, Le Cordon Bleu Australia, must be kept informed at all times of the student visa holder's residential address.

Each student shall ensure that they inform Le Cordon Bleu Australia of their current address, telephone number, email address and any other relevant contact details within 7 days of arriving in Australia.

Legislation Governing your Studies at Le Cordon Bleu

As a student at Le Cordon Bleu, you are required to not only comply with the rules and regulations of the school, but State and Commonwealth legislation stipulated by the Government.

All staff and students of Le Cordon Bleu Australia are required to be aware of their rights and responsibilities under the following Commonwealth and State legislation (principal and amendment acts).

- Age Discrimination Act 2004
- Australian Human Rights Commission Act 1986
- Disability Discrimination Act 1992
- Education Services for Overseas Students Act 2000
- Fair Work Act 2009
- Gender Equality Act 2020 (Vic)
- National Code of Practice for Registration Authorities and Providers of Education to Overseas Students 2018 (National Code)
- Occupational Health and Safety Act 2004 (Vic)
- Privacy Act 1988
- Privacy and Personal Protection Information Act 1988 (NSW)
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Standards for registered training organisations 2015
- State Records Act 1988 (NSW)
- The Education Services for Overseas Students Regulations 2001
- The Higher Education Standards Framework (Threshold Standards) 2021
- The Tertiary Education Quality and Standards Agency Act 2011 (TEQSA Act)
- Work Health and Safety Act 2011 (NSW)
- Work Health and Safety Act 2011 (QLD)
- Work Health and Safety Act 2012 (SA)
- Work Health and Safety Regulation 2011 (QLD)
- Work Health and Safety Regulation 2017 (NSW)
- Workplace Injury Rehabilitation and Compensation Act 2013 (Vic)

This list is not exhaustive. For a list of all legislation see [Commonwealth of Australia Consolidated Acts \(austlii.edu.au\)](http://austlii.edu.au)

UNIQUE STUDENT IDENTIFIER (USI)

During Orientation all students will be guided through the process of creating a USI. New and continuing students undertaking Higher Education (HE) courses will need to create a USI in order to receive any academic documentation including transcripts and French Qualifications.

Please refer to the USI Frequently Asked Questions at <https://www.usi.gov.au/help/Student-FAQs-higher-education> for more information on how to complete this process or contact Le Cordon Bleu Student Services if you require further assistance.

Course Learning Outcomes

Course Learning Outcomes (CLO) are learner-focused statements of what students are expected to evidence or demonstrate upon completion of a course. They specify what students are expected to know and do as a result of learning in the course.

GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

<p>Course Learning Outcomes</p> <p>Graduates of the Graduate Certificate in Business Administration should be able to:</p>
<p>Drawing on knowledge and information from a range of professional and/or scholarly sources, analyse and reflect on service quality issues and impacts in collaborative planning and decision-making in an organisational context.</p>
<p>Critically analyse and evaluate business data, risk and business continuity methods of analysis and prognosis and their application in an organisational environment.</p>
<p>Analyse and apply marketing concepts and information effectively including in oral, written, and visual forms in a cohesive and understandable manner.</p>
<p>Apply problem solving skills to analyse, develop and recommend solutions for complex business issues.</p>
<p>Apply managerial accounting concepts and techniques to the analysis and modelling of a range of financial decision-making</p>

GRADUATE CERTIFICATE IN HOSPITALITY OPERATIONS

<p>Course Learning Outcomes</p> <p>Graduates of the Graduate Certificate in Hospitality Operations should be able to:</p>
<p>Synthesise sustainable economic, social and environmental practices and value systems in the design and development of global hospitality business operations solutions and management objectives.</p>
<p>Critically analyse contemporary hospitality issues from a strategic perspective including accounting, cultural, entrepreneurial, human resource and marketing perspectives.</p>
<p>Critically evaluate the marketing, technological, commercial, cultural and operational influences that shape managerial decision making in the monitoring and evaluation of global hospitality facility guest expectations.</p>
<p>Demonstrate critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hospitality services and quality management, including through advanced accounting analysis and effective leadership.</p>
<p>Apply creative and innovative thinking to hospitality business planning through combining conceptual, accounting, operational, market, investment and strategic elements into an integrated, convincing and sustainable business proposal.</p>

GRADUATE CERTIFICATE IN INTERNATIONAL HOSPITALITY MANAGEMENT

Course Learning Outcomes
Graduates of the Graduate Certificate in International Hospitality Management should be able to:
Synthesise sustainable economic, social and environmental practices and value systems in the design and development of global hospitality business operations solutions and management objectives.
Critically analyse contemporary international hospitality issues from a strategic perspective including accounting, cultural, entrepreneurial, human resource and marketing perspectives.
Critically evaluate the marketing, technological, commercial, cultural and operational influences that shape managerial decision making in the monitoring and evaluation of international hospitality facility guest expectations.
Demonstrate critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hospitality services and quality management, including through advanced accounting analysis and effective leadership.
Apply creative and innovative thinking to hospitality business planning through combining conceptual, accounting, operational, market, investment and strategic elements into an integrated business proposal.

GRADUATE CERTIFICATE IN MANAGEMENT

Course Learning Outcomes
Graduates of the Graduate Certificate in Management should be able to:
Drawing on knowledge and information from a range of professional and/or scholarly sources, analyse and reflect on service quality issues and impacts in collaborative planning and decision-making in an organisational context.
Critically analyse and evaluate business data, risk and business continuity methods of analysis and prognosis and their application in an organisational environment.
Analyse and apply marketing concepts and information effectively including in oral, written, and visual forms in a cohesive and understandable manner.
Apply problem solving skills to analyse, develop and recommend solutions for complex business issues.
Apply managerial accounting concepts and techniques to the analysis and modelling of a range of financial decision-making activities relating to cost management and control, capital investment decisions and financial performance.

GRADUATE DIPLOMA IN HOSPITALITY OPERATIONS

Course Learning Outcomes
Graduates of the Graduate Diploma in Hospitality Operations should be able to:
Decide: to exercise sound, knowledgeable critical thinking and ethical consideration in decision-making in professional work, mindful of the interests of key stakeholders and affected communities based on a systematic and coherent body of knowledge of hospitality management disciplines.
Analyse: to independently evaluate specific business situations and environments, by conducting qualitative inquiry and quantitative assessment in modelling proposed solutions and actions in complex hospitality operations.
Communicate: to interact and communicate professionally, ethically and effectively with colleagues, specialists, interested parties and society.
Implement: to expertly ascertain cogent implications, risks and opportunities in developing sustainable and resilient operational plans for quality service delivery.
Collaborate: to work effectively, respectfully, responsibly and lawfully with others, individually and collectively, in achieving business objectives and improving processes underlying service delivery and both business and customer outcomes.

GRADUATE DIPLOMA IN INTERNATIONAL HOSPITALITY MANAGEMENT

Course Learning Outcomes

Graduates of the Graduate Diploma in International Hospitality Management should be able to:

Synthesise sustainable economic, social and environmental practices and value systems in the design and development of international hospitality business operations solutions and management objectives.

Critically analyse complex contemporary international hospitality issues from a strategic perspective including accounting, cultural, entrepreneurial, human resource and marketing perspectives.

Critically evaluate the marketing, technological, commercial, cultural and operational influences that shape managerial decision making in the monitoring, evaluation and communication of international hospitality facility guest expectations.

Demonstrate critical and independent judgement and creative thinking to identify problems and contribute to their solutions in relation to hospitality services and quality management, including through advanced accounting analysis and effective leadership.

Apply creative and innovative thinking to hospitality business planning through combining conceptual, accounting, operational, market, risk, investment and strategic elements into an integrated business proposal.

GRADUATE DIPLOMA IN MANAGEMENT

Course Learning Outcomes

Graduates of the Graduate Diploma in Management should be able to:

Decide: to exercise sound, knowledgeable critical thinking and ethical consideration in decision-making in professional work, mindful of the interests of key stakeholders and affected communities based on a systematic and coherent body of knowledge of business administration disciplines and business research principles.

Analyse: to independently evaluate specific business situations and environments, by conducting qualitative inquiry and quantitative assessment in modelling proposed solutions and actions in complex business environments.

Communicate: to lead, interact and communicate professionally, ethically and effectively with colleagues, specialists, interested parties and society.

Implement: to expertly ascertain cogent implications, risks and opportunities in developing sustainable and resilient operational plans.

Collaborate: to work effectively, respectfully, responsibly and lawfully with others, individually and collectively, in achieving business objectives and sustainability improving processes and business outcomes.

MASTER OF APPLIED HOSPITALITY MANAGEMENT

Course Learning Outcomes

Graduates of the Master of Applied Hospitality Management should be able to:

Lead: to exercise sound, knowledgeable critical thinking and ethical consideration in decision-making, mindful of the interests of key stakeholders and affected communities as an adaptable and responsible hospitality practitioner.

Analyse: to evaluate dynamic hospitality trends and settings by conducting qualitative inquiry and quantitative assessment in modelling proposed solutions and actions.

Communicate: to interact and communicate professionally, ethically and effectively with colleagues, interested parties and society.

Implement: to ascertain cogent implications, risks and opportunities in designing and delivering innovative, sophisticated and sustainable hospitality services and experiences.

Collaborate: to work effectively, respectfully, and lawfully with others, individually and collectively, in achieving business objectives and improving processes and outcomes.

MASTER OF BUSINESS ADMINISTRATION

Course Learning Outcomes

Graduates of the Master of Business Administration should be able to:

Decide: to exercise sound, knowledgeable critical thinking and ethical consideration in decision-making, mindful of the interests of key stakeholders and affected communities.

Analyse: to evaluate specific business situations and environments by conducting qualitative inquiry and quantitative assessment in modelling proposed solutions and actions.

Communicate: to interact and communicate professionally, ethically and effectively with colleagues, interested parties and society.

Implement: to ascertain cogent implications, risks and opportunities in developing sustainable and resilient operational plans.

Collaborate: to work effectively, respectfully, and lawfully with others, individually and collectively, in achieving business objectives and improving processes and outcomes.

MASTER OF INTERNATIONAL HOSPITALITY MANAGEMENT

Course Learning Outcomes

Graduates of the Master of International Hospitality Management should be able to:

Lead with demonstrated mastery of established theories and practices of hospitality and service industry management combined with expert leadership and communication skills for professional work as an adaptable and responsible hospitality practitioner.

