



William Blue College of Hospitality Management

2010|11 Prospectus



HOTEL MANAGEMENT | EVENT MANAGEMENT | CULINARY ARTS MANAGEMENT
RESORT MANAGEMENT | TOURISM MANAGEMENT | BUSINESS MANAGEMENT

Creating the next generation of creative
and passionate leaders in hospitality,
tourism and event management.



HOSPITALITY + TOURISM + EVENTS + MANAGEMENT = WILLIAM BLUE



William Blue College of Hospitality Management

- 1 Welcome - Jenny Jenkins
- 3 Academic leaders/Real-world educators
- 4 Academic board/Industry associations
- 6 Find your career
- 10 Student spotlight
- 12 Industry partners
- 14 Graduate spotlight
- 16 University associations/Strategic partners
- 19 The William Blue advantage
- 21 Where are we?
- 22 Higher Education vs Vocational Education
- 26 Study online with William Blue
- 27 Higher Education study pathway

Higher Education study options

- 28 Higher Education course structure
- 30 Bachelor of Business (Hospitality Management)
- 31 Bachelor of Business (Tourism Management)
- 32 Bachelor of Business (Event Management)
- 33 Bachelor of Business
- 34 Bachelor of Business (Tourism and Hospitality)

Vocational Education study options

- 36 Vocational Education course structure
- 38 SIT60307 Advanced Diploma of Hospitality (Hotel Management Pathway)
- 39 SIT60307 Advanced Diploma of Hospitality (Commercial Cookery Pathway)
- 40 SIT60307 Advanced Diploma of Hospitality (Event Management Pathway)

How to Apply

- 42 General information
- 43 Additional information - Australian students
- 44 Additional information - International students
- 47 Frequently asked questions
- 48 Think: partners



I am proud to say that William Blue College of Hospitality Management provides a professional, vibrant and fun environment where you can learn about all aspects of management for the hospitality industry.

Industry demand led to the development of the William Blue International Hotel Management School in 1990 and today, the William Blue College of Hospitality Management offers programs in both the Vocational and Higher Education sectors.

William Blue has always focused on the needs of its students and the requirements of the industry for which they are being educated. The college has also developed unparalleled industry relationships over the past 20 years. Every William Blue student is required to spend time working in industry. To facilitate this industry "partnership" we invest heavily in providing state-of-the-art facilities and recognised industry experts as part of our teaching team.

An essential ingredient of William Blue is its world class restaurant, William Blue Dining. This restaurant is open to the public daily and provides students with access to both a simulated and a realistic service environment. William Blue Dining was recently again awarded the title of "Best Restaurant in a Training Institution" by the Restaurant and Catering Association of NSW. The College also partners with prominent hotel groups to provide work experience in the housekeeping area within the hotel environment.

Today, William Blue College of Hospitality Management enjoys an excellent reputation within the hospitality and tourism industry for delivering quality courses and producing exceptional graduates who are work ready. William Blue has considerable experience in Higher Education. In 2004, we established a partnership to deliver the final year of the La Trobe Bachelor of Business (Tourism and Hospitality) awarded by La Trobe University. William Blue also offers its own Bachelor of Business Degrees with specialisations in Hospitality Management, Tourism Management and Event Management.

Here at William Blue we are always investigating new ways of delivering a memorable student experience. Come and study with us and we will work together to ensure your dreams come true.

A handwritten signature in black ink, which appears to read 'Jenny Jenkins'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Jenny Jenkins
Head of College

MBA - Massey University
HND Catering and Hotel Keeping - Napier University, Edinburgh
Cert IV TAA 40104

*At William Blue College of
Hospitality Management,
we practice what we teach.*

You can't learn about the hospitality and tourism industry from a college alone – and you can't teach hospitality and tourism unless you're working in it. Otherwise it would be purely academic. Our industry is rapidly changing, and you need to be part of it to know what's really happening. That's why our lecturers don't just teach – they're also employed in senior roles in the hospitality industry. Thanks to our connections with the hospitality and tourism worlds, our courses have been designed by industry and are taught by industry.



Academic leaders/ Real-world educators



Stuart Wiggins
Deputy Head
of College

PhD Candidate - Macquarie Uni
Postgrad Cert in Research Methods - Macquarie Uni
HND Hotel, Catering and Institutional Mgmt
- Bournemouth Uni
Cert IV TAA 40104

Having studied hospitality management at Bournemouth University, Stuart worked in the hotel sector for many years, mainly in food and beverage management positions for Trust House Forte, Queens Moat Houses, Marriott and Mirvac. Stuart was also training manager for the opening of the acclaimed Merrion Hotel, Dublin.

Following his move into education with William Blue in 1995, he has taught at both Vocational and Higher Education levels across a range of management subjects with the Dublin Institute of Technology, Griffith College Dublin, Northampton College and the University of Technology Sydney. Stuart's passion for the hospitality and tourism industry drives his focus on each student's experience preparing them for the real world. This is something that he continues to explore through his PhD studies with Macquarie University.



Matthew Peade
Program Director,
Vocational Programs

MEd- Uni New England
BEd - Charles Sturt Uni
Cert III Commercial Cookery - Wollongong TAFE
Cert IV TAA 40104

A highly qualified and experienced chef, Matthew has worked in leading restaurants in both Sydney and London. In Sydney, he worked at Restaurant Forty One, Quay, Coast and Manta where he was the head chef for several years. Matthew also travelled to London to join the Conran group where he spent two years at the group's flagship restaurant, Le Pont de la Tour.

Matthew is in a unique position with current, high-quality industry experience, postgraduate qualifications and academic experience, which he is able to combine and deliver vocational training to students of the highest quality.



James Ballingall
Program Director,
Culinary Arts

Cert IV in Workplace Assessment & Training
Canadian Red Seal (Chefs Diploma)
Nationally accredited
ACF accredited Culinary Judge (National)
Previous Board Member ACF (NSW)

With 23 years of professional experience behind him, James knows the hospitality industry inside out. He worked as the Executive Chef at Eden Park Stadium in Auckland where he oversaw \$10M in food revenues, and spent four years teaching at the prestigious culinary college, Le Cordon Bleu.

A nationally-accredited culinary judge and Salon Culinaire multi-medallist, James sat on The Australian Culinary Federation Board of Directors (NSW Chapter) for four years. He is passionate about the "lost arts" of smoking/curing foods, cheese-making, chocolate and patisserie work, food history and vegetable carving. He delivers extension courses on molecular gastronomy and sous-vide, vegetable and melon carving, chocolate and pastry work, whole animal butchery, and master classes revolving around knife selection and maintenance, and the mystery of soufflés.



Anthony Mitri
Head Lecturer,
Rooms Division

MEd (current)-UTS
BBus (Hospitality Management) - UWS
Cert IV TAA 40104

While studying at UWS, Anthony was awarded the prestigious Corporate Management Traineeship with IHG (Intercontinental Hotels Group) of which he completed at the Holiday Inn Sydney Airport with a focus on Front Office Management. Upon graduation, Anthony ventured into the world of hospitality entrepreneurship by working in hotel operations with the Accor group at Mercure Sydney Airport as an Assistant Front Office Manager, followed by stints at the Novotel Darling Harbour and the Menzies Hotel.

In 2006, Anthony moved into the education arena with a range of international colleges in Sydney and was quickly promoted to management posts within the academic field. Now a full-time lecturer at William Blue, Anthony not only supervises the rooms division subjects, he oversees William Blue's duty management program and the student housekeeping work experience with our industry partner, Vibe Hotel North Sydney.

Academic board/ Industry associations

The masterminds behind the development of our courses include leaders in the fields of academia and industry.

Relevance and credibility

William Blue College of Hospitality Management is governed by an independent Academic Board. The Academic Board oversees all aspects of academic quality within the College. The Board is committed to rigorously upholding the highest educational standards to ensure that you receive a rewarding and challenging learning experience.

The independent members of the Academic Board include:

Prof. Adrian Lee, Chair

Emeritus Professor, UNSW

Prof. Mark Israel

Professor of Law and Criminology,
School of Law, Flinders University

Assoc. Prof. Suzan Burton

Associate Professor, Macquarie Graduate
School of Management

Assoc. Prof. Sharon Fraser

Associate Dean, Teaching & Learning,
Faculty of Education, University of Tasmania

Prof. Perry Hobson

Director, THE-ICE, Southern Cross University

Dr. Marianne Hulsbosch

Senior Lecturer in Visual Arts and Design
Education, Faculty of Education and Social Work,
University of Sydney

Course Advisory Board members who represent the hospitality, tourism and events industry include:

Mr Renato Rispoli

Events New South Wales

Mr Steve Brown

Senior Lecturer - Event Design and Management
Programs, Acting Head - Cultural Tourism,
Flinders University

Associate Professor Sue Beeton

Associate Professor
Director of Research in the School of Sport,
Tourism and Hospitality Management

Ms Jenny Calkin

Director of Calkin and Associates

Mr John Hart

Chief Executive Officer
Restaurant & Catering Australia (R&CA)

Ms Jenny Jenkins

Head of School
William Blue College of Hospitality Management

Mr Stuart Wiggins

Deputy Head of College
William Blue College of Hospitality Management

Ms Diane Wixon

Program Director (designate) - Tourism
William Blue College of Hospitality Management

Dr Julie Wen

Lecturer, University of Western Sydney's School
of Social Sciences, College of Arts in Tourism
Studies

Industry associations

William Blue is a member of the following industry bodies:

Association of Australian Hotel Schools (AAHS)

William Blue is a founding member of the AAHS, which is dedicated to excellence in the field of Hotel and Tourism Management Education. Studying at an AAHS institution will ensure that you are adequately prepared for the challenges and demands of this dynamic industry.



