An introduction to the Graduate Certificate/Graduate Diploma.

Globalisation and increased competition in the job market make it all the more important for organisations to have well trained managers. At the Graduate School of Management at the University of Western Australia we acknowledge the changing business environment in which most managers find themselves. Our Master of Business Administration (MBA) degree, with its strong focus on current business trends, is highly desirable, if not essential, for anyone wanting to move into higher levels of management. We offer an MBA pathway, through the Graduate Certificate and Graduate Diploma in Business Administration, for those people who do not have a first degree.

The Graduate Certificate and Graduate Diploma in Business Administration programs are designed to assist busy executives and managers. This pathway provides an excellent opportunity for those who feel caught out by not having studied at University in the past. Classes are offered on alternate Saturdays and the open learning format provides a nurtured introduction to university studies.

The Graduate Certificate in Business Administration (Gcba) offers a solid grounding in four key management areas that form the basis of management education. The Graduate Diploma of Business Administration (Gdba) takes students beyond the foundation elements of management education to develop an understanding of the context of business management and competencies in some of the key discipline areas. After satisfactorily completing the Gdba students may then complete the MBA by undertaking a further four subjects. The MBA, including the GCBA and GDBA, may be completed in three years of part-time study.

Things to consider.

The level of commitment involved in undertaking postgraduate studies should not be underestimated. The GSM believes it is important to be frank about the demands of its programs, but at the same time it is also important to recognise that hundreds of motivated business people do successfully complete the Graduate Certificate finding it extremely rewarding, and well worth the effort.

Money.

It is true that, if you are not being sponsored by your employer, the financial investment in undertaking these programs can be significant. For the vast majority of our graduates, however, their increased earning capacity has meant a substantial return on their investment.

It’s worth noting that the Australian government’s Postgraduate Education Loans Scheme (PELS) provides interest-
Course structure.
The Graduate Certificate program will provide students with a solid grounding in the key areas of management practice. It comprises of four units.

**GCBA UNITS**
- Accounting for Managers
- Social, Ethical and Environmental Issues in Business
- Marketing Principles
- Organisational Behaviour

**GDBA**
The Graduate Diploma will broaden student’s understanding of management. It comprises of eight units, four of which have been taken in the Graduate Certificate.

**GDBA UNITS**
- Economics for Managers
- Finance for Managers
- International Management
- Data Analysis and Decision Making

Articulation
Students completing the GCBA must achieve a minimum grade average of 60% over the four units taken in order to progress to the GDBA. Students wishing to articulate into the MBA degrees must achieve a grade average of 65% over the eight units taken in order to progress.

MBA Programs
Students who articulate into the MBA programs have the option of enrolling into the 12-unit MBA degree or either the 16-unit MBA (Advanced) degree or the MBA (International) degree. The MBA degree provides a generalist degree that will give students an understanding of the key disciplines of management. The MBA (Advanced) adds four specialisation units to the standard MBA. There are six areas of specialisation. The MBA (International) degree has an emphasis on international issues. Students must undertake two units overseas within the GSM’s international study options.

**MBA**
- Entrepreneurship and Innovation
- Leadership Effectiveness
- Strategic Management
- Elective unit (choose 1)

**MBA (Advanced)**
Specialisations
- Finance
- Innovation and Entrepreneurship
- International Business
- Leadership
- Marketing
- General Management

**MBA (International)**
International Study Options
- Exchange Programs
- Intensive Management Programs
- Offshore Programs
- Approved Overseas Institutions
- Industry Study Program

Most institutions, including the Graduate School of Management, offer the flexibility of part-time programs to help you balance your study commitment with the rest of your life.

**Longevity.**
You will only ever do an MBA once. The value of the qualification depends in part on the standing of the University you choose. Be sure to select one that is still likely to be respected ten or twenty years from now. Examine the track record of the institution, its programs, and its graduates. Consider the institution’s consistency in rankings like The Good Universities Guide. The recent past is a reasonable indicator of future performance.

The lasting value of your MBA is also enhanced by a strong alumni association. In maintaining contact with you after you graduate, the School is able to keep you in touch with the latest learning, so your business knowledge remains relevant throughout your career.

Time.
The cost of these programs is not just measured in dollars. The curriculum is demanding. If you want to succeed, you can expect to be devoting many of your evenings and weekends to the course.

A large part of your life will most certainly be consumed by your studies. To stay the course, you will need an understanding family, and more than a little passion for your business career. (On the positive side, sharing the experience with a group of equally motivated people tends to maintain your momentum.)

free loans to Australian citizens to fund some or all of their postgraduate course fees. More details are available at: www.hecs.gov.au/pels.htm
Entry requirements.

To be eligible for admission into the Graduate Certificate in Business Administration, students must have either:

- At least seven years’ management experience, or
- An approved bachelor’s degree and two years’ relevant experience

Teaching approach.

First and foremost, the Graduate School of Management believes that teaching, like management, is about face-to-face contact.

The GCBA and GDBA programs are taught in an open learning format. Students are provided with readings and learning materials that form the basis of work.

There are 27 hours of formal class contact for each unit. Classes are generally held on alternate Saturdays.

Workshops.

The GSM provides students with workshops throughout the year that cover a range of skills to assist in their studies. These workshops include: assignment writing, exam preparation, returning to learning, and case analysis.

In addition, there is a series of Survival Skills Workshops that provide the skills crucial to a manager’s health and success.

The Australian National Business School

The Graduate School of Management at UWA is a member of the Australian National Business School (ANBS) which brings together the Graduate Management/Graduate Business Schools of six of Australia’s leading universities. Students in each university study units which are common between ANBS member universities where all course materials are prepared using the combined resources of ANBS and the particular expertise of acknowledged specialists at each member university. As a result, in the event of being relocated, students may transfer to another member of ANBS, or complete their studies via distance education and will automatically receive credits for units completed. Such freedom of movement is an important factor in a society characterised by highly mobile executives.

Credits

Credits may be granted to students enrolled in the GCBA and GDBA programs on account of previous studies.

A number of broad principles and rules apply, but the overriding principle is to maintain the quality and standing of the qualification which you will be awarded on completion of your studies.

The academic record of applicants to the GSM programs are reviewed and successful applicants are notified of their eligibility for credits or substitutions with their offer. Students themselves may also apply for credits on the relevant Application for Credit form.

General Principles

University Rules provide an upper limit to the number of credits which might be granted.

Secondly, a ‘five year rule’ normally applies.

Thirdly, because progression through the GSM programs is dependent upon the student achieving set standards, the marks achieved in credited units will be taken into consideration.
Graduate Certificate tuition fees.

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<tr>
<th>Graduate Certificate in Business Administration</th>
<th>$1,930 per unit</th>
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<tr>
<td></td>
<td>$7,720 course fee</td>
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<tr>
<td>Students who articulate into the GDBA will be required to pay for a further four units.</td>
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Fees may be subject to an annual increase of 10%.

**Postgraduate Education Loan Scheme (PELS)**

PELS is a loan facility that is available for students who are enrolled in fee-paying, postgraduate non-research courses. PELS enables students to obtain a loan from the Australian Government to pay all or part of their tuition fees.

For more information on PELS, visit http://www.hecs.gov.au/pels.htm

**Amenities and Services Fee**

The UWA Amenities & Services fee is a compulsory charge levied on students enrolling at UWA. Income generated by the fee is spent on developing and providing a range of recreational, sporting and educational facilities together with social, education and representation activities and services for the direct benefit of all students at UWA.