Critically analyse, synthesise and evaluate complex technical and factual information on hospitality trends, recent development and emerging issues by applying critical and creative thinking in a wide range of hospitality management disciplines and professional contexts.

Interact, collaborate and lead teams to achieve organisational goals while improving personal and professional effectiveness.

Apply an extensive and thorough understanding of the discipline of hospitality management to the design, planning and delivery of sustainable, innovative and sophisticated hospitality services and experiences.

Exercise ethical judgement, social responsibility and cultural awareness in business and management in using reflective practice to critically evaluate the performance of self and others in dynamic hospitality settings.

MASTER OF APPLIED HOSPITALITY MANAGEMENT / MASTER OF BUSINESS ADMINISTRATION

Course Learning Outcomes

Graduates of the Master of Applied Hospitality Management / Master of Business Administration should be able to:

Decide: to exercise sound, knowledgeable critical thinking and ethical consideration in decision-making, mindful of the interests of key stakeholders and affected communities as an adaptable and responsible hospitality practitioner.

Analyse: to evaluate a wide range of specific business situations and environments, including dynamic hospitality trends and settings, by conducting qualitative inquiry and quantitative assessment in modelling proposed solutions and actions.

Communicate: to interact and communicate professionally, ethically and effectively with colleagues, interested parties and society.

Implement: to ascertain cogent implications, risks and opportunities in developing sustainable and resilient operational plans and in designing and delivering innovative, sophisticated and sustainable hospitality services and experiences.

Collaborate: to work effectively, respectfully, and lawfully with others, individually and collectively, in achieving business objectives and improving processes and outcomes.

Postgraduate Course Structures and Course Rules

MASTER OF INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) COURSE STRUCTURE

Grad Cert	Y1 S1 (Year 1, Semester 1)	U1 People, Leadership and Performance	U2 Global Business Environment	U3 Accounting for Management	U4 Service Quality Management
Grad Dip	Y1 S2	U5 Marketing Management	U6 Research for Business Decision Making	U7 Managing Hospitality in the International Context	U8 Risk and Contingency Management
Master	Y2 S1	U9 Successful Hospitality Project Design	U10 Strategic Principles	U11 Applied Hospitality Management (Double unit)	
	Y2 S2	U12 Hospitality Industry Experience			

MASTER OF INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) COURSE RULES

1. Delivery:

- a. The MIHM is delivered in Adelaide.
- b. All units are delivered in semesters.
- c. All units are core, with no electives.

2. Credit points:

- a. The MIHM requires the successful completion of 160 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp, including, where appropriate, any advanced standing or credit for prior academic achievement.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.
- c. The maximum credit that may be granted for other studies not taken with Le Cordon Bleu Australia in a cognate course is 80 cp.

3. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per semester.
- c. The maximum duration of completion of the course is 9 semesters, or 4.5 academic years.
- d. No unit can be taken more than once unless that unit is repeated because of failure.
- e. Once passed, a unit cannot be repeated.
- f. Units may be taken in any sequence in accordance with course progression rules and availability.
- g. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.
- h. Students may enrol as full- or part-time and vary this status from semester to semester.

4. Exit qualifications:

- a. The Graduate Certificate in International Hospitality Management is an exit qualification nested in the MIHM comprising the first four (4) units of the Master of International Hospitality Management.
- b. The Graduate Diploma in International Hospitality Management is an exit qualification nested in the MIHM comprising the first eight (8) units of the Master of International Hospitality Management.
- c. Students may elect for any reason to exit the MIHM with either of the exit qualifications providing that they have successfully completed all the units in the relevant qualification.

5. Requirements for Completion of the Degree

To qualify for the degree, a student must successfully complete all units.

MASTER OF APPLIED HOSPITALITY MANAGEMENT (MAHM) COURSE STRUCTURE

Grad Cert	Y1 T1 (Year 1, Trimester 1)	U1 (10 cp) Core	U2 (10 cp) Core	U3 (10 cp) Core	a) Repeat unit or b) Additional unit
	Y1 T2	U4 (10 cp) Core	U5 (10 cp) Core	U6 (10 cp) Core	a) Repeat unit or b) Additional unit
Grad Dip	Y1 T3	U7 (10 cp) Core	U8 (10 cp) Elective	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
	Y2 T1	U9 (10 cp) Core	U10 (10 cp) Elective	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
Masters	Y2 T2	U11 (10 cp) Core	U13-14 (20 cp) Hospitality Industry Experience A OR HI Research Project A		a) Repeat unit or b) Optional extended HIE
	Y2 T3	U12 (10 cp) Capstone	U15 -16 (20 cp) Hospitality Industry Experience B OR HI Research Project B		a) Repeat unit or b) Optional extended HIE

MASTER OF APPLIED HOSPITALITY MANAGEMENT (MAHM) COURSE RULES

1. Credit points:

- a. The MAHM requires the successful completion of 160 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp, including, where appropriate, any advanced standing or credit for prior academic achievement.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.
- c. The maximum credit that may be granted for other studies not taken with Le Cordon Bleu Australia in a cognate course is 80 cp.

2. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration of completion of the course is fourteen (14) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.

- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.
- j. Students are not required to undertake consecutive trimesters whether full- or part-time, providing that they meet the minimum progression requirements for full-time, which is 80 cp per year.

3. Exit qualifications:

- a. The Graduate Certificate in Hospitality Operations is an exit qualification nested in the MAHM comprising the first four (4) units of the Master of Applied Hospitality Management.
- b. The Graduate Diploma in Hospitality Operations is an exit qualification nested in the MAHM comprising the first eight (8) units of the Master of Applied Hospitality Management.

4. Requirements for Completion of the Degree

To qualify for the degree, a student must complete

160 cp from the **Schedule of Unit Offerings**, consisting of:

- (i) 90 cp of Core units
- (ii) 10 cp Capstone unit
- (iii) 40 cp Hospitality Industry Experience

OR

40 cp Hospitality Industry Research Project

- (iv) 20 cp of Elective units

5. Definitions

Core unit: a core unit is a required unit that must be passed in order to fulfil the requirements of the degree.

Elective: is a unit for which students have a choice of units available to fulfil credit point requirements for that unit. In the context of the MAHM, an elective is any unit from a Specialisation in the Master of Business Administration. The capstone unit may not be taken as an elective.

MASTER OF BUSINESS ADMINISTRATION (MBA) COURSE STRUCTURE

Grad Cert	Y1 T1 (Year 1, Trimester 1)	U1 (10 cp) Core	U2 (10 cp) Core	U3 (10 cp) Core	a) Repeat unit or b) Additional unit
	Y1 T2	U4 (10 cp) Core	U5 (10 cp) Core	U6 (10 cp) Core	a) Repeat unit or b) Additional unit
Grad Dip	Y1 T3	U7 (10 cp) Core	U8 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
	Y2 T1	U9 (10 cp) Core	U10 (10 cp) Elective or Specialisation	U11 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit
Masters	Y2 T2	U12 (10 cp) Core	U13 (10 cp) Elective or Specialisation	U14 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit
	Y2 T3	U15 (10 cp) Capstone	U16 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit

MASTER OF BUSINESS ADMINISTRATION (MBA) COURSE RULES

1. Credit points:

- a. The MBA requires the successful completion of 160 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp, including, where appropriate, any advanced standing or credit for prior academic achievement.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.
- c. The maximum credit that may be granted for other studies not taken with Le Cordon Bleu Australia in a cognate course is 80 cp.

2. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration of completion of the course is fourteen (14) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.

- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.
- j. Students are not required to undertake consecutive trimesters whether full- or part-time, providing that they meet the minimum progression requirements for full-time, which is 80 cp per year.

3. Exit qualifications:

- a. The Graduate Certificate in Management is an exit qualification nested in the MBA comprising the first four (4) units of the Master of Business Administration.
- b. The Graduate Diploma in Management is an exit qualification nested in the MBA comprising the first eight (8) units of the Master of Business Administration.

Students may elect for any reason to exit the Master of Business Administration with either of the exit qualifications providing that they have successfully completed all the units in the relevant qualification.

4. Requirements for Completion of the Degree

To qualify for the degree, a student must complete one of the following study patterns drawn from the Schedule of Offerings:

160 cp consisting of:

- (i) 90 cp of Core units;
- (ii) 10 cp Capstone unit
- (iii) 60 cp from the MBA Specialisations or electives in one of the following combinations:
 - i. 1 Specialisation + 2 Electives drawn from any other Specialisation or the MAHM
 - ii. 6 Electives from any Specialisation or the MAHM

5. Definitions

Core unit: a core unit is a required unit that must be passed in order to fulfil the requirements of the degree.

Specialisation: is a set of four (4) prescribed units in a named discipline.

Elective: is a unit for which students have a choice of units available to fulfil credit point requirements for that unit and is any unit from a Specialisation otherwise not taken in a Specialisation. The capstone unit may not be taken as an elective.

MASTER OF APPLIED HOSPITALITY MANAGEMENT / MASTER OF BUSINESS ADMINISTRATION (MAHM/MBA) COURSE STRUCTURE

Grad Cert	Y1 T1 (Year 1, Trimester 1)	U1 (10 cp) Core	U2 (10 cp) Core	U3 (10 cp) Core	a) Repeat unit or b) Additional unit
	Y1 T2	U4 (10 cp) Core	U5 (10 cp) Core	U6 (10 cp) Core	a) Repeat unit or b) Additional unit
Grad Dip	Y1 T3	U7 (10 cp) Core	U8 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
Masters	Y2 T1	U9 (10 cp) Core	U10 (10 cp) Elective or Specialisation	U11 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit
	Y2 T2	U12 (10 cp) Core	U13 (10 cp) Core	U14 (10 cp) Core	a) Repeat unit or b) Additional unit
	Y2 T3	U15 (10 cp) Core	U16 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
	Y3 T1	U17 (10 cp) Core	U18 (10 cp) Elective or Specialisation	a) Repeat unit or b) Additional unit	a) Repeat unit or b) Additional unit
	Y3 T2	U19 (10 cp) (Capstone)	U21-22 (20cp) Hospitality Industry Experience A OR HI Research Project A		a) Repeat unit or b) Optional extended IE
	Y3 T3	U20 (10 cp) Capstone	U23-24 (20cp) Hospitality Industry Experience B OR HI Research Project B		a) Repeat unit or b) Optional extended IE

MASTER OF APPLIED HOSPITALITY MANAGEMENT / MASTER OF BUSINESS ADMINISTRATION (MAHM/MBA) COURSE RULES

1. Credit points:

- a. The MAHM/MBA requires the successful completion of 240 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp, including, where appropriate, any advanced standing or credit for prior academic achievement.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.