Australian Hotels Association (AHA)

William Blue is proud to be a Bronze Partner of the AHA, the leading authority on hospitality and tourism issues with Government and Industry. The AHA represents 8500 pub style and three, four and five-star accommodation hotels throughout Australia.



Tourism and Hospitality Education International Centre of Excellence (THE-ICE)

THE-ICE is an international course accreditation and quality assurance body, set up by the Federal Government in 2004. All courses at William Blue have been quality assured by THE-ICE, and William Blue is also accredited to meet THE-ICE Standards of Excellence.



“William Blue is one of Australia’s leading hotel schools, offering its students a high quality education experience that connects academic theory with applied industry knowledge.”



International Centre
of Excellence in
Tourism and Hospitality
Education (THE-ICE)

Dr. J.S. Perry Hobson

**Director, International Centre of Excellence
in Tourism and Hospitality Education**

Independent Member, Academic Board of Think Education



Find your career

*If you are a person who likes people,
there is a great career waiting for you.*

For over 20 years William Blue College of Hospitality Management has been developing the next generation of leaders in the hospitality industry. Our graduates have many exciting career options. What do you want to be?





Hotel Manager

As a Hotel Manager you can work your way up through a major hotel chain in Australia, and as your expertise develops, transfer to any of their hotels around the world.

You will be responsible for the day-to-day management of a hotel, its staff, and the planning, organising and directing of the hotel's services. These include front of house (reception, concierge, reservations), food and beverage operations and rooms division. You will set the example for staff to deliver a standard of service and presentation that strives to exceed guests' needs and expectations.

To make your dream come true and become a Hotel Manager – see the Bachelor of Business (Hospitality Management) on page 30 or the Advanced Diploma of Hospitality (Hotel Management Pathway) on page 38.



Events Manager

Just imagine co-ordinating the logistics for the next Summer Olympics, or organising a convention for over 1000 delegates. To make it happen, embark on an exciting career in the meetings, incentives, conferences and events (MICE) industry.

Become an Events Manager and you'll be in charge of the conception through to the execution of an event. You will act as the key liaison point for your clients, suppliers and third parties to make sure that every detail of the event goes to plan.

For a career as an Event Manager you will require patience, attention to detail and planning – and can look forward to working in a dynamic, fast-paced industry where no two projects are the same.

To prepare for an action-packed events career see the Bachelor of Business (Events Management) on page 32 or the Advanced Diploma of Hospitality (Event Management Pathway) on page 40.



Resort Manager

Would you like to run a tropical island resort? Work and live in paradise and reap the benefits that come with a career in Resort Management.

Resorts are destinations that combine wellness, travel and accommodations into what is now one of the fastest growing sectors of the global hospitality industry. Managers who understand the nuances of this growth sector are currently in demand as the demographic of this sector shifts.

As a Resort Manager you will need to have skills in human resources, sales and marketing, accounting and finance, business operations and customer relations.

For a jet-setting career in Resort Management see the Bachelor of Business (Hospitality Management) on page 30.



Tourism Manager

Employed as a Tourism Manager, you could work as an executive in the cruise ship or airline industry or find yourself discovering the latest tropical tourist destination. Get ready to pack your practical skills and theoretical knowledge and travel anywhere in the world.

Tourism is one of the world's biggest growth industries and as a Tourism Manager you may have the chance to work with people from different cultures to promote a specific tourist destination. If you possess entrepreneurial spirit, why not start up your own tourism-based business?

To be a successful Tourism Manager you will need to grasp the fundamentals of business and marketing and must have a creative and dynamic personality to attract tourists to your destination.

Get set for a world-class tourism career – see the Bachelor of Business (Tourism Management) on page 31.



Restaurant Manager/Head Chef

Combine your chef qualification with your business management studies to open your own restaurant or manage your own catering company. Become an Executive Chef at a five-star hotel or a Restaurant Manager at a fine-dining city restaurant and be at the forefront of the food industry.

As a Head Chef, it will be your culinary vision that will be presented on the plate. Develop the menu, cook signature dishes and create a dining experience that your customers won't forget.

Combine your hospitality management training with your technical qualifications and enjoy the fast-paced and rewarding lifestyle of being a chef.

Or perhaps you want to own your own restaurant? As the manager of a fine-dining establishment, you are responsible for ensuring the restaurant operates efficiently and profitably while maintaining the highest standards of food and beverage service, hygiene and safety. You will co-ordinate the day-to-day activities of the restaurant while also being responsible for the strategic planning, marketing and development of the business.

Cook up an unforgettable career with the Advanced Diploma of Hospitality (Commercial Cookery Pathway) on page 39.



Business Entrepreneur

Combine your paid industry experience and your William Blue Bachelor degree and secure a role as a business entrepreneur. Work in marketing, finance, human resources – or make your mark by running your own successful business.

Do you want to start your own small business and build it into a multinational corporation? Or perhaps you want to create a product or service that will revolutionise the way we do business?

As an entrepreneur you will need leadership, management ability and team building skills to be successful in the business world. You will also need to be a creative thinker and problem solver. Thankfully, these skills can be developed through a combination of business management education and work experience.

To help transform the business world see the Bachelor of Business on page 33.

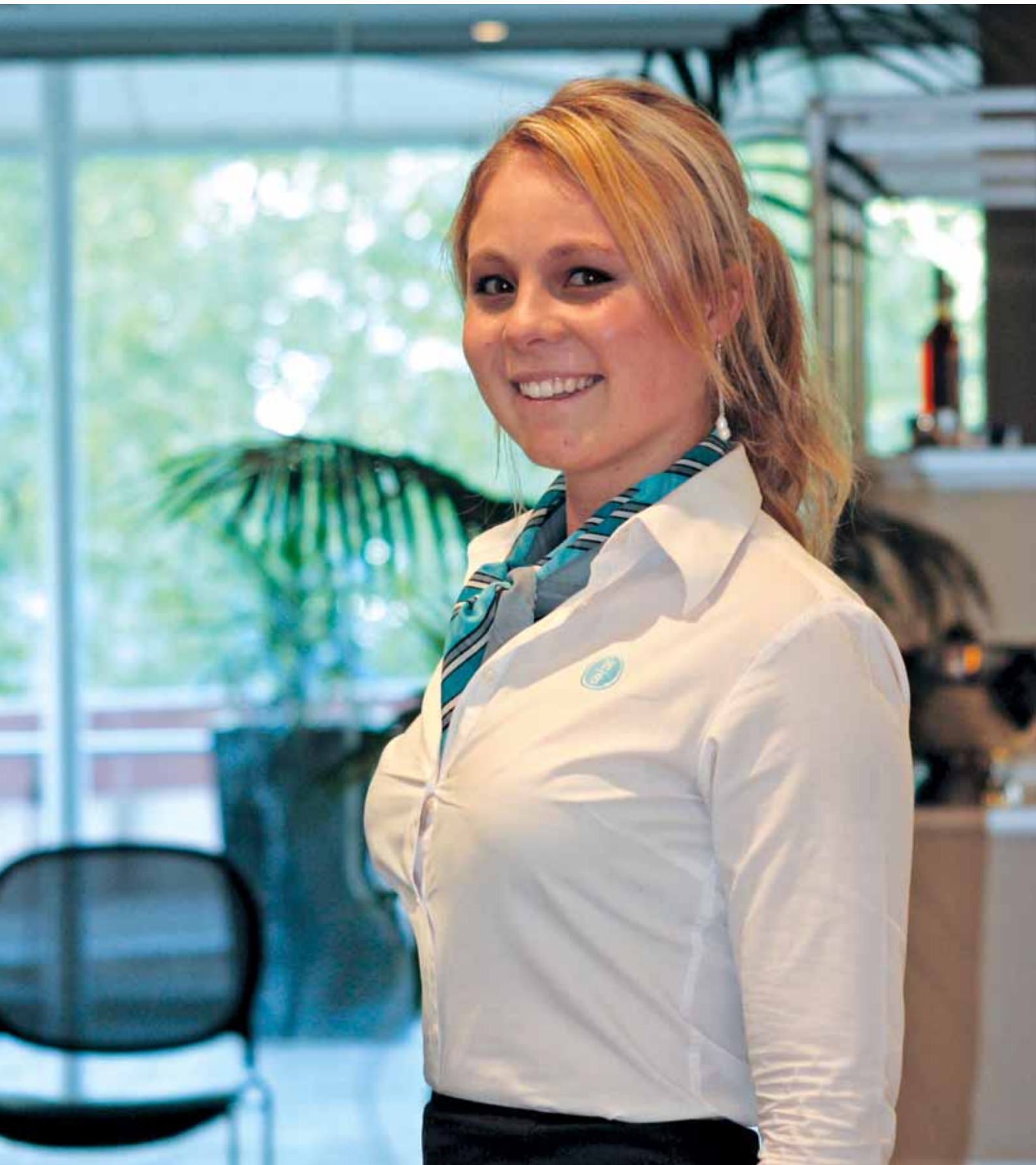
“William Blue College of Hospitality Management is recognised for its excellence in developing our industry’s future leaders. We’ve found upon graduation their students are highly sought after thanks to a combination of both theoretical and practical-based education through their industry placement program.”



Samantha Carroll
Manager Talent Resourcing NSW/ACT
IHG Group



Student spotlight
Rachael Gamble



.....

“With its modern take on hospitality, prestigious reputation and 100% graduate success rate, I’d recommend William Blue to anyone who is passionate about hospitality and tourism.”

Rachael Gamble - Australia

Current Student

Advanced Diploma

Hotel Management

2009 William Blue College of Hospitality

Management Scholarship Winner



Just ask Rachael Gamble, and she’ll tell you herself that working in hospitality has always been in her blood. Growing up in a small town on the south coast of NSW called Moruya, Rachael’s passion for hospitality was awakened during her adolescence while working for her family’s butcher shop. “My initial love for hospitality came from working in the industry for local, small businesses like cafes, restaurants, catering companies, and of course, my family’s butcher shop.” Adamant on being successful in the hospitality industry ever since high school Rachael then “ventured out of her comfort zone” and carried out a work placement in Canberra. “If you don’t take a chance you could miss out on what you really want in life!”

It’s no wonder this ambitious, small-town girl with a gigantic love of food and service won the 2009 William Blue College of Hospitality Management Scholarship. “I realised there was so much more to learn about the hospitality industry and since William Blue provided an 100% job success rate and amazing industry contacts, I knew they’d offer me the best head start.”

After illustrating her unbeatable enthusiasm for hospitality and impressive leadership qualities at the William Blue College of Hospitality Management ‘Elite 08’ program – a two-day workshop for outstanding high school students from all over Australia – Rachael secured a two-year, full-time tuition scholarship worth over \$32,000.

“It was an amazing couple of days where we experienced four-star accommodation at the Harbour View Hotel and saw the students hard at work as we dined at William Blue Dining, the College’s training restaurant.”

Nowadays, you’ll find Rachael studying for the Advanced Diploma of Hospitality (Hotel Management Pathway), a fulfilling and fun experience where she enjoys the friendly atmosphere between lecturers and students. “William Blue has helped me get my foot in the door of the hospitality industry and I am well on my way to achieving my goals and ambitions.” Away from college, you can spot Rachael in her constant pursuit for perfection as a Food and Beverage Attendant at Est. Restaurant – a three-hat, fine-dining restaurant in Sydney’s CBD – consistently ranked among the top restaurants in Sydney – and one of William Blue’s valued industry partners. “I love this fast-paced industry and incredible adrenaline you feel from being incredibly busy.”

The college’s strong links with industry have aided some worthy career highlights to date for Rachael such as the “Taste of Sydney” Festival where she worked for a handful of prominent restaurants like Ottoman cuisine, Assiette, Balzac, Domaine Chandon Wine and James Squire beer; not bad for just four day’s work – closely followed by the prestigious and rewarding Starlight Children’s Foundation Dinner at the Four Seasons Hotel.

Initially attracted to the hospitality industry because of the great travel opportunities and the chance to meet an exciting range of people, Rachael selected William Blue for its practical, up-to-date approach, along with its fine-dining restaurant serving cutting-edge food. “With a modern take on hospitality, prestigious reputation and 100% graduate success rate, I’d recommend William Blue to anyone who is passionate about hospitality and tourism. I am forever grateful for the incredible amount of guidance and support provided by all my lecturers and general staff at William Blue.”

Rachael was wise to apply for the scholarship, and to those with a mutual lust for hospitality she suggests “network, be yourself, and make the most of every opportunity – what you put in is what you get back.”

Rachael dreams of opening her own restaurant one day, and seeing just how far this young lady has come in such a short amount of time, you can put your money on this bright star becoming a leading restaurateur of the future.

Industry partners

Your career starts on day one with William Blue.

William Blue was the first international hotel management college established in Sydney and we are proud of our record. Since we started the College in 1989, we have helped thousands of students to become industry professionals.

Industry relevance is at the core of everything we do at William Blue. We think that industry experience is so important that the Industry Placement Program is a compulsory part of every course offered. No one gets the practical experience they need by sitting in a classroom all day. That's why we partner with the best in the business for the William Blue Industry Placement Program.

Paid industry training

The career management team at William Blue will help you to get paid part-time work and paid industry training while you study. Our Career Management Consultants will assist you with personal presentation skills, resume preparation, interview skills, and even arrange job interviews for you with leading employers.

At William Blue, you start working in the industry from the very beginning. We don't just train you to do the job, we train you to get the job.

Vibe Hotels



Club Med



Restaurant Balzac



Shangri-La Hotel Sydney



Pullman Hotels and Resorts



Four Seasons Hotels and Resorts



Four Points by Sheraton Darling Harbour Sydney



Starwood Hotels and Resorts Worldwide Inc.



Star City



Merivale



360 Bar and Dining



Radisson



Citigate Central Sydney



The Menzies - Sydney



Accor Hospitality



Mercure - Sydney Airport



Sheraton On the Park Hotel



Sydney Tower Restaurant



Intercontinental Hotels Group



North Sydney Harbour View Hotel



Medina



Travelodge Hotels



Taste of Sydney



Le Meridien





“It takes a very special kind of person to work at Shangri-La. William Blue students come to the hotel with a clear focus to gain knowledge and practical skills from our experienced management team to help put them in a better position to move from study into the workforce. We are proud of our industry partnership with William Blue and look forward to continuing this association.”

Jason Limberiou

Human Resources Officer
Shangri-La Hotel Sydney



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

Micheline Kazzi

Human Resources Manager
Accor Hospitality



“The team at Brand Events Australia and Single Market Events are always impressed with the professionalism, knowledge and dedication of both the students and management at William Blue College of Hospitality Management. We are always happy to partner with the college for our events - the most recent event being Taste of Sydney - where a number of students volunteered to work within the kitchens of 15 participating hatted restaurants. Many of the restaurants were so impressed with the students that they have subsequently offered them positions within their establishments.”

Jeanette Brown

Special Event Manager & Restaurant Liaison
Taste Festival

Graduate spotlight
Emily White



.....

“The absolute highlight of the hospitality industry is the people. So far in my career I have been very fortunate to have worked with amazing, passionate people from whom I have been able to grow and learn.”

Emily White

2008 Graduate

Bachelor Degree

Tourism and Hospitality Management

IGrad at the Crowne Plaza Canberra with IHG



After completing the Bachelor of Business Degree specialising in Hospitality and Tourism Management at William Blue, I was selected from approximately 400 applicants to be a part of the InterContinental Hotels Group (IHG) much sought after IGrad program for 2009. I am currently in the final stages of the IGrad program - a 12 month leadership program - and am based at Crowne Plaza Canberra.

Reporting directly to the General Manager, the program enables me to work in different hotel departments, gaining incredible insight into not only the workings of the hotel, but also a global company, like IHG.

IHG gives me the room to grow. Once I have completed the 12 month program I will be relocated to a different IHG property in Australia or New Zealand in a management position.

At the end of my IGrad year I hope to be placed in a department head role such as Executive Housekeeper. For the long term I am aiming towards General Manager at one of IHG's 4500 hotels anywhere in the world!

I love the fast pace and ever changing atmosphere of the hospitality industry and the opportunity to relocate around the world. The absolute highlight of the hospitality industry is the people. So far in my career I have been very fortunate to have worked with amazing, passionate people from whom I have been able to grow and learn.

My advice to students would be to combine study with work in the industry from the very start. The more experience you have, the more you benefit from learning the theory. An important piece of advice I have learnt from working within IHG is that the road to success is through the experiences we undertake.

Being selected from around 400 applicants to be one of 8 IHG IGrads for 2009 was a real achievement as this leadership program is very well regarded within the industry and much sought after.

The business degree specialising in hospitality and tourism management is a broad course offering a wide variety of subjects that are transferable to other industries. Thanks to William Blue I was able to achieve my IGrad position and now have an excellent foundation to build my career.