- c. The maximum credit that may be granted for other studies not taken with Le Cordon Bleu Australia in a cognate course is 120 cp.

2. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration of completion of the course is twenty (20) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.
- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.
- j. Students are not required to undertake consecutive trimesters whether full- or part-time, providing that they meet the minimum progression requirements for full-time, which is 80 cp per year.

3. Exit qualifications:

- a. The Graduate Certificate in Hospitality Operations is an exit qualification nested in the Master of Applied Hospitality Management/Master of Business Administration comprising the first four (4) units of the Master of Applied Hospitality Management/Master of Business Administration.
- b. The Graduate Diploma in Hospitality Operations is an exit qualification nested in the Master of Applied Hospitality Management/Master of Business Administration comprising the first eight (8) units of the Master of Applied Hospitality Management/Master of Business Administration.

4. Requirements for Completion of the Double Degree

To qualify for the degree, a student must complete

240 cp from the **Schedule of Unit Offerings**, consisting of:

- (iv) 130 cp of Core units
- (v) 40 cp Hospitality Industry Experience
- OR
- 40 cp Hospitality Industry Research Project
- (vi) 20 cp of Capstone units
- (vii) 50 cp from the MBA Specialisations or electives in one of the following combinations:
 - a. 1 Specialisation + 1 Electives drawn from any other Specialisation or the MAHM
 - b. 5 Electives from any Specialisation or the MAHM

5. Definitions

Core unit: a core unit is a required unit that must be passed in order to fulfil the requirements of the degree.

Specialisation: is a set of four (4) prescribed units in a named discipline.

Elective: is a unit for which students have a choice of units available to fulfil credit point requirements for that unit and is any unit from a Specialisation otherwise not taken in a Specialisation. The capstone unit may not be taken as an elective.

SCHEDULE OF UNIT OFFERINGS

MIHM Core Units

Unit Code	Unit Title	Pre- Requisite	Credit Points
BUSS5114	People, Leadership & Performance	-	10
BUSS5300	Global Business Environment	-	10
ACCT5011	Accounting for Management	-	10
BUSS5275	Service Quality Management	-	10
MARK5025	Marketing Management	-	10
BUSS5397	Research for Business Decision Making	-	10
BUSS5283	Managing Hospitality in the International Context	-	10
BUSS5277	Risk and Contingency Management	-	10
BUSS5286	Successful Hospitality Project Design	-	10
BUSS5273	Strategic Principles	-	10
BUSS5370	Applied Hospitality Management	80 cp	20
BUSS5369	Hospitality Industry Experience	110 cp	40

MAHM Core Units

Unit Code	Unit Title	Pre- Requisite	Credit Points
ACCT502	Accounting for Managers	-	10
HOSP501	Managing Hospitality in the International Context	-	10
SCMT502	Operations Management	-	10
HRMT501	People, Leadership & Performance	-	10
MGMT502	Service Quality Management	-	10
MGMT505	Research Methods for Decision Making	-	10
MRKT501	Marketing Management	-	10
HOSP602	Revenue Management	-	10
MGMT602	Business Continuity Management	-	10
HOSP605	Hospitality Business Planning (Capstone)	110 cp	10
WORK601	Hospitality Industry Experience A	110 cp	20
WORK602	Hospitality Industry Experience B	110 cp	20
RESP601	Hospitality Industry Research Project A	110 cp	20
RESP602	Hospitality Industry Research Project B	110 cp	20

MBA Core Units

Unit Code	Unit Title	Pre-requisite	Credit Points
HRMT501	People, Leadership & Performance	-	10
MRKT501	Marketing Management	-	10
ACCT502	Accounting for Managers	-	10
ISYS501	Knowledge Management	-	10
DEST501	Design Thinking and Innovation	-	10
ACCT503	Financial Accounting and Reporting	-	10
MGMT505	Research Methods for Decision Making	-	10
MGMT602	Business Continuity Management	-	10
MGMT603	Business Analysis	-	10
MGMT604	Corporate Governance and Social Responsibility (Capstone)	140 cp	10

MAHM/MBA Core Units

Unit Code	Unit Title	Pre-requisite	Credit Points
ACCT503	Financial Accounting and Reporting	-	10
DEST501	Design Thinking and Innovation	-	10
HOSP501	Managing Hospitality in the International Context	-	10
SCMT502	Operations Management	-	10
HOSP606	Revenue Management	-	10
ISYS501	Knowledge Management	-	10
MGMT502	Service Quality Management	-	10
MGMT603	Business Analysis	-	10
HOSP605	Hospitality Business Planning (Capstone)	110 cp	10
MGMT604	Corporate Governance and Social Responsibility (Capstone)	140 cp	10
WORK601	Hospitality Industry Experience A	110 cp	20
WORK602	Hospitality Industry Experience B	110 cp	20
RESP601	Hospitality Industry Research Project A	110 cp	20
RESP602	Hospitality Industry Research Project B	110 cp	20

SPECIALISATIONS

Applied Design Thinking

Unit Code	Unit title	Pre-requisite	Credit Points
DEST502	User Experience Design	-	10
DEST503	Service Systems Design	-	10
GAST503	Food Product and Process Design	-	10
SCMT501	Supply Chain Planning	-	10

Finance

Unit Code	Unit title	Pre-requisite	Credit Points
MGMT506	Business Risk Management	-	10
ACCT504	Management Accounting	-	10
LAWS501	Business and Corporations Law	-	10
ACCT505	Managerial Finance	-	10

Food Management

Unit Code	Unit title	Pre-requisite	Credit Points
GAST501	Food Systems	-	10
SCMT501	Supply Chain Planning	-	10
GAST503	Food Product and Process Design	-	10
GAST601	Food Governance and Security	110 cp	10

Food Entrepreneurship

Unit Code	Unit title	Pre-requisite	Credit Points
ENTR501	Entrepreneurship	-	10
SCMT501	Supply Chain Planning	-	10
GAST503	Food Product and Process Design	-	10
GAST601	Food Governance and Security	110 cp	10

Gastronomy

Unit Code	Unit title	Pre-requisite	Credit Points
GAST504	Gastronomic Discourse and Culture	-	10
GAST505	Advanced Culinary Practice	-	10
GAST506	Gastronomic Tourism	-	10
GAST602	Food and Wine Strategy	110 cp	10

Hotel Management

Unit Code	Unit title	Pre-requisite	Credit Points
HOSP503	The Hotel Asset Ecosystem	-	10
SCMT502	Operations Management	-	10
HRMG501	Strategic Human Resource Management	-	10
HOSP606	Revenue Management	-	10

Management

Unit Code	Unit title	Pre-requisite	Credit Points
MGMT507	Business and Professional Ethics	-	10
ECON501	Managerial Economics	-	10
ACCT504	Management Accounting	-	10
MGMT605	Strategic Management	110 cp	10

Marketing

Unit Code	Unit title	Pre-requisite	Credit Points
MRKT502	Integrated Marketing Communications	-	10
MRKT503	Social Marketing	-	10
MRKT504	Brand Management	-	10
MRKT601	Advanced Consumer Behaviour	110 cp	10

Project Management

Unit Code	Unit title	Pre-requisite	Credit Points
PROM501	Project Management Principles and Techniques	-	10
MGMT506	Business Risk Management	-	10
SCMT501	Supply Chain Planning	-	10
MGMT605	Strategic Management	110 cp	10

Service Management

Unit Code	Unit title	Pre-requisite	Credit Points
DEST503	Service Systems Design	-	10
MGMT502	Service Quality Management	-	10
HRMG501	Strategic Human Resource Management	-	10
MGMT506	Business Risk Management	-	10

Supply Chain Management

Unit Code	Unit title	Pre-requisite	Credit Points
PROM501	Project Management Principles and Techniques	-	10
SCMT501	Supply Chain Planning	-	10
SCMT502	Operations Management	-	10
SCMT503	Food Supply Chain Management	-	10

Hospitality Management

MAHM Units that may be taken as electives in the MBA or first 4 as HOSPITALITY MANAGEMENT specialisation in the MBA. Hospitality Business Planning may be taken as an elective in the MBA, but not as a capstone.

Unit Code	Unit title	Pre-requisite	Credit Points
MGMT502	Service Quality Management	-	10
HOSP501	Managing Hospitality in the International Context	-	10
SCMT502	Operations Management	-	10
HOSP606	Revenue Management	-	10
HOSP605	Hospitality Business Planning	110 cp	10

Unit Descriptors

Unit Code	ACCT501 Equivalent to MIHM501 & ACCT5011
Unit Title	Accounting for Management
Unit Descriptor	Accounting is a systematic method of compiling and processing information about business activity. It is one part of the information-collecting system that a business or any business involved in financial transactions needs to operate. This unit provides a brief 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 background information about the regulatory context of financial accounting. It covers the relevance and significance of fundamental accounting conventions, the accounting cycle and double entry, and the requirements of financial reporting through the financial statements. Analyses then lead into managerial accounting techniques that can inform business decisions.
Unit Code	ACCT502
Unit Title	Accounting for Managers
Unit Descriptor	Accounting is a systematic method of compiling and processing information about business activity. It is one part of the information-collecting system that a business or any business involved in financial transactions needs to operate. 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 contains background information about the regulatory context of financial accounting. It covers the relevance and significance of fundamental accounting conventions, the accounting cycle and double entry, and the requirements of financial reporting through the financial statements. Student will learn how to identify, classify, process, and analyse transactions by applying double entry accounting principles; accurately process transactions using the principles of accrual accounting; evaluate and utilise inventory, accounts receivable and non-current accounting recording and valuation methods and liabilities; produce a basic set of classified financial reports (including statement of financial position, statement of financial performance, statement of changes in equity and statement of cash flows) for an organisation; critically evaluate the impact of accounting for decision making purposes by management, investors, financiers and other stakeholder groups.
Unit Code	ACCT503
Unit Title	Financial Accounting and Reporting
Unit Descriptor	This unit provides an overview of the principles supporting the use of an accounting information system for financial and management reporting purposes. The unit covers the relevance and significance of fundamental accounting conventions; the accounting cycle and double entry, and addresses applications of the accounting information system by small to medium enterprises operating as sole traders. Areas and topics within International Financial Reporting Standards (IFRS) and its Australian equivalents Australian Accounting Standards Board (AASB) are reviewed. Students will be introduced to the regulatory environment for financial reporting, with particular emphasis placed on applying the relevant accounting standards to key business processes, the preparation of financial statements based on both accrual and cash accounting, and alternative reporting frameworks such as the Global Reporting Initiative. In order to pass the unit, students are required to demonstrate proficiency in applying accounting skills to the identification, recording and basic analysis of economic events, and the utilisation of business data in the preparation of financial statements in accordance with accounting principles and standards.