University associations/ Strategic partners

William Blue has formed partnerships with prestigious universities and associations to provide you with additional opportunities to expand your career horizons.

American Hotel and Lodging Association

Based in Washington DC, the American Hotel and Lodging Association (AHLA) represents all sectors and stakeholders of the hotel industry in the USA and provides members with advocacy to the US Government, public relations, education, and research information. With 11,000 hospitality executives as members it is the only national organisation dedicated to serving the interests of US hoteliers.

The American Hotel and Lodging Association's Educational Institute (EI) has been the premier source of industry-tested, research-driven hospitality training resources worldwide for over 50 years. When you study an Advanced Diploma at William Blue, you have the option of also completing the Hospitality Management Diploma awarded by the Educational Institute, which is an international qualification recognised in 160 countries.

William Blue is the only Australian Management College partnering with the AHLA and EI, and is proud to provide such innovative programs for Australia's future leaders.

By completing the combined Australian and International Diplomas and a William Blue bachelor degree, you will have the necessary academic rigour and practical skills to succeed in the industry anywhere in the world.

Employers will appreciate this because they know you will have an independence of thought, a general business management grounding and specific hospitality experience. Combine your world-class qualifications with your practical skills to reach the very top of your chosen field and become part of the next generation of leaders in hospitality management.



Aim higher

When you graduate with a William Blue degree, you open the door to an exciting career in the global hospitality industry. However, your opportunity for further study does not have to stop there. William Blue is also proud to partner with two internationally recognised universities who deliver Masters and MBA programs.

La Trobe University

La Trobe University is an internationally recognised leader in Higher Education. It is committed to providing teaching of the highest quality and is supported by an outstanding research profile. William Blue and La Trobe University have been strategic partners since 2004, and as a graduate of the Advanced Diploma of Hospitality at William Blue you can articulate into the La Trobe University Bachelor of Business (Tourism and Hospitality).^{*} La Trobe University endorses the Advanced Diploma and Bachelor of Business Degrees delivered by William Blue.

^{*}Currently available for international students only.

La Trobe University also offers Bachelor of Business (Tourism and Hospitality) students an articulation pathway into the La Trobe Master of Tourism^{*} which is amongst the first in a suite of new initiatives designed to meet the rapidly changing needs of the world's biggest industry. The course has been designed to equip you with advanced skills in tourism analysis and marketing skills that meet the expectations for managing the growing challenges in such a dynamic industry.

^{*}Please contact William Blue for more information.



Edinburgh Business School

William Blue College of Hospitality Management is proud to be affiliated with Edinburgh Business School (EBS), the Graduate School of Business of Heriot-Watt University in Scotland. When you graduate with a William Blue Bachelor of Business, you can articulate into the EBS Masters of Business Administration (MBA) program – the only international MBA accredited in Australia and the world's most flexible MBA program.

No other hotel school in Australia gives you the chance to upgrade your management qualifications to MBA level with an internationally recognised university. Whether you decide to continue your studies with EBS after graduating from William Blue, or get some valuable work experience in between, a Bachelor of Business with an MBA is a powerful combination.

Depending on the subjects completed in the Bachelor of Business, you may receive credit into the MBA which could reduce the overall tuition fees and course duration of the program at EBS.^{*}

EBS is renowned throughout the world for its innovative courses. Their MBA was launched in 1990 and has produced over 10,500 graduates. Currently, EBS has over 7,000 active students studying MBA programs in 190 countries, EBS is one of the largest and most widely recognised business schools in the world. Courses are specifically created for business people who want to gain advanced management skills which are internationally recognised, without constraints in terms of where, when or how to study.

^{*}Please contact William Blue for more information, visit www.ebsglobal.com.au or call 1300 365 162.



International University Partners

William Blue College of Hospitality Management has articulation agreements with the following international universities:

Ouhua College,
Shanghai, China



CIBT School of Business,
Beijing, China



University College
Birmingham, UK



Republic Polytechnic,
School of Hospitality,
Singapore



International Hotel
and Tourism Industry
Management School
(I-TIM), Thailand



YIC, Japan



"I feel very privileged to have been offered a place in La Trobe's Master of Tourism. This Masters course has allowed me to develop my skills and explore areas of tourism that are incredibly interesting."

Catriona Mackay
2008 William Blue Graduate
and Current La Trobe Student
Master of Tourism



“For the past year I have been working in the banquets and events department at the Four Seasons Hotel in Sydney. I have always been passionate about events and hospitality, and am very grateful to the Careers and Alumni Office at William Blue for helping me to find this job.”



Alicia Popovich

Current Student

Advanced Diploma

Hotel Management

2009 Minister's Student Achiever Award, Tourism Training Australia

Four Seasons Hotel Sydney



There are other hospitality schools out there, so why choose William Blue? We are creating the next generation of leaders in Hospitality Management - that's why.

1. 20 years of hospitality management experience

William Blue was the first hotel management college established in Sydney, and we are proud of our record. Since 1989 we have helped thousands of students become industry professionals. Over the years we have continued to adapt our courses and update our facilities to reflect the changing needs of the hospitality industry. Just ask an industry professional which college provides the most contemporary and up-to-date hospitality management education, and the answer will always be William Blue College of Hospitality Management.

2. Recognition by industry

All of William Blue courses have been designed by the hospitality industry, and are taught by the hospitality industry. The industry is rapidly changing and you need to keep on top of the latest practices and standards. That's why all of our lecturers are currently employed in senior roles within the hospitality industry, to ensure that what you learn is actually the industry practice. As a William Blue graduate you will be at the forefront of the hospitality industry, and part of the next generation of hospitality managers.

3. Employability

According to surveys conducted since 1996, 100% of our graduates find employment in the industry within 3 months of graduating from William Blue. Our employment record speaks for itself, this is because William Blue students are known in the industry for their passion and willingness to learn. Paid industry training is part of every course at William Blue -so that when you graduate you will not only have an internationally-recognised qualification, but you can combine this with practical industry experience.

4. Flexibility

Are you a 'hands-on' person, who enjoys learning in a practical environment where you can develop your industry skills? If so, you would be suited to the Vocational Advanced Diploma courses at William Blue. Do you prefer an academic style of learning where you will be taught business and management principles as part of a university-equivalent Degree? Our Higher Education Bachelor Degree is the course for you. Perhaps you would like to gain a powerful mix of both practical skills and a management degree? Then you can do both, by studying a Vocational Advanced Diploma course and articulating through to a William Blue Bachelor Degree.

The Bachelor of Business is delivered at our state-of-the-art campus and online through the William Blue Learning Portal. You can choose which study option suits your needs or blend these two options to take a mixture of online and face-to-face classes as part of your Degree. No other hospitality management college in the country offers you the flexibility to design a study program to meet your career and lifestyle needs.

Note: Flexible and online learning is not available to international students.

5. Academic quality

At William Blue we take pride in the quality of the courses that we deliver, and so do our academic partners. We are proud to partner with some of the best academic institutions in the world to deliver superior outcomes for our students.

William Blue Advanced Diplomas and Bachelor Degrees have been endorsed by La Trobe University and graduates of the Bachelor of Business (Tourism and Hospitality) receive credit into the La Trobe Master of Tourism.* Not only that, after studying at William Blue you can also upgrade your management qualifications to MBA level with the Edinburgh Business School, William Blue's exclusive academic partner. This is the only international MBA accredited in Australia and no other Hotel School in the country offers you management education at such a high level.

William Blue is the only College in Australia to deliver the International Hospitality Management Diploma, awarded by the Educational Institute (EI) of the American Hotel & Lodging Association. This course is optional and delivered concurrently with the Advanced Diploma of Hospitality.

Our courses are fundamentally business management courses taught within the framework of the hospitality industry. You will learn to apply management, marketing and accounting principles to the hotel, resort, event management and tourism industries. When you combine this with the practical skills acquired you will be well-prepared to begin your management career as a William Blue Graduate.

*Contact William Blue for more information.

The William Blue advantage



6. William Blue Dining

The Restaurant and Catering Association in NSW recently crowned William Blue Dining as the 'Best Restaurant in a Training Institution'. This award is open to all hospitality colleges across the state, both public and private, and this achievement is a testament to the professionalism of the William Blue students who undertake their training at William Blue Dining.

With a seating capacity of 50 covers, you will have the opportunity to learn in an environment that reflects the very highest standards in food and beverage service, and will be supervised by industry experts during service periods. Open to the public for both lunch and dinner, William Blue Dining showcases the traditional skills and knowledge required of a hospitality industry professional. The daily interaction with real customers will allow you to have a deeper understanding of the operational, business, sociological and psychological challenges that are inherent in the industry itself. This understanding will differentiate you as a William Blue student from others in the workplace.

WILLIAM BLUE DINING

7. Facilities

William Blue is a modern, interactive and inspiring place to study in which you take classes alongside students from all corners of the globe. Situated on Level 9 of the Northpoint building and annex at 213 Miller Street in North Sydney, the facilities at William Blue include:

- A 200 seat auditorium, used for lectures and industry speakers
- Lecture rooms that simulate hotel facilities
- Computer labs which are equipped with the latest computers and software
- Research Centre and Library
- 'William Blue Dining', our award-winning training restaurant
- Fully-equipped commercial kitchen facilities (North Sydney campus and Crows Nest)
- Student lounge area
- Wireless access throughout the campus
- Each lecture room within the college is sponsored by one of our industry partners – you may find yourself taking classes in the Merivale room or in the H&L computer lab.

Classes on the North Sydney campus run from 8am to 10pm Monday to Saturday depending on your timetable. Campus facilities are open from 8am to 9pm on Monday to Thursday, 8am to 6pm on Friday, and 10am to 4pm on Saturdays.

8. Location

William Blue is located in a purpose-built campus in North Sydney, just minutes from North Sydney train station. Not only is the college conveniently located, every major hotel chain in the world is located on William Blue's doorstep, or just a few kilometres away in the Sydney CBD. Unlike William Blue, some other hospitality colleges are located away from the city, which can restrict your employment opportunities (especially if they make you live on campus).

Where are we?

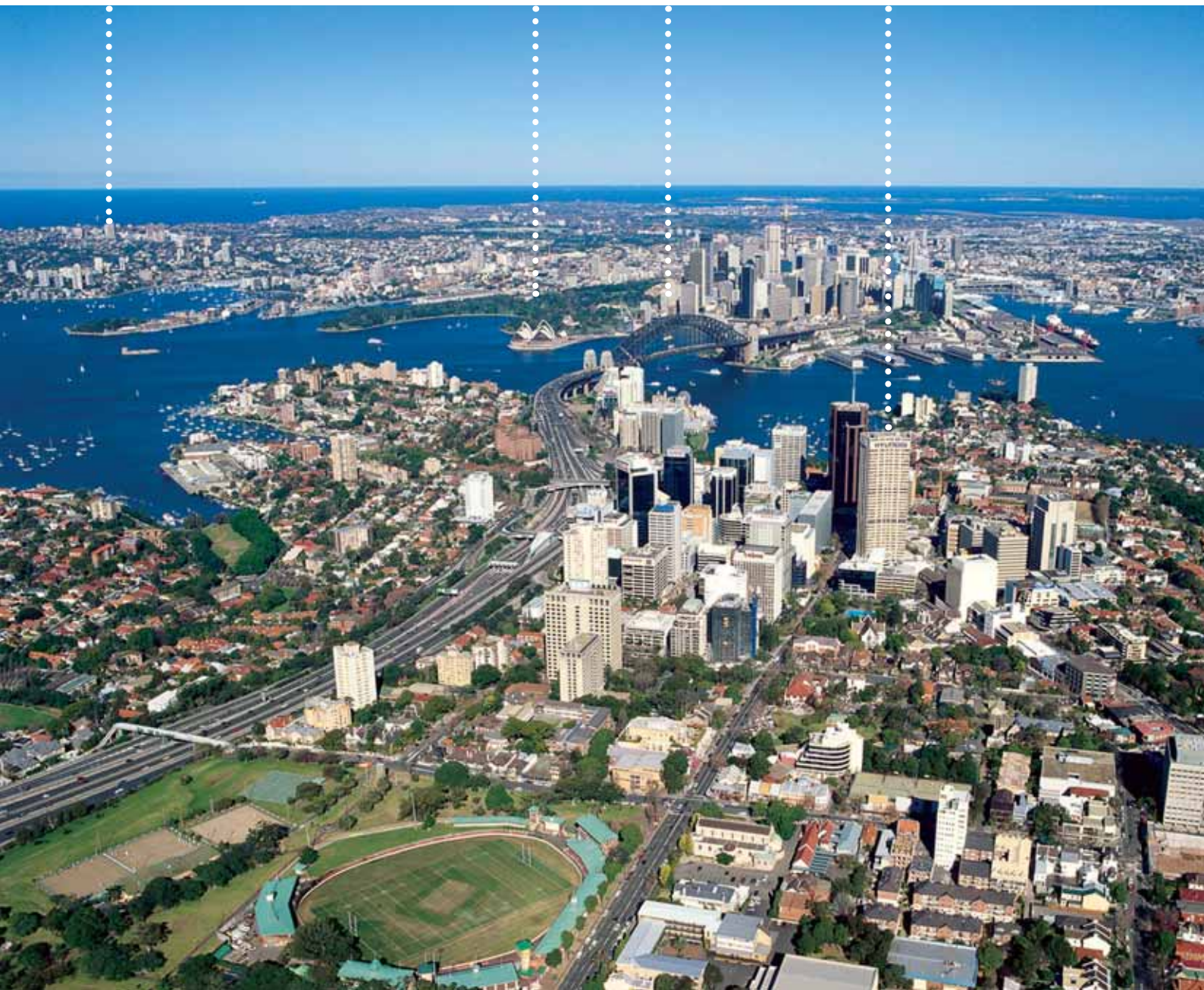
Sydney is one of the world's leading tourism and business travel destinations - and as a William Blue student this provides you with access to a huge diversity of hospitality and tourism opportunities.

Bondi Beach

Sydney Opera House

**Sydney Harbour
Bridge**

**William Blue College of
Hospitality Management**
North Sydney Campus
Level 9, Northpoint Building,
171 Pacific Hwy, North Sydney, NSW 2060



Higher Education vs Vocational Education

William Blue College of Hospitality Management offers a wide range of qualifications that have been specifically designed to produce work ready graduates. There are important differences between the William Blue courses – we can help you decide which qualification is best suited to your chosen career path and requirements.

Higher Education

The Bachelor Degrees offered by William Blue are university-recognised Higher Education courses. Work placement and career development are major components of your course meaning the emphasis is on a knowledge and skill-based approach to learning. All lecturers are industry experts as well as experienced educators.

To be eligible for a bachelor degree, you should have completed year 12 with an ATAR of 63.40 or UAI of 60.00 or above (or equivalent). Entry to the degree courses requires an interview with our Head of College.

Bachelor Degrees (on-campus full-time study)

William Blue gives you the chance to obtain a bachelor degree in just 2 years. Offering 3 trimesters per year and 4 subjects per trimester, this timetable allows you to complete your study program in as little as 2 years.

As a full-time student, you will enjoy a comprehensive study load that consists of face-to-face lectures and tutorials throughout the week. Prioritisation, planning and allocation of time are critical in order to be accelerated through such a rigorous qualification in 2 years. Following your application and enrolment, if applicable William Blue will assess your eligibility for course credit based on previous studies.

Bachelor Degrees (on-campus part-time study)*

William Blue also caters to those unable to commit to full-time study. Undertaking your bachelor degree as a part-time student means that you can graduate in 4 years. This reduced study load allows you to balance your work and family requirements. Sufficient time for readings and completing assessments should be factored into your schedule e.g. if you have 6 hours of face-to-face lectures per week, you should allow for an additional 12 hours of outside study. Again, we are happy to assess your eligibility for course credits based on previous studies.

Bachelor Degrees (online study)*

At William Blue, we offer a number of our degrees via flexible and online learning. As the name suggests, teaching and learning take place online rather than in a classroom, which means you can study when and where you want. The courses are specifically designed to fit your lifestyle – with a balance of supported and independent study and high quality materials. Flexible and online learning allows you to further their studies, without having to take time away from your family or work commitments.

Advanced Diploma and Diploma qualifications (online study)*

Our flexible and online learning program at William Blue enables you to graduate with either a Higher Education Diploma or Advanced Diploma. The Diploma includes 8 business subjects which provide students with all the requisite knowledge for entry level and supervisory positions. After completing 16 subjects - including your area of specialisation - you will graduate with an Advanced Diploma of Business and have the skills to enter a middle-management or run your own business.

*Not available to international students.

Vocational Education

William Blue also offers vocational Advanced Diploma of Hospitality qualifications. These programs focus on developing your skills in the early stages of the course and equip you with the necessary operational skills crucial to getting a job in the industry. You might enjoy this more active style of learning before you focus on the higher level hospitality, business and management subjects later in the course.

As a graduate of the vocational Advanced Diploma of Hospitality, you can articulate into the third year of the William Blue Bachelor of Business or the La Trobe University Bachelor of Business (Tourism and Hospitality),* subject to meeting minimum grade requirements. The Vocational Advanced Diploma of Hospitality courses are available on-campus only.

*Available to international students only.

“Studying at William Blue has helped me to step outside of my comfort zone. The lecturers have a lot of industry experience, and I’m constantly learning from them in the kitchen as well as in the classroom. The fact that I can combine a management qualification with commercial cookery is a real advantage for me.”

Curtis Ray De Agrella

Current Student

Advanced Diploma

Commercial Cookery





“Currently in my third year of the Bachelor of Business (Tourism and Hospitality) I chose to study at William Blue because I had heard that the College had the best connection with the industry and that the courses they offered were the most relevant for my career goals. It has been amazing to do my Industry Placement at the Pullman Hotel which is part of the Accor Group – William Blue has really set me up for my future career.”