Unit Code	ACCT504
Unit Title	Management Accounting
Unit Descriptor	The aim of this unit is to introduce the technical and analytical skills required to analyse accounting information for management decisions in a variety of contexts. The unit reviews management accounting as an information system that produces the data required to efficiently and effectively manage resources and to create value in organisations. The unit will provide students with an appreciation of management accounting concepts related to the management functions of planning, control, and decision making. The unit introduces a number of management accounting tools and quantitative techniques that can be used to analyse how business processes consume resources and create value for a firm and its customers, and how this value may be enhanced through activity and process improvement and explains how cost information is generated and used in organisations for decision making purposes by examining how costs are used for decision making; costing techniques (job/process costing and cost allocations); and budget setting and evaluating performance against the budget. The unit focuses on: the important fundamentals and tools of management accounting, including technical aspects of cost accounting and behavioural responses to management accounting information; the links between management accounting and decision making, planning and control; the relationship between management accounting and performance management; the relationship between management accounting and strategy; and new developments in management accounting knowledge and techniques and how these may be accessed through cost-benefit analysis.
Unit Code	ACCT505
Unit Title	Managerial Finance
Unit Descriptor	This unit introduces students to the principles and basic analytical techniques of business financial management and planning. The focus of the unit is on the concepts and techniques required to make sound business financial decisions, balancing micro- and macro-financial considerations to develop a balanced perspective on risk and opportunity to enable students to employ the tools and techniques required to analyse and interpret financial and economic data and financial accounting statements, analyse and assess performance of business units, evaluate investment projects, and understand financial markets and the economic environment. Finance, accounting, and economic theory is applied with the aim of providing a coherent framework and insights to assist in making reasoned managerial decisions. Topics include: introduction and objective of financial management; Australian capital markets; sources of debt and equity finance; financial statement analysis; understanding financial risk; financial planning; investment decision; evaluation methods and cash flow determination; leasing; current asset management; inventory; accounts receivable; and liquid assets. Particular attention is paid to: understanding the organisational context in which financial management operates; analysing and evaluating business challenges from a financial management perspective; understanding the relevance of financial management to business; and providing a financial management perspective on business risks.
Unit Code	DEST501
Unit Title	Design Thinking and Innovation
Unit Descriptor	Design thinking is a process for creative problem solving that focuses on the user experience of a product or service in order to pre-empt potential issues, to encourage efficacy and to promote innovation. Design thinking helps to tackle challenges such as the creation of new products, technological innovation, services, business models, experiences, processes and/or systems from a human-centred perspective that challenges assumptions about what people understand and value. The aim of this unit is to introduce students to the cognitive, strategic, entrepreneurial and practical aspects of product and service design. Design thinking and human-centred design techniques are commonly used across a range of industries, enabling better product design and better user experience, in all their variations. This unit will focus on the hospitality industry,

	<p>since it encapsulates so many aspects of service and product design that integrate quality, supply, experiential and innovation components in a highly competitive commercial environment. The unit addresses topics such as problem framing; solution-focused thinking; abductive reasoning; representation and modelling; empathy; ideation (divergent and convergent thinking); implementing and prototyping. The activities and assessment tasks in this unit focus on applying design thinking to define a problem, generate ideas, test and evaluate solutions, and communicate design outcomes.</p>
Unit Code	DEST502
Unit Title	User Experience Design
Unit Descriptor	<p>User experience design (UX) – also referred to as ‘user-centric design’ – is the process of creating products and experiences that provide meaningful and relevant experiences to users of a product or service. This involves the design of the entire process of acquiring and integrating the product or service, including aspects of branding, design, usability and function to create a compelling and satisfying experience for the user or message for potential users. While typically employed in information technology and marketing, UX is highly relevant to hospitality, tourism, events and other experiential industries.</p> <p>The aim of this unit is to develop an understanding of how to utilise design thinking to enhance user experiences in organisations, with particular emphasis on the hospitality industry. The unit provides an overview of several key techniques employed by UX practitioners, including heuristic evaluation, contextual inquiry, usability testing, A-B testing and multivariate testing in order to gain an understanding of what actually constitutes the user experience in any given setting. Students are introduced to the use of data analytics to monitor and improve the usability of various products and services, ranging from the digital to the physical. Students will consider the evaluation of UXs through needs, analysis, expressed values, emotions and attitudes towards products, systems or services in human-brand interactions. Students will evaluate the needs of end users to develop, test, iterate, and communicate compelling and engaging user experiences to best achieve and experiential objectives.</p>
Unit Code	DEST503
Unit Title	Service Systems Design
Unit Descriptor	<p>Service systems design is about the planning and organisation of people, infrastructure, communication, media and components of a service, in order to improve its quality, the interaction between service provider and customers and the customers’ experience. Contemporary organisations are constantly confronted with new challenges and setting ambitious objectives, such as circular economy, sustainable living, data handling and large social and cultural shifts. In the future, managers will be required to think and work in multidisciplinary ways, combining technical and creative skill sets and that can navigate the uncertainty of tomorrow’s challenges. Services are becoming digital, interconnected and more complex to design and handle.</p> <p>The aim of this unit is to develop students’ understanding of, and capacity for, systems thinking in the context of designing new products and services, with an emphasis on the hospitality industry as a paradigmatic example of service integration to meet critical business objectives. Students will learn how to analyse multifaceted challenges and to design services as complex systems. As well as developing a sound understanding of design tools and methods, students will develop complementary skills in strategy, entrepreneurship, innovation and the technological aspects of services. These skills will support thinking through real-life challenges and creating services that truly matter. Topics covered include analysis of user need and the demographic context of user(s), client/business, community; modelling and analysis of individual users, organisations, services and systems; user-centred design; iterative design (design – build/prototype – test/evaluate); scenario-based development techniques; sustainable environmental practices.</p>

Unit Code	ECON501
Unit Title	Managerial Economics
Unit Descriptor	<p>Managerial economics is the application of the methods of economics to managerial decision-making processes. In general, it covers the theory of the firm (what actually constitute a ‘business’ from an economic perspective; demand theory and estimation; production and cost theory and estimation; market structure and pricing; investment analysis and government policy. With the near-ubiquity of globalisation in all aspects of the economy and business, the costs and benefits at stake in managerial decision-making have escalated dramatically over the last decade. Moreover, in an age of plentiful – so-called ‘big’ – data, it has become imperative to use quantitative and rationally based methods, rather than ‘intuition’ when making business decisions. Technological innovations have also made it possible to develop more sophisticated methods of scenario modelling and data analysis.</p> <p>The aim of this unit is not to focus on data analysis and ‘number-crunching’ as such – although the unit does address some fundamental quantitative skills. Rather, the aim of the unit is to help students understand what they need to know as managers about how economic data is analysed. Therefore, the unit provides an understanding of quantitative techniques of microeconomics and their application to the decision-making of individuals and businesses. As well as looking briefly at how governments use fiscal and monetary policies to (attempt) to sustain a sound economic system (the macroeconomics perspective), the majority of the unit will address (microeconomic) issues that most companies face on a daily basis, such as how to sustain business competitiveness.</p>
Unit Code	ENTR501
Unit Title	Entrepreneurship
Unit Descriptor	<p>This unit examines the theory and context of entrepreneurship and the behaviours and attitudes that define entrepreneurs and their impact on economies and societies. It covers aspects of business opportunity creation and growth, in corporate and start-up environments, underpinned by the questions, concerns and decisions made by entrepreneurs. While the unit overviews ways of converting entrepreneurial aspirations into concrete strategies and operational initiatives, it is not so much about the ‘how’ of entrepreneurship as the ‘what’ and the ‘why’. That is, the aim of the unit is to achieve an understanding of the nature of entrepreneurship and how it draws on, but differs from, creativity, innovation and invention. The central aspects of entrepreneurial behaviour will be discussed, including conceptualisation, innovation, strategy, planning, operations, financing, management and ethics in forming sustainable businesses that generate benefits for a range of stakeholders.</p>
Unit Code	GAST501
Unit Title	Food Systems
Unit Descriptor	<p>This unit provides a theoretical and practical approach to contemporary issues across the food value chain, with an emphasis on the cyclical and integrative nature of food production, storage, distribution, consumption and regulation. The aim of this unit is to provide an overview and understanding of the different systems of production and supply in the food industry such as growing, harvesting, processing, packaging, transporting, marketing, consumption, and disposal of food and food-related items. Topics include conventional food system, alternative food system, whole foods, processed foods, food kilometres, landfill, greenhouse gas emissions, economy of scale, local food, organic, and fair trade.</p> <p>The unit takes an interdisciplinary approach to food systems by addressing the impact of climate change, water, energy, economics, politics, gender, social inclusion, and digital innovation. The constant transformation of food systems will be analysed in the context of geographical and cultural factors, sustainability, and food trends. Students will be required to create a food systems profile of their local region, including system sustainability and efficacy.</p>

Unit Code	GAST503
Unit Title	Food Product and Process Design
Unit Descriptor	Food product and process design focuses on the design, management and evaluation of food products, from conceptualisation to manufacturing, marketing and distribution. The aim of the unit is to provide an advanced understanding of food product development and its physical, chemical, microbiological and sensory quality assessments and analysis to process performance. Students will consider the application of functional ingredients and food additives as well as design optimisation principles and project management, product development processes, product design and quality from concept to definition. The unit explores the application of an integrated technological, regulatory, and safety analysis of food product development within the broader framework of a design thinking methodology that conceptualises the user experience and manufacturing and supply chain issues that affect the quality, marketability and commercial viability of food and products. Particular attention will be paid to the design for flavour and texture; temperature; health and safety; advanced technologies; sugar and fat substitution; shelf life: water activity, preservatives, ingredient effects and development; novel foods; and legislative provisions.
Unit Code	GAST504
Unit Title	Gastronomic Discourse and Culture
Unit Descriptor	Throughout history, food culture has been one of the most enduring common threads of human discourse. Since humans have hunted and gathered, there has been a culture of food – a gastronomy – however basic. The importance of food and cooking and all the contextual aspects of food sources and logistics to culture/s, to social and individual identity cannot be overstated. As the sociologist Pierre Bourdieu put it: “Taste classifies, and it classifies the classifier.” The aim of this unit is to provide an understanding of the different roles food plays in societies by analysing the history and literature of gastronomy and its cultural and historical relevance to food as a material and social construct. The unit reviews food anthropology and food traditions, including the concept of ‘food as a message’, that is, as a way of articulating aspects of culture through the availability of food resources, tools and methodologies of food preparation and presentation, and the role of food in ritual, entertainment, daily life and religiosity – in effect, what food says about the cultures of which it is a part, and has helped shape. The unit also explores the relationship between food and language; the vocabulary of food and prepared dishes, and crosslinguistic similarities and differences; historical origins, forms and meanings. Social and cognitive issues in food advertising and in the language of menus and their historical development and crosslinguistic differences are also discussed.
Unit Code	GAST505
Unit Title	Advanced Culinary Practice
Unit Descriptor	The combination of science, cutting-edge technology and culinary traditions allowed the emergence of new ways to think about food and engage customers on an emotional level. This unit is designed to provide an advanced understanding of culinary practice in the areas of hospitality, tourism and event management in order to enhance customers’ dining experience. Particular attention will be given to the theory and practice of food science (structure, chemistry), technology, and sensory science to replicate and enhance traditional cooking techniques. A multidisciplinary approach will be taken to the use of eggs and dairy, advanced baking and dessert preparations, cooking methods, meats, poultry and seafood, serving plates, environment (light, music, colours, surfaces) and menu planning. This unit also critically examines how advanced culinary practices can be adapted to minimise waste and discusses the environmental and economic implications of sustainability in relation to the hospitality, tourism and event industries. Students will review scientific principles informing the planning, costing, preparation and serving of meals. Students will be required to look beyond traditional and conventional forms to

	include modernist, molecular and other innovative approaches to the design, menu planning and the costing of innovative cuisine.
Unit Code	GAST506
Unit Title	Gastronomic Tourism
Unit Descriptor	Gastronomic tourism encompasses foods, beverages, hospitality and tourism with multiple stakeholders involved in each sector. The aim of this unit is to explore the structure of gastronomic tourism from an industry perspective and how cultural diversities of destinations are expressed through food and drink. After a tourism overview, the unit unpacks the policy and the organisation of gastronomic tourism in a number of countries as case studies of the varieties of this particular form of experiential tourism. Given the complex structure of gastronomic tourism, the unit also addresses the coordination of stakeholders to promote destination, food and beverages specialties, hospitality venues, farms, vineyards and leisure activities, through the development of a destination branding strategy in various channels (online and offline). The attractiveness of different countries' heritage to the gastronomic tourism industry is discussed along with the emergence of gastronomic tourism as a significant economic activity in many regions and societies. Tourist behaviour will be addressed and analysed in order to understand motivations, purchase behaviour, as well as emerging market trends in the gastronomic tourism industry. The unit also introduces students to the social, cultural and environmental impacts of global and local gastronomic tourism in regard to both people and place and the potential benefits and challenges presented to indigenous cultures.
Unit Code	GAST601
Unit Title	Food Governance and Security
Unit Descriptor	<p>Governance in any context refers to a system of rules, authority and institutions that coordinate, manage or steer a set of activities, organisations, or polities. It includes government, but also markets, traditions and networks, and non-state actors such as businesses and civil society. Food governance involves many conflicting values and dimensions. It is linked to international trade, environmental problems, agricultural policies, human rights, poverty reduction, and health. It is multi-actor: e.g. private and public actors set up labelling systems to monitor food safety. It is multi-level: different layers of governments express intentions about food trade and addressing hunger or soil degradation, over-farming on a global and local level. And, critically, it is a politically strategic issue: should sovereign states be dependent on other countries for their food supply? Given the many different actors, levels, and domains, food governance poses challenging questions about all aspects of how we determine the ways in which we set policies and regulatory frameworks for food management and the security of food supply.</p> <p>The aim of this unit is to give students a broad understanding of the key issues in, and interlinkage of, food governance and security in Australia and internationally. A particular focus of the unit will be the ways in which policy and strategy determine the availability of food supply and the sustainability of forms of food production, storage and distribution, including associated systems such as supply chain, packaging, soil maintenance, ecosystems protection, nutrition and biodiversity, among many other important and related issues. The unit will address sustainable development, environmental and resource management and conservation, and agricultural/rural production systems, as well as international aid and trade.</p>
Unit Code	GAST602
Unit Title	Food and Wine Strategy
Unit Descriptor	A well-designed food and wine program creates memorable gastronomic experiences and contributes to the successful and profitable operation of an enterprise. The aim of this unit is to examine the theoretical and practical drivers of successful food and wine strategies across the wine, hospitality, tourism and event industries, including fine

	dining, family dining, leisure and casual dining. By evaluating the category, structure and scope of various menus, the unit analyses their implications for the business. Particular attention will be given to the expectations and behaviours of customers in different markets, including different operating environments in relation to designing sustainable and profitable food and wine strategies. Topics include the principles of managing a food and wine service, external and internal factors influencing food and wine preferences, satisfaction and loyalty and interactions with customers. Students will design wine lists that represent an appropriate range of wine styles, origins and prices to complement the operating environment. The implications of business philosophy, availability of resources, and level of desired returns will be incorporated into the strategical design process.
Unit Code	HOSP501 Equivalent to MIHM505 and BUSS5283
Unit Title	Managing Hospitality in the International Context
Unit Descriptor	The purpose of this unit is to provide an overview of the hospitality sector in the context of international markets and operations, and to explore some of the key factors and trends that influence hospitality managers’ decision-making and methods. Particular attention is given to the global business and management concepts inherent in hospitality enterprises and applies these in a strategic planning and management approach to today’s hospitality organisation. Characteristics of the hospitality service, business, organisational and operational issues in managing international hotels and restaurants will be examined, including multinational, multi-domestic, global and transnational operations, facilities and services as they apply to large complex organisations. The unit also explores a range of related cultural considerations, including the characteristics of specific functional areas in an international context such as marketing, logistics, financial mechanisms and institutions and human resources, along with key factors and trends that influence hospitality managers’ negotiation, business ethics and work practices in international and multi-cultural settings. The unit aims to provide a holistic approach to managing international hospitality products and services. Students will be encouraged to contextualise the concepts covered in the unit to their own region or country.
Unit Code	HOSP503
Unit Title	The Hotel Asset Ecosystem
Unit Descriptor	Assets are entities that bring potential or actual value to an organisation. The value realised, or to be achieved, varies with the context, organisation and situation and can be tangible or intangible, as well as financial or non-financial. An asset ecosystem is a set of assets and associated activities for reaching a given set of business or organisational objectives, including identifying the required assets and funding, acquiring the assets, providing logistics and maintenance support, and disposing of or renewing the assets. With respect to a hotel or hotel chain, the asset ecosystem defines what constitutes the physical and operational establishment and the context in which it will offer the services that define its value proposition to customers and investors. The aim of this unit is to examine the nature and importance of hotel asset identification, conceptualisation, implementation and management, including strategic, risk and other considerations that determine the value, sustainability and relevance of the assets that constitute the hotel. The unit discusses various asset management frameworks and managements systems, including ISO Standard 55001, which is an asset management system standard, the main objective of which is to help organisations manage the lifecycle of assets. The unit draws upon contemporary models, tools and frameworks to analyse and evaluate quality-based and integrated asset management strategies, policies and practices applicable to hotels in particular. Particular attention is given to performance excellence such as quality metrics and processes to ensure effective asset governance. Other topics include developing a culture to preserve and

	manage assets, hotel property asset valuation, asset management monitoring and reporting methods, including registers and the use of predictive analytics.
Unit Code	HOSP601 Equivalent to MIHM502 and BUS5370
Unit Title	Applied Hospitality Management
Unit Descriptor	The purpose of this unit is to provide students with the opportunity to integrate and apply their knowledge and skills from previous units to a simulation-based hospitality environment. This multi-disciplinary unit will develop participants' capacities to apply business planning skills and knowledge, systems and strategic thinking principles, management concepts, frameworks and analytical skills developed in other units. Participants will be required to adopt a leadership/management perspective, to demonstrate situational understanding within holistic frameworks, and to make business decisions on the basis of analysis, judgement and creativity.
Unit Code	HOSP602 Equivalent to MIHM5112 and BUS5286
Unit Title	Successful Hospitality Project Design
Unit Descriptor	<p>The purpose 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. The hospitality industry is one of the most competitive, fastest growing international industries in which rapid change is becoming an essential survival requirement. Organisations increasingly recognise that implementing real change requires the introduction of new processes, products, services or programs in a timely and cost-effective manner. The success of businesses in the implementation of these changes is most likely facilitated and managed through the use of project management disciplines. This unit gives the opportunity to develop an advanced understanding of project management concepts. Students will learn project management principles and methodology with special focus on planning, controlling, and coordinating individual and group effort. Students will also master tools and techniques to help deliver solutions on time and within budget.</p> <p>The delivery method for this course will be interactive; workshop based, employing the dialogic approach and will require pre-reading and question response preparation for each session. Assignment work will be based on real-life organisational challenges in the Hotel and Hospitality Industry.</p> <p>The course coordinator's role will be as facilitator, establishing the conditions for collaborative learning and providing guidance and developmental and evaluative feedback to course participants as they proceed on their learning journey. I hope you find this learning journey interesting, enjoyable and rewarding.</p>
Unit Code	HOSP605
Unit Title	Hospitality Business Planning (Capstone)
Unit Descriptor	<p>This is the capstone unit for the Master of Applied Hospitality Management (MAHM). As such it consolidates and extends interdisciplinary learning acquired in the MAHM through a detailed hospitality business planning project. Students will be given the opportunity to demonstrate their ability to plan and manage a business in a simulated global business environment. Students will communicate and consult with other students and lecturers to develop, implement, and evaluate their performance in running a virtual business. In particular, students will apply their knowledge of management to set up a virtual international business and take the business through its life cycle.</p> <p>The major themes of the unit are strategic integration and effective report writing. As students develop their hospitality business plan, they will build on their knowledge of key hospitality business concepts learned in prior units and apply this enhanced knowledge to a detailed case study. This process enables students to develop a lucid understanding of hospitality planning issues and to formulate appropriate and effective</p>