Katrina Parr
Current Student
Bachelor Degree
Hospitality and Tourism Management



Study online with William Blue



Online learning

Online learning (commonly known as distance education or correspondence education) continues to grow in popularity. William Blue provides you with the opportunity to study its nationally accredited programs via a flexible and online program where teaching and learning take place over the internet rather than in a classroom.

This allows for complete flexibility to study when and where you want. This study option will meet your needs if you travel regularly or live outside of the capital cities.

Qualifications available online:

- Bachelor of Business
- Bachelor of Business (Hospitality Management)
- Bachelor of Business (Event Management)
- Bachelor of Business (Tourism Management)
- Higher Education Advanced Diploma of Business (Hospitality Management)
- Higher Education Advanced Diploma of Business (Event Management)
- Higher Education Advanced Diploma of Business (Tourism Management)
- Higher Education Diploma of Business.

Note: Online learning is not available to international students.

How does it work?

Our online qualifications are delivered through a web-based, student-focused system called the William Blue learning portal. To assist you in your studies, the learning portal provides access to all teaching resources, lecturer interaction and academic support. Study materials are presented in a range of formats from PDFs through to video and interactive media. You will participate in group activities such as discussion forums, message boards, blogs and wikis (editable web pages). Your progress can be monitored with online self-review quizzes and you can receive immediate results and feedback.

Lecturers mark assessments online and grade assignments electronically and you are able to share resources through access to RSS feeds, online library collections and e-portfolio. You are also provided with a subject study guide, relevant text books and reference materials.

Why study online with William Blue?

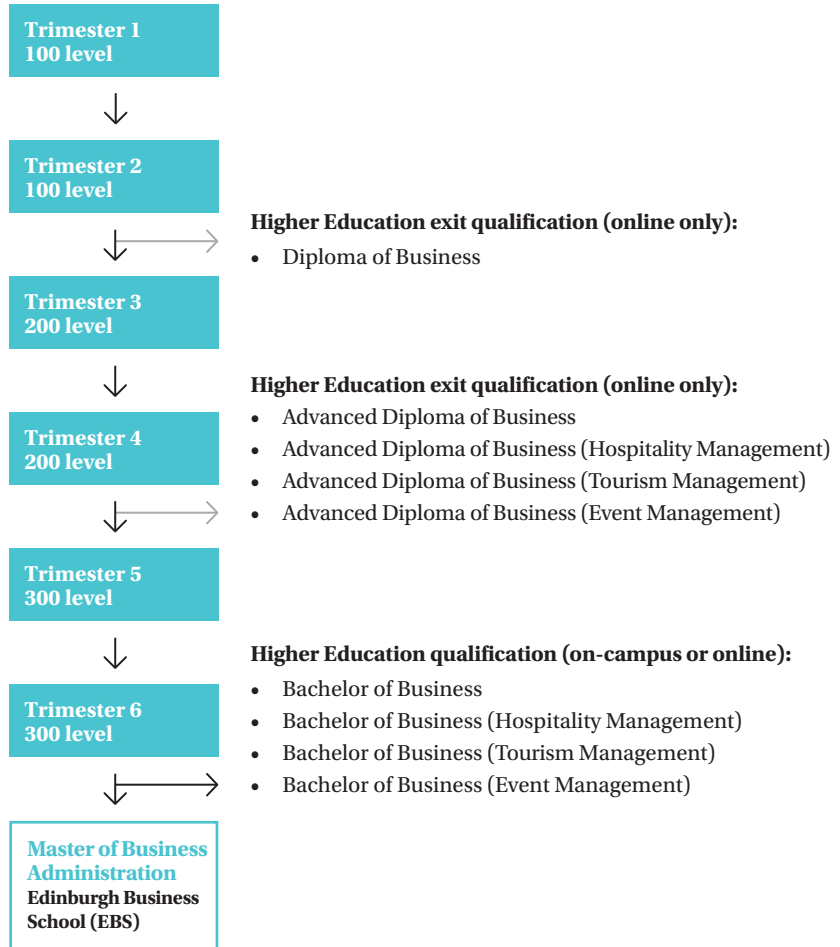
- Graduate with a nationally accredited William Blue qualification
- Responsive, one-on-one, personalised tutorial support and service
- High quality curriculum and learning materials designed for learning anywhere and at anytime including the state-of-the-art online learning portal
- Facilitated communication between yourself, academics and support staff
- Receive the same quality qualification as on-campus students
- Access to an online library collection with over 70 million articles available
- Up to 200 hours of industry work experience ensuring you are work ready
- Eligible students can apply for FEE-HELP, meaning no upfront tuition costs.

Higher Education study pathway

Aim higher and build your career in management with William Blue College of Hospitality Management and Edinburgh Business School.

Study pathway guide

- ↓ - Course progression
- - Qualification exit points
- - WB Study periods
- - Postgraduate study pathways



Higher Education Course structure







*Structured foundations,
course flexibility and industry
leading specialisations.*

Unique course structure

William Blue College of Hospitality Management Higher Education courses are designed with core and specialised subjects throughout the duration of your study. This provides you with structured foundations, course flexibility and industry leading specialisations.

Should you wish to change your career direction or specialisation, William Blue's Course and Careers Advisors are available to discuss which option is best suited to you.

Course structure guide

-  - Business core subjects
-  - Hospitality management specialisation subjects
-  - Tourism management specialisation subjects
-  - Event management specialisation subjects
-  - Common elective subjects
(select from any of the common elective subjects)
-  - Bachelor of Business elective subjects
(select from any business core, hospitality specialisation, tourism specialisation, event specialisation or common elective subjects)*

*Elective subject selections made at 100 and 200 levels should take into account the prerequisites of electives at 200 and 300 levels. Please contact a Course and Careers Advisor for more information.

Common elective subjects

200 level

HOS203	Resort and Spa Management
HOS204	Entertainment and Leisure Management
HOS205	Gastronomy

300 level

MGT305	Small Business Management
MGT306	Learning and Development
MGT307	Sales and Promotion

Bachelor of Business (Hospitality Management)

100 level

ACC101	Fundamentals of Management Accounting and Business Finance
ECO101	Economics in a Business Environment
MGT101	Management Principles and Practices 1
MKT101	Understanding Marketing
MGT102	Introduction to Hospitality, Tourism and Events
MGT103	Service Industry Theory
HOS101	Introduction to Accommodation Management
IND101	Industry Practices

200 level

ACC201	Introduction to Applied Finance
STAT201	Introduction to Quantitative Methods
LAW201	Introduction to Business Law
IND201	Industry Engagement
MGT201	Human Resource Management
MGT202	Project Management
HOS201	Asset Management
200 Level	Elective
200 Level	Elective

300 level

MGT301	Corporate Social Responsibility
MGT302	Strategic Management
IND301	Industry Placement
MGT303	Business Information Analysis
MGT304	OH&S and Risk Management
HOS302	Quality and Control
300 Level	Elective

**Bachelor of Business
(Tourism Management)**

100 level

ACC101	Fundamentals of Management Accounting and Business Finance
ECO101	Economics in a Business Environment
MGT101	Management Principles and Practices 1
MKT101	Understanding Marketing
MGT102	Introduction to Hospitality, Tourism and Events
MGT103	Service Industry Theory
TOU101	Tourism Theory and Practice
IND101	Industry Practices

200 level

ACC201	Introduction to Applied Finance
STAT201	Introduction to Quantitative Methods
LAW201	Introduction to Business Law
IND201	Industry Engagement
MGT201	Human Resource Management
MGT202	Project Management
TOU201	The Tourist Experience
TOU202	Tour Operations
200 Level	Elective

300 level

MGT301	Corporate Social Responsibility
MGT302	Strategic Management
IND301	Industry Placement
MGT303	Business Information Analysis
MGT304	OH&S and Risk Management
TOU301	Tourism Policy and Strategy
TOU302	Destination Development and Marketing

**Bachelor of Business
(Event Management)**

100 level

ACC101	Fundamentals of Management Accounting and Business Finance
ECO101	Economics in a Business Environment
MGT101	Management Principles and Practices 1
MKT101	Understanding Marketing
MGT102	Introduction to Hospitality, Tourism and Events
PRN101	Understanding Public Relations
MKT102	Introduction to Consumer Behaviour
IND101	Industry Practices

200 level

ACC201	Introduction to Applied Finance
STAT201	Introduction to Quantitative Methods
LAW201	Introduction to Business Law
IND201	Industry Engagement
MGT201	Human Resource Management
MGT202	Project Management
EVT201	Event Management
EVT202	Creative Thinking and Innovation
200 Level	Elective

300 level

MGT301	Corporate Social Responsibility
MGT302	Strategic Management
IND301	Industry Placement
MGT303	Business Information Analysis
EVT301	Events Policy and Strategy
EVT302	Event Logistics and Risk
EVT303	Commercial Modelling for Events

Bachelor of Business

100 level

ACC101	Fundamentals of Management Accounting and Business Finance
ECO101	Economics in a Business Environment
MGT101	Management Principles and Practices 1
MKT101	Understanding Marketing
100 Level	Elective
100 Level	Elective
MKT102	Introduction to Consumer Behaviour
100 Level	Elective

200 level

ACC201	Introduction to Applied Finance
STAT201	Introduction to Quantitative Methods
LAW201	Introduction to Business Law
IND201	Industry Engagement
MGT201	Human Resource Management
MGT202	Project Management
200 Level	Elective
200 Level	Elective
200 Level	Elective

300 level

MGT301	Corporate Social Responsibility
MGT302	Strategic Management
IND301	Industry Placement
MGT303	Business Information Analysis
300 Level	Elective
300 Level	Elective
300 Level	Elective



Bachelor of Business (Hospitality Management)

Career progression that goes well beyond the hospitality industry.