	strategic solutions. As well, students will devote significant effort to strengthening their professional communication skills. Students will use both simulation software and business planning software to present a full business case for a hospitality plan.
Unit Code	HOSP606
Unit Title	Revenue Management
Unit Descriptor	<p>The purpose of this unit is to enable the student to critically evaluate the role of revenue management in hotel business performance and apply complex knowledge of strategic pricing to managing hotel business operations.</p> <p>The unit will review the application of revenue management in contemporary hotel operations, concept of dynamic value-based pricing into professional practice, theoretical economic principles involved in revenue management and complex demand forecasting, significance of market segmentation and selection in revenue management decision making, contribution of information technology, reservations, and channels of distribution in revenue management to large hospitality groups internationally, although most of the revenue management concepts are equally applicable to domestic hotel operations. Students are encouraged to contextualise these concepts to their own region or country.</p>
Unit Code	HRMG501
Unit Title	Strategic Human Resource Management
Unit Descriptor	<p>Human resource management is a dynamic and complex field, both in theory and in practice. Regardless of the particular resource emphasis in an industry, the human resource function is almost always central to organisational success. People design, operate and repair processes, technology and structure; people control the financial resources and manage other people, and, ultimately, make all the decisions in all organisations. Organisations are, in effect, their people. Yet, compared with all other organisational resources, people are the most unpredictable, volatile and costly strategic assets. It therefore is crucial that they are managed effectively, equitably and ethically, and that their personal and work needs are aligned, or rendered compatible, with the strategic and operational goals of their workplace.</p> <p>This unit aims to increase ' awareness of recent developments in theory and in practice through reading about, critically analysing and debating the validity of these developments. Second, through assignments and presentations, it aims to increase students' abilities to apply Human Resource Management (HRM) concepts strategically in organisational settings. The focus here is on developing an ability to locate, critically analyse and explain the relevance of the recent literature in key areas of HRM. It emphasises strategic models of HRM, and the links between HRM and recent trends in management theory and practice.</p>
Unit Code	HRMT501 Equivalent to MIHM507 and BUSS5114
Unit Title	People, Leadership & Performance
Unit Descriptor	<p>This unit examines human behaviour in organisations with a specific focus on the workplace. The unit explores the ways in which an understanding of organisational behaviour is necessary to, and facilitates the management of, people at work. A major theme of the unit is that an understanding of the nature of organisations is inextricable to understanding organisational behaviour. The unit addresses the core concerns of the field of organisational behaviour, in particular, motivation, group behaviour, leadership, decision-making, power, conflict and control, organisational culture and change. Student will compare patterns of individual behaviour and motivational factors in the work environment in order to make judgements related to effective human resource management and organisational design, and critically evaluate the basis of organisation design and its impact on how organisations are structured and designed, including formal and informal organisational structures. Students will also interpret the use of</p>

	power, politics and influence in organisations in order to solve applied problems related to organisational design and behaviour. The unit considers issues relating to the effective attraction, selection and retention of people, recognising that an organisation’s main source of competitive advantage is its people, as well as concepts such as organisational and safety citizenship. Students are encouraged students to analyse and assess various aspects of management and organisations in a critical, multi-disciplinary way, with an emphasis on problem-solving.
Unit Code	ISYS501
Unit Title	Knowledge Management
Unit Descriptor	<p>This aim of this unit is to provides a holistic overview of knowledge management (KM) principles and practices and current and emerging perspectives on how organisations approach management of knowledge to safeguard risks of loss of key organisational knowledge and leverage knowledge for competitive advantage. Understanding the facets to knowledge management practices includes both systems and non-systems or human considerations. The unit details the rationale for a knowledge strategy aligned with corporate and operational strategies and the value of knowledge audits. The focus of the unit is less on KM techniques and enabling technologies, and more on how intellectual capital and modes of engagement across the spectrum of organisational assets can enhance operational efficacy and institutional learning and personal development. In other words, a key objective of the unit, and KM as an organisational practice, is to enhance the attainment of organisational goals through the application, sharing, representation and interrogation of information.</p> <p>The unit explores the KM system life cycle and issues related to methods for capturing, converting, storing and utilising various forms of intellectual capital. Particular emphasis is placed on the ‘situatedness’ of knowledge – its context-dependence – and the inevitability that its value to an organisation is in many respects a function of the values of the individuals who create, control and communicate it. Key knowledge management activities are reviewed and re-evaluated in the context of digitalisation and changing work contexts. Barriers and enablers to effective knowledge management practices are also addressed along with processes for utilising, capturing, creating and transferring knowledge.</p>
Unit Code	LAWS501
Unit Title	Business and Corporations Law
Unit Descriptor	<p>The purpose of this unit is to provide an overview of basic legal knowledge and related problem-solving skills relevant to business management in Australia. It begins with a brief overview of Anglo-Australian legal history in order to explain the origins and context of Australian law. Particular attention is given to the three main sources of modern Australian law, the Common Law, Equity and Statute Law. The doctrine of precedent is discussed at length and how it guides and constrains the development of judge-made law. The principles of corporations law are discussed. The unit also examines some of the issues that are created by the Australian system of nine distinct legislative, judicial and executive systems, and briefly touches on the mechanisms that exist to minimise these problems and to resolve conflicts between the systems.</p> <p>The majority of the unit reviews the common law of contract and torts (with a particular emphasis on the tort of negligence) and on the various statutory provisions that have, over time, been introduced to modify those common law principles so as to promote fair trading and consumer protection. Topics include: how to read and understand legislation and decide cases; business organisations; the nature and purpose of contract law; the essential components in a contract; how to analyse and understand the terms contained in contracts; how contracts are enforced if there is a breach of contract; circumstances in which contracts might be avoided; liability in tort law for injury or loss caused to other people or their property; agency; ethical issues in law, in particular with respect to corporations law; and consumer law.</p>

Unit Code	MGMT501 Equivalent to MIHM503 and BUSS5300
Unit Title	Global Business Environment
Unit Descriptor	The purpose of this unit is to equip students with an understanding of the multiple factors in the international business environment, the business opportunities in foreign markets, the skills to assess such opportunities and the ability to build international business strategies for organisations wanting to compete in international business environments. The entry points for international business are trade and investment and with internationalisation of economies continuing, students will need to understand the fundamentals of these in order to help businesses enter and operate in foreign markets. The unit emphasises that international business is different from domestic business in substantive ways. The macro-environment and the micro-environment (market/industry factors) are different, and the strategies required to enter and operate in foreign markets are different to those required in domestic markets. There are also implications for how businesses organise themselves. International business is driven by international trade and by international investment, and it involves a wide range of functions and activities. Accordingly, students will develop fundamental understanding of international finance, international marketing, international human resources, and international logistics and supply chain management. Understanding of these is necessary for international businesses to operate effectively. The corporate competencies and capabilities needed to participate in international business are considered, along with the ethical issues that may arise.
Unit Code	MGMT502 Equivalent to MIHM510 and BUSS5275
Unit Title	Service Quality Management
Unit Descriptor	The purpose of this unit is to enable students to understand how to strategically manage a service-orientated organisation to ensure effective quality management and the delivery of service excellence. The hospitality industry is used as the paradigmatic example of a service industry, since it necessarily addresses all aspects of a comprehensive quality service model in which the customer experience and sense of service quality more often than not define an organisation’s competitive advantage and perceived value for money. The unit examines methodologies to meet the wishes and requirements of customers while simultaneously addressing organisational objectives and capacity constraints. It further examines the change process and instruments for measuring and adapting the effectiveness of the service process. The unit considers themes and issues such as the history and impact of total quality concepts and delivery of service excellence; the growth of the quality movement as a competitive strategy; quality service as an integrating philosophy; implementing an integrated quality system – operationally and strategically; measurement – internally and externally; development and delivery of service excellence; and managing customer value.
Unit Code	MGMT504 Equivalent to MIHM509 and BUSS5277
Unit Title	Risk and Contingency Management
Unit Descriptor	The purpose of this unit is to introduce students to the knowledge and understanding of risk management. The conceptual and case material increases sensitivity to important aspects of risk management – from a brief history, through foundation principles of real risk, the differences between strategic and tactical risk, and emerging issues in risk management. This unit examines the definitions, contexts, and theoretical frameworks that assist in better understanding the aspects related to crisis and risk management. It emphasises the significance of strategic planning including proactive anticipation, effective response, and post-crisis evaluation and feedback all of which increase greater resilience of businesses and destinations in the long-term.

	In an increasingly volatile environment, risk and crisis management emerge as one of the most significant aspects of the hospitality and tourism management. The impact of negative events which have triggered a number of crises in the industry, including the effect of the 9/11 terrorist attacks and the sudden outbreak of pandemics such as SARS and more recently COVID-19, highlight the dependency of the industry to many external factors. The way organisations approach, manage and learn from these constantly changing challenges can often mean the difference between the survival or extinction of the business.
Unit Code	MGMT503 Equivalent to MGMT503, MIHM508 and BUSS5397
Unit Title	Research for Business Decision-Making
Unit Descriptor	This unit aims to provide an understanding of the range of concepts and techniques associated with both qualitative and quantitative methods of research that assist business decision-making. Students 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.
Unit Code	MGMT505
Unit Title	Research Methods for Decision-Making
Unit Descriptor	Collecting, collating and analysing information is critical to business decision-making. Having a firm grasp of business research methods can enable managers and business leaders to make better decisions and to solve problems more effectively. This unit aims to provide an understanding of the range of concepts and techniques associated with both qualitative and quantitative methods of research that assist business decision-making. Students are 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.
Unit Code	MGMT601 Equivalent to MIHM511 and BUSS5273 and BUSS5074
Unit Title	Strategic Principles
Unit Descriptor	Strategic management is the process of building capabilities that allow an organisation to create value for customers, shareholders, and society while operating in competitive markets. Strategy entails specifying an organisation's mission, vision, and objectives; developing policies and plans to execute the vision; and allocating resources to implement those policies and plans. The aim of this unit is to provide students with a general, integrative perspective on the conceptualisation and setting of organisational goals and plans to achieve those goals. The most important outcome from undertaking the unit is that students better appreciate how managers and organisations can think and act in a strategic way. The unit predominately uses case studies to improve the strategic thinking capability of students. Topics addressed include how strategy happens within organisations; the link between vision, strategy and values; analysis of environmental forces and searching for a sustainable competitive advantage; competitor positioning; the impact of disruptive technologies and events such as conflict and pandemics on business model innovation; strategic leadership; and managing strategic change; planning, implementation and evaluation at the corporate and business levels in organisations. Students will examine

	contemporary managerial decision-making processes and actions that shape the long-term performance of organisations.
Unit Code	MGMT602
Unit Title	Business Continuity Management
Unit Descriptor	<p>Business Continuity Management (BCM) is defined in the ISO 22301:2012 standard as: ‘A holistic management process that identifies potential threats to an organisation and the impacts to business operations those threats, if realized, might cause, and which provides a framework for building organisational resilience with the capability of an effective response that safeguards the interests of its key stakeholders, reputation, brand and value-creating activities.’ This ISO definition covers all three major elements of BCM, namely risk, response and continuity, all of which need to be addressed in implementing a business continuity plan for an organisation. In its most extreme form, such a plan would be referred to as a Disaster Recovery Plan (DRP), which is common in Information Technology and the military. In most businesses, however, the question of continuity is usually not one of catastrophe, although this does occur, of course, but one of major disruption because of a system failure, human error, or an unexpected external event, such as bad weather. Business Continuity (BC) is increasingly seen as one of the key tool sets used to provide organisational resilience.</p> <p>The world is currently coping with a pandemic and coming to terms with a new economic and political order as well as trying to deal with increasing global threats, including security, mass migration, cyber-crime and climate change. Successful organisations are those resilient enough to accommodate and adapt to these major business and societal changes and BC has proven to be an important enabler of such resilience. In this unit, the focus is on how BC should be managed to ensure the organisation has the resilience to cope with disruption. The relationship of BC to risk management is explored and the BC Life Cycle is introduced as an overall management framework for BC in the organisation. In the second half of the unit the focus is on the methods and techniques used to put the business continuity concepts into practice within the organisation. Implementation of the BCM Lifecycle elements is covered in depth, using a case study that runs as a thread through the unit to highlight the issues to be resolved at each stage in the implementation cycle.</p>
Unit Code	MGMT603
Unit Title	Business Analysis
Unit Descriptor	<p>Business analysis (BA) is the set of tasks, knowledge, and techniques required to identify business needs and determine solutions to business problems. This unit examines the core concepts and practical techniques necessary to achieve accurate and complete requirements specifications in rapidly changing business environment. Emphasis is placed on identifying the need for information systems within the business and ensuring that the resulting systems provide benefit to the business in meeting defined goals and objectives while satisfying the requirements of stakeholders. The unit provides both a theoretical and a practical understanding of methods for evaluating the structure, policies, operations and technical capacities of organisations within their social and legal context.</p> <p>This unit focuses on providing students with the knowledge and skills to identify the changes to an organisation required for it to achieve strategic goals. These changes include changes to strategies, structures, policies, processes, and information systems. In providing a sound understanding of what is involved in BA modelling, planning and monitoring, the unit promotes the knowledge and skills needed to elicit and communicate organisational requirements and how to analyse and assess these requirements to enable effective business solutions.</p>
Unit Code	MGMT604
Unit Title	Corporate Governance and Social Responsibility (Capstone)

<p>Unit Descriptor</p>	<p>Corporate governance is the system of rules, practices, and processes by which a firm is directed and controlled. Corporate governance involves balancing the interests of a company's many stakeholders, such as shareholders, senior management executives, customers, suppliers, financiers, the government, and the community. Since corporate governance also provides the framework for attaining a company's objectives, it encompasses practically every sphere of management, from action plans and internal controls to performance measurement and corporate disclosure. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives ('Triple-Bottom-Line-Approach'), while at the same time addressing the expectations of shareholders and stakeholders.</p> <p>This capstone unit provides an overview of the theoretical, conceptual and ethical issues that influence the ways in which corporate directors and managers work, solve problems and interact with their employees, shareholders, clients, government and statutory agencies, and the community at large. The nature of governance is examined against a background of how CSR perspectives influence decision-making, if at all. The relationship of corporations to the wider community is critically examined, as well as the question of the responsibilities corporations and their executives have to their stakeholders.</p>
<p>Unit Code</p>	<p>MGMT605</p>
<p>Unit Title</p>	<p>Strategic Management</p>
<p>Unit Descriptor</p>	<p>Strategic management is the process of building capabilities that allow an organisation to create value for customers, shareholders, and society while operating in competitive markets. Strategy entails specifying the organisation's mission, vision, and objectives; developing policies and plans to execute the vision; and allocating resources to implement those policies and plans. The aim of this unit is to provide students with a general, integrative perspective on the conceptualisation and setting of organisational goals and plans to achieve those goals. The most important outcome from undertaking the unit is that students better appreciate how managers and organisations can think and act in a strategic way. The unit predominately uses case studies to improve the strategic thinking capability of students. Topics addressed include how strategy happens within organisations; the link between vision, strategy and values; analysis of environmental forces and searching for a sustainable competitive advantage; competitor positioning; the impact of disruptive technologies and events such as conflict and pandemics on business model innovation; strategic leadership and ethics; and managing strategic change; planning, budgeting, implementation and evaluation at the corporate, business and operational levels in organisations. Students will examine contemporary managerial decision-making processes and actions that shape the long-term performance of organisations.</p>
<p>Unit Code</p>	<p>MIHM504 Equivalent to BUSS5369</p>
<p>Unit Title</p>	<p>Hospitality Industry Experience</p>
<p>Unit Descriptor</p>	<p>To provide an industry-based learning experience for students to apply, investigate and analyse concepts, theories and knowledge gained during study of industry practice. This course will provide an opportunity to apply and integrate knowledge from diverse discipline areas within the MIHM program to a hospitality organisation. Principles of action-based project management will be utilised and systematic frameworks for industry analysis and evaluation will be explored and applied within the context and framework of actual work experience within a hospitality organisation.</p>

Unit Code	MRKT501 Equivalent to MIHM506 and MARK5025
Unit Title	Marketing Management
Unit Descriptor	<p>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. Critically, at a strategic and executive level, marketing is a managerial discipline that focuses on the allocation of resources and business processes to achieve strategic goals. But sound marketing management must always keep in mind that marketing is also a social process through which people learn about and acquire goods and services. Therefore, responsible and ethical marketing is crucial to sustainable and productive relationships between organisations and their customers.</p> <p>The aim of this unit is to equip students with an understanding of the principles of modern marketing management and skills to apply these principles in organisational contexts. The unit provides a foundation to effectively manage a marketing function and to establish an organisation’s future marketing direction, employing an integrated marketing management framework to contextualise marketing models and practices in local and global contexts. Comprehensive content and associated resources are designed with a view to applying the principles of marketing management across a wide range of organisational contexts. In particular, the unit emphasises the integration of marketing concepts into coherent marketing 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.</p>
Unit Code	MRKT502
Unit Title	Integrated Marketing Communications
Unit Descriptor	<p>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. While at a strategic and executive level, marketing is a managerial discipline that focuses on the allocation of resources and business processes to achieve strategic goals, it is at all levels a discipline that focuses on communications. Without a strong theoretical, evidence-based understanding of how best to communicate with a target audience, marketing cannot exist. The major focus of this unit is on how and why diverse organisations communicate with internal and external customers in the ways they do, and how an integrated communications strategy is essential to commercial exchange in modern economies. This unit will assist students to develop strategic decision-making skills, as well as the practical skills necessary to develop an effective communication plan. The central question to be addressed is: ‘How can the analysis and understanding of the theories of forms of communication assist organisations to more effectively communicate with both internal and external customers?’</p>
Unit Code	MRKT503
Unit Title	Social Marketing
Unit Descriptor	<p>Social marketing uses commercial marketing principles to make a difference in the world. It is the marketing of ideas, as distinct from the marketing of goods or services. Social marketing is increasingly being adopted by governments around the world as they seek effective solutions relating to public health, climate change, and environmental issues. This unit introduces students to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Students will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks. The main applications of social marketing are in the areas of health (e.g.,</p>

	'quit smoking'), safety (e.g., 'don't drink and drive'), and conservation (e.g., 'use water wisely'). The unit also includes not-for-profit sector marketing, primarily fund-raising activities for charities. Political campaigning and government marketing will also be covered. Students will apply marketing principles to a social cause or not-for-profit organisation, enabling them to be job-ready for positions in health, safety, conservation, fundraising and government contexts.
Unit Code	MRKT504
Unit Title	Brand Management
Unit Descriptor	This unit is designed to introduce students to the concept of strategic brand management. While product brands will be studied in the unit, the emphasis will be on corporate brands which have replaced product brands in many markets due to the necessity to communicate effectively and efficiently with target markets. The historical development of the brand, brand structure, brand positioning and the brand as an intangible asset are discussed, as are concepts underlying the corporate brand such as corporate identity, corporate image and corporate reputation. Specifically, the unit examines various brand management decisions and the strategies and tactics to build, measure and manage brand equity. These include direct and indirect measures of brand equity; structures of desired brand knowledge; choice of brand elements; development of supporting marketing programs; introduction of new products naming, corporate perspectives, and management of brands over time and geographical boundaries. Students will learn to research the corporate brand of companies by conducting behavioural, visual and communication audits. Case studies involving corporate brand crisis issues are presented to enable students to learn how to minimise their occurrence by effective corporate brand management. Corporate rebranding principles and strategies are also studied as well as effective brand communication strategies.
Unit Code	MRKT601
Unit Title	Advanced Consumer Behaviour
Unit Descriptor	Buying and consuming is something we all do virtually every day of our lives. As consumers, we are continually undertaking simple purchases such as deciding what to eat for lunch, as well as more complex ones such as what car to buy. This unit aims to enhance understanding of how these purchase decisions are made, and what factors influence consumer decision-making processes. In an organisational context, the marketing function and in particular, a marketer's understanding of consumer behaviour is key to a business realising its goals; the success of marketing a product/service rests on understanding who the customer is and what they want, which then is translated into consumer-centric strategies. These strategies, in turn, contribute to a business' competitive advantage. This especially is the case in the hospitality industry but applies equally to all service organisations. The unit investigates consumer decision-making and more specifically the internal and external influences on the purchasing and consumption process. The marketing challenges and implications for selling to consumers are discussed throughout from a consumer behaviour perspective. The principal objective of the unit is to assist students in developing an advanced understanding of the role of consumer behaviour modelling in contemporary marketing strategy, with particular attention to the complexities of consumer decision-making processes, internal and external influences, and cultural issues.
Unit Code	PROM501
Unit Title	Project Management Principles and Techniques
Unit Descriptor	Projects are an integral part of management. Every manager is by definition a project manager of sorts. In some situations, such as the delivery of infrastructure, changes of location or setting up a new business unit or factory, the project management elements are obvious. In other situations, the project component is less obvious, but just as vital. The aim of this unit is to introduce students to the role of projects in organisations and the associated issues in managing projects, including the management of project teams