Hospitality management

Hospitality is any situation in which there is a host and a guest brought together through the provision of a service. Traditionally these services are related to food, drink or accommodation but it is now recognised that hospitality is much broader than that. With this qualification, you can feast your eyes on an exciting role in hotel management, entrepreneurship, service management, travel or transport management, and other general business management careers in both the traditional and e-commerce environments.

If you love people, a hospitality career could be just what you're looking for. This program gives you a taste of what a hospitality career has to offer. Gain the knowledge, attributes, skills and experience of higher-level hospitality concepts and operations. Learn generic business and management subjects, with a view to entering the fast-changing global hospitality industry.

At William Blue we make industry experience a vital ingredient of our courses. This industry awareness gives you an idea of what to expect out in the real world and is crucial to your ongoing career success. In fact, it's what has made the William Blue experience unique over the past 20 years.

Graduate outcomes

The world always needs talented hospitality professionals - and the future is looking bright with these plentiful opportunities:

- Hotel Manager
- Resort Manager
- Restaurant and Food and Beverage Manager
- Hospitality Entrepreneur
- Operations Manager
- Service Manager
- Business Analyst and Consultant
- Accommodation Manager

Flexible study options

We are proud to offer you additional flexibility to incorporate online study into your program. That means you can design a study plan that suits your needs for study, career development and work-life balance. What's more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available to international students.

Course details

Course name: [Bachelor of Business \(Hospitality Management\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [064817G](#)

Duration: [6 study periods](#)

[3 years full-time, 6 years part-time or 2 years full-time, 4 years part-time \(accelerated\)](#)

Intakes: [March, July and October](#)

Study options for Australian students:

[Full-time or part-time, on-campus or online](#)

Study options for international students:

[Full-time, on-campus only](#)

FEE-HELP: [Available for Australian students](#)

Entry requirement for international students

- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa.

Entry requirement for Australian students

- A minimum ATAR of 63.40/UAI of 60.00 or equivalent
- 18 years of age or over
- Interview with Head of College.

Bachelor of Business (Tourism Management)

The hospitality and tourism industry is the largest and fastest growing industry in the world.

Tourism management

The world's population is increasingly mobile with many consequences for businesses, economies, individuals, communities, societies, nations and their environments. Travel – whether for business or pleasure – and its growing influence on the global economy has led to tourism management being one of the most popular fields of study in Higher Education.

While predominantly theoretical in nature, you will discover management principles, corporate social responsibility and economics, and comprehend the tourist experience and tour operations. This program develops your understanding of the industry through its use of industry experts as lecturers, and by carrying out work experience in the tourism industry.

Graduate outcomes

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

- Destination Marketing Manager
- Destination Development Manager
- Regional Tourism Development Manager
- Tourism Consultant
- Tourism Entrepreneurship
- Tourism Policy Advisor.

Flexible study options

We are proud to offer you additional flexibility to incorporate online study into your program. That means you can design a study plan that suits your needs for study, career development and work-life balance. What's more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available to international students.

Course details

Course name: [Bachelor of Business \(Tourism Management\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [064819E](#)

Duration: [6 study periods](#)

[3 years full-time, 6 years part-time or 2 years full-time, 4 years part-time \(accelerated\)](#)

Intakes: [March, July and October](#)

Study options for Australian students:

[Full-time or part-time, on-campus or online](#)

Study options for international students:

[Full-time, on-campus only](#)

FEE-HELP: [Available for Australian students](#)

Entry requirement for international students

- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa.

Entry requirement for Australian students

- A minimum ATAR of 63.40/UAI of 60.00 or equivalent
- 18 years of age or over
- Interview with Head of College.





Bachelor of Business (Event Management)

Plan and manage a range of events from conferences and conventions to music festivals and product launches.

Event management

Along with hotels, restaurants and resorts, events are one of the most high profile, and fastest growing elements of the hospitality industry.

Be it the Sydney Olympic Games, a large international conference, the annual Taste of Sydney food and wine showcase, a high profile society wedding, or a charity dinner for 2,000 people in a five-star hotel, the management and operation of an event is not only a highly-skilled and technical operation, it's big business.

The William Blue Bachelor of Business (Event Management) teaches you how to manage and operate events from conception, to operation and post-production. For 20 years William Blue has been a leader in the provision of industry-focused programs, with its combination of theory, practical experience, and industry expert lecturers. With guided industry experience along the way you acquire the theoretical skills and operational knowledge to stand out in the industry.

Graduate outcomes

There is never a dull moment with an events career. You can look forward to working in any one of these roles:

- Event Manager
- Venue Manager
- Meeting and Conferences Manager
- Exhibitions Manager
- Event Coordinator
- Functions Manager.

Flexible study options

We are proud to offer you additional flexibility to incorporate online study into your program. That means you can design a study plan that suits your needs for study, career development and work-life balance. What's more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available to international students.

Course details

Course name: [Bachelor of Business \(Event Management\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [064818F](#)

Duration: [6 study periods](#)

[3 years full-time, 6 years part-time or 2 years full-time, 4 years part-time \(accelerated\)](#)

Intakes: [March, July and October](#)

Study options for Australian students:

[Full-time or part-time, on-campus or online](#)

Study options for international students:

[Full-time, on-campus only](#)

FEE-HELP: [Available for Australian students](#)

Entry requirement for international students

- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa.

Entry requirement for Australian students

- A minimum ATAR of 63.40/UAI of 60.00 or equivalent
- 18 years of age or over
- Interview with Head of College.

Bachelor of Business

Strategically position companies and business systems to build a competitive advantage.

Business

The William Blue Bachelor of Business has been developed to give you a broad understanding of the domestic and international business landscape in a hospitality context. As a student, you will develop the skills and knowledge to research, analyse and interpret the business environment. Your critical thinking skills will enable you to identify strategic opportunities for organisations and develop strategic business and marketing plans.

The course offers core units in marketing, finance, strategic management and business law, along with electives in areas such as resort management and events so that you can study your area of interest. Combining core business knowledge and skills with a range of electives provides varied career options and paths. As graduate you will have the opportunity to seek employment within national or international companies, both here in Australia and overseas.

Flexible study options

We are proud to offer you additional flexibility to incorporate online study into your program. That means you can design a study plan that suits your needs for study, career development and work-life balance. What's more, you engage with other students in the virtual campus environment similar to the expectations of the contemporary commercial world.

Note: Not available to international students.

Course details

Course name: [Bachelor of Business](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [066184G](#)

Duration: [6 study periods](#)

[3 years full-time, 6 years part-time or 2 years full-time, 4 years part-time \(accelerated\)](#)

Intakes: [March, July and October](#)

Study options for Australian students:

[Full-time or part-time, on-campus or online](#)

Study options for international students:

[Full-time, on-campus only](#)

FEE-HELP: [Available for Australian students](#)

Entry requirement for international students

- Satisfactorily completed Senior High School Certificate Year 12 or equivalent
- IELTS overall score of 6.0 Academic (minimum band score of 5.5 in each band) or equivalent proof of English
- 18 years of age or over
- Eligible for a student visa.

Entry requirement for Australian students

- A minimum ATAR of 63.40/UAI of 60.00 or equivalent
- 18 years of age or over
- Interview with Head of College.



Bachelor of Business (Tourism and Hospitality) *International students only*

Build on your high level of practical, operational, management and business knowledge.

Tourism and Hospitality

This articulation pathway is available to any international student who has either completed the William Blue Advanced Diploma of Hospitality, with the required grade average.

Within one calendar year from entry, and on successful completion of all required units (10) from the La Trobe University curriculum you will qualify for the award of Bachelor of Business (Tourism and Hospitality) as conferred by La Trobe University.

This year of study will build on your high level of practical, operational, management and business knowledge already gained in the Advanced Diploma. It will also introduce you to higher level thinking and critical analysis skills required for the successful strategic development and management of a contemporary hospitality business.

On successful completion of this course you can apply for articulation into the La Trobe University Master of Tourism program. For more information please contact William Blue.