	<p>and project lifecycles. While project management is well understood in areas such as construction and information systems, this unit also covers its use in other business applications, such as product development, hospitality, organisational change and the implementation of corporate strategy.</p> <p>The use of cases and exercises allows students to gain a realistic appreciation of the issues involved in managing projects. A range of project management tools and techniques are demonstrated through these case studies. Through taking a holistic approach to project management, the unit aims to enable students to: explain the role of project management and project life cycles in organisations; assess management activities associated with each stage of the life cycle; appreciate the pressures and constraints of working in virtual teams; manage project scope while achieving acceptable levels of quality, within the constraints of time and budget; apply appropriate tools and techniques of project management to commercial projects; analyse the basic behavioural issues involved in working as part of a project team; appraise the assumptions on which the various project management tools and techniques are based, and hence evaluate the limits of usefulness of these tools and techniques with respect to managing an organisation.</p>
Unit Code	RESP601
Unit Title	Hospitality Industry Research Project A
Unit Descriptor	<p>This double unit is an alternative option for students who are unable or would prefer not to take the two Hospitality Industry Experience units. It is the first of two double units and is available as an option only to those students who have achieved a minimum grade of Credit in Research Methods for Decision-Making. Both double units provide a professionally supervised work-integrated research experience in the hospitality industry. The first double unit emphasises the application of theoretical knowledge and skills acquired throughout the course to a work-related research project (Project.). The focus is on the personal and professional development of the student in extending their current level of knowledge and competence as a manager or potential manager through the investigation of a workplace issue or problem area related to any aspect of hospitality. Therefore, in this first double unit, students will identify a hospitality-related issue to investigate and formulate and defend their research proposal. This will involve the preparation of a literature, formal research proposal and identification of methodology and ethical issues associated with proposed research activities. Students will be required to identify a research topic in one of two areas:</p> <ol style="list-style-type: none"> 1. An organisational matter (such as the strategic management of innovation relevant to established or growth-oriented hospitality/tourism organisations; an opportunity assessment; a failed project); or 2. A topic related to the career path or area of personal interest to the student (such as food entrepreneurship; gastronomic tourism; business ethics). For example candidates may use the project as a vehicle for undertaking research that leads to a plan documenting the means by which a new or established venture may implement innovations.
Unit Code	RESP602
Unit Title	Hospitality Industry Research Project B
Unit Descriptor	<p>This is the second research double unit in which students will implement their approved research proposal in the field under the direction of an appointed supervisor and prepare a dissertation which will demonstrate the application of theoretical knowledge and skills to execute an academic research-based project or piece of scholarship involving the collection, analysis and synthesis of information and data through the use of approved research methods. Students will be expected to apply cognitive and creative skills to generate conclusions and make relevant, coherent and evidence-based observations and/or recommendations where appropriate. Since this unit is an individual, albeit supervised, undertaking, students will be required to demonstrate the application of theoretical knowledge and skills with a high level of personal autonomy</p>

	and accountability and apply technical and communication skills to design, evaluate, implement, analyse and/or theorise about developments that contribute to professional practice or scholarship in some aspect of the hospitality industry. The project will conclude with submission of a dissertation.
Unit Code	SCMT501
Unit Title	Supply Chain Planning
Unit Descriptor	<p>Typically, supply chain planning is a predictive process that aims to anticipate customer demand, manufacturing, warehousing and transport decisions well in advance of final delivery to the customer. To do so, supply chain planners consult their sales and marketing colleagues to solicit forecasts, the quality of which is highly variable from business unit to business unit and form organisation to organisation. Therefore, supply chain planning hinges entirely on forecast accuracy, which is fraught with risk at every level. In order to minimise this risk, contemporary supply chain planning has moved away from improving the accuracy of forecasting (and therefore the level of future uncertainty) to reducing, or, where possible, eliminating, the need for certainty in operational planning. The shift now is towards the management of demand variability through the dynamic adaptation of inventory target levels to changing conditions along the supply chain.</p> <p>This unit looks at supply chain planning from a ‘lean’ perspective, applying a range of advanced manufacturing models to optimal sequencing and cyclic scheduling in high-product-mix and high-volatility environments. Students will be asked to review traditional supply chain planning techniques in terms of maximising efficiencies, and minimising risk and wastage, and therefore cost. The first part of the unit focuses on current planning challenges faced by nearly all process/ manufacturing industries. The second part concentrates on critical features of planning that determine an organisation’s value and competitive advantage, and therefore are critical to its success. This involves the strategic selection of the most appropriate planning modes for different types of organisations, synchronising supply chain operations, and rationalising operational planning and scheduling. The third part concentrates on performance management, determining which metrics count for a given supply chain problem-set, and how IT systems can optimise the entire supply chain planning and operations process.</p>
Unit Code	SCMT502
Unit Title	Operations Management
Unit Descriptor	<p>Operations management is the activity of managing the resources which are devoted to the production and delivery of products and services. It focuses on the planning, design, scheduling and delivery of goods and services in an efficient and effective way. Operations Management is one of the core functions – if not the core function – in any organisation. No longer is the study of operations management just about how we create and deliver the many products and services that we depend on. It performs a vital function in meeting business goals and driving innovation through identifying and developing improvements in business processes. The focus of this unit is on quality and performance aspects of operations, and the role of operations management in promoting innovation through addressing quality challenges and customer demand in an increasingly competitive global environment.</p> <p>The unit aims to provide an overview of operations management, looking at how operations management is integral to developing and managing value-adding processes and supporting these processes through various tools, techniques and methods. This involves developing a critical understanding of operational processes, their linkages with supply chain management, and how operations management contributes to organisational competitive advantage. Students will be required to show competence in analysing and interpreting scenarios, and in demonstrating an ability to model and evaluate decision options when considering organisational operations.</p>

Unit Code	SCMT503
Unit Title	Food Supply Chain Management
Unit Descriptor	<p>This unit focuses on how logistics and supply chains create value chains and assist managers in the food and beverage industry to better conceptualise and respond to market opportunities in a global context. The unit provides students with supply chain management concepts, methodologies and applications to create more effective and operationally efficient organisations and business ecologies as they relate to food and beverage. The unit explores the application of supply chain theory and techniques on a global level using examples and case studies, including international value chains. The unit covers specific food supply chains and associated issues, such as beverage, animal protein, seafood, fruit and vegetables, and commodity crop supply chains.</p> <p>The aim of this unit is to provide students with the theoretical knowledge and skills to the management of food supply chains with an understanding of related contemporary ethical, security, and sustainability issues, such as animal welfare, hunger, and terrorism, and their impact on supply chains, in particular disruption. Particular emphasis is given to the impact of government regulations, international organisations' agenda, and global factors of uncertainty and complexity on the supply chain management decision-making.</p>
Unit Code	WORK601
Unit Title	Hospitality Industry Experience A
Unit Descriptor	<p>This is the first of two double units that provide a professionally supervised work integrated learning experience in the hospitality, tourism and related sectors. It emphasises the application of theoretical knowledge in different functional areas of an enterprise as required for students' future employment as a hospitality manager. Through a selected and vetted work placement, the unit offers an opportunity for students to apply and integrate knowledge from diverse discipline areas under supervision by both Le cordon Bleu and the host organisation. The focus of the unit is on the personal and professional development of the individual student in enhancing and extending their current level of knowledge and competence as a hospitality manager or potential manager.</p> <p>The mode of delivery for this unit involves attendance at introductory and preparatory seminars on the requirements and procedures for undertaking a work-integrated learning experience (including documentation and risk management compliance) prior to commencement of the unit. Seminars will also be held at beginning and end of the trimester for feedback, update and discussion on the experience and the assessment requirements. Students are required to undertake a professionally supervised, work integrated learning experience of a minimum of 300 hours in a hospitality-related setting. The interpretation of the setting is broad, and may include hotels, restaurants, tourism and events organisations as well as not-for-profit service providers that have a hospitality component, such as services for the underprivileged or disabled.</p> <p>During the unit, LCBA and host supervisors will ensure that appropriate opportunities for learning are being undertaken and that student and host-organisation well-being are assured. Students will be required to complete individual assessments that are both reflective and analytical, addressing the opportunities and challenges afforded by industry experience and identifying what was learned during the placement.</p>
Unit Code	WORK602
Unit Title	Hospitality Industry Experience B
Unit Descriptor	<p>This is the second of two double units that provide a professionally supervised work integrated learning experience in the hospitality, tourism and related sectors. It emphasises the application of theoretical knowledge in different functional areas of an enterprise as required for students' future employment as a hospitality manager. Through a selected and vetted work placement, the unit offers an opportunity for students to apply and integrate knowledge from diverse discipline areas under supervision by both Le cordon Bleu and the host organisation. The host organization for</p>

	<p>this unit may be the same as for the WORK601 or a new organisation. As for WORK601, students will participate in introductory and debrief seminars, as well as a mid-unit seminar to discuss issues and to provide an update on activities, as well as for advice on assessment and other matters.</p> <p>As for WORK601, this unit involves attendance at introductory and preparatory seminars on the requirements and procedures for undertaking a work-integrated learning experience (including documentation and risk management compliance) prior to commencement of the unit. Seminars will also be held at beginning and end of the trimester for feedback, update and discussion on the experience and the assessment requirements. Students are required to undertake a professionally supervised, work integrated learning experience of a minimum of 300 hours in a hospitality-related setting. The interpretation of the setting is broad, and may include hotels, restaurants, tourism and events organisations as well as not-for-profit service providers that have a hospitality component, such as services for the underprivileged or disabled.</p> <p>During the unit, LCBA and host supervisors will ensure that appropriate opportunities for learning are being undertaken and that student and host-organisation well-being are assured. Students will be required to write a report on opportunities for and challenges relating to potential improvements in the performance of the host workplace, as well as adding to the portfolio created in WORK601.</p>
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