Subjects

Summer School – January to February

- Introduction to Leisure and Tourism Analysis
- Special Topics in Tourism and Hospitality – Risk Management

Semester 1 – March to June

(as per the LTU academic calendar)

- Entrepreneurship in the Leisure Sector
- Economics for the Tourism and Leisure Industry
- Tourism Venture Planning
- Strategic Management Leisure Industry

Semester 2 – July to November

(as per the LTU academic calendar)

- Government Business Relations
- Hospitality Service Delivery Strategies
- Destination Marketing and Management
- Tourism and Leisure Psychology and Consumer Behaviour

Graduate outcomes

- Hotel Manager
- Event Manager
- Resort Manager
- Restaurant and Food and Beverage Manager
- Hospitality Entrepreneur
- Operations Manager
- Service Manager
- Business Analyst and Consultant
- Secretary Manager
- Accommodation Manager.

Course details

Course name: [Bachelor of Business \(Tourism and Hospitality\)](#)

Conferred by: [La Trobe University](#)

CRICOS Provider Code: [02218K](#)

CRICOS Course Code: [049997A](#)

Duration: [One additional year \(after completion of William Blue Advanced Diploma of Hospitality\)](#)

Intakes: [January, March and July](#)

Study options for international students:

[Full-time, on-campus only](#)

Entry requirements for international students

- Completion of the Advanced Diploma of Hospitality with a grade point average of 70% or higher
- Direct entry into 3rd Year requirement: completion of Australian High School Year 12 or equivalent and related qualification approved by La Trobe University for 2 years advanced standing
- IELTS 6.0 or equivalent with a minimum band score 6.0 (writing and speaking) and 5.5 (reading and listening).

“I love being part of a team and working in the hotel industry allows me to do this. The lecturers at William Blue have made a huge impact on me and I will apply the skills and knowledge I have learned from them for the rest of my career.”

The Menzies
SYDNEY

Jessika Zywczak
Current Student
Bachelor Degree
Tourism and Hospitality Management



Vocational Education course structure





*Structured foundations,
course flexibility and industry
leading specialisations.*

Unique course structure

William Blue College of Hospitality Management Vocational Education courses are designed with core and specialised subjects throughout the duration of your study. This provides you with structured foundations, course flexibility and industry leading specialisations.

Should you wish to change your career direction or specialisation, William Blue's Course and Careers Advisors are available to discuss which option is best suited to you.

Course structure guide

-  - Hospitality core subjects
-  - Hotel management specialisation subjects
-  - Commercial cookery specialisation subjects
-  - Event management specialisation subjects

*These additional subject will need to be completed by Advanced Diploma of Hospitality (Commercial Cookery Pathway) graduates who wish to articulate into the William Blue Bachelor of Business or the La Trobe University Bachelor of Business (Tourism and Hospitality).

SIT60307 Advanced Diploma of Hospitality (Hotel Management Pathway)

Year 1 (Term 1)

Introduction to Hospitality Studies
Kitchen Operations 1
Food and Beverage Operations 1
Food and Beverage Studies 1
Kitchen Studies 1
OH&S and Hygiene for Hospitality Operations
Career Management

Year 1 (Term 2)

Introduction to Business Communication and Management
Hospitality Information Technology
Room Division Operations
Introduction to Sales and Marketing
Introduction to Human Resources Management
Food and Beverage Operations 2
Food and Beverage Studies 2
Holistic Service Period

Year 1 (Term 3)

Hospitality Operations and Risk Management
Food and Beverage Management
Leadership
Hospitality Law
Introduction to Hospitality Accounting
Advanced Wine Studies
Hospitality Environmental Sustainability

Year 2 (Term 4)

Advanced Human Resource Management
Accommodation Management
Hospitality Accounting 2
Strategic Marketing Management
Event Management
Business Statistics

Year 2 (Term 5)

Industry Placement (400 hours)

Year 2 (Term 6)

Industry Placement (400 hours)

**SIT60307 Advanced Diploma of Hospitality
(Commercial Cookery Pathway)**

Year 1 (Term 1)

Introduction to Hospitality Studies
Kitchen Operations 1
Food and Beverage Operations 1
Food and Beverage Studies 1
Kitchen Studies 1
OH&S and Hygiene for Hospitality Operations
Career Management
First Aid

Year 1 (Term 2)

Introduction to Business Communication and Management
Hospitality Information Technology
Room Division Operations
Introduction to Sales and Marketing
Introduction to Human Resources Management
Kitchen Operations 2
Kitchen Studies 2

Year 1 (Term 3)

Hospitality Operations and Risk Management
Food and Beverage Management
Leadership
Hospitality Law
Introduction to Hospitality Accounting
Kitchen Operations 3
Kitchen Studies 3
Holistic Service Period

Year 2 (Term 4)

Advanced Human Resource Management
Accommodation Management
Hospitality Accounting 2
Strategic Marketing Management
Event Management*
Business Statistics*
Kitchen Operations 4
Kitchen Studies 4

Year 2 (Term 5)

Industry Placement (450 hours)

Year 2 (Term 6)

Industry Placement (450 hours)

**SIT60307 Advanced Diploma of Hospitality
(Event Management Pathway)**

Year 1 (Term 1)

Introduction to Hospitality Studies
Introduction to Events Management
Food and Beverage Operations 1
Food and Beverage Studies 1
Risk Management for Events
OH&S and Hygiene for Hospitality Operations
Career Management

Year 1 (Term 2)

Introduction to Business Communication and Management
Manage Event IT Systems and Meetings
Event Compliance
Introduction to Sales and Marketing
Introduction to Human Resources Management
Event Planning
Holistic Service Period

Year 1 (Term 3)

Hospitality Operations Risk Management
Event Implementation and Evaluation
Leadership
Hospitality Law
Introduction to Hospitality Accounting

Year 2 (Term 4)

Advanced Human Resource Management
Accommodation Management
Hospitality Accounting 2
Strategic Marketing Management
Event Management
Business Statistics
Hospitality Information Technology
Food and Beverage Management

Year 2 (Term 5)

Industry Placement (400 hours)

Year 2 (Term 6)

Industry Placement (400 hours)



SIT60307 Advanced Diploma of Hospitality (Hotel Management Pathway)

*Combine practical hospitality skills
with contextualised business and
management knowledge.*

Hotel management

To be a successful manager in the largest and fastest growing industry in the world, you need to be skilled in both hospitality and business. This course will teach you the skills required to succeed in the hospitality industry and combine these practical skills with contextualised business and management knowledge. Given the far-reaching relevance of customer-focused business skills, this program offers you a scope for career progression that goes well beyond the hospitality industry.

Industry placement

The highlight of this course is that you get to participate in an 800-hour paid work placement program that is built into the final stages of the course. Your paid industry experience and your globally recognised qualification is a powerful combination that will open the doors to prosperous career in the hospitality industry.

Course details

Course name: [SIT60307 Advanced Diploma of Hospitality \(Hotel Management Pathway\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [066929E](#)

Duration: [2 years full-time](#)

Intakes: [February, May and September](#)

Study options for Australian students:

[Full-time or part-time, on-campus only](#)

Study options for international students:

[Full-time, on-campus only](#)

VET FEE-HELP: [enabled for Australian students](#)

Entry requirement for Australian students

- Completion of Australian High School Year 12 or equivalent *and* Must be 18 years of age *or* Mature age entry (aged 21 or over) with relevant work experience
- You may be required to participate in a phone or face-to-face interview to assess your strengths and capacity to succeed in your chosen course.

Additional entry requirements for international students

- International students require an IELTS of 6.0 academic (minimum score of 5.5 in each band) or equivalent.

Career outcomes

- Food and Beverage Manager
- Operations Manager
- Rooms Division Manager
- Restaurant Manager
- Executive Housekeeper.

Articulation opportunities

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

International students can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe course entry requirements.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.

SIT60307 Advanced Diploma of Hospitality (Commercial Cookery Pathway)

A unique combination of technical culinary proficiency and hospitality business acumen.

Culinary arts

At William Blue we combine the technical skills you need to get a job as a chef with a solid foundation of business subjects that will allow you to be a successful manager in the hospitality industry, whether in the kitchen or front of house. If you want to own a restaurant or manage your own culinary business then you require a unique combination of technical culinary proficiency and hospitality business acumen. The Advanced Diploma of Hospitality (Commercial Cookery Pathway) program has been designed to equip you with this specialist knowledge.

Your culinary skills will be developed through hands-on experience in our fully-equipped, commercial kitchens in our North Sydney campus and at Crows Nest. Throughout the course you will also be preparing, cooking and serving restaurant quality food for paying guests at our award-winning restaurant, William Blue Dining.

Industry placement

The best part of this course is that you get to participate in a 900-hour paid work placement program that is built into the final stages of the course. Would you like to get paid to do work experience in a fine dining restaurant in Sydney, or in a restaurant in a five-star hotel? William Blue has helped hundreds of students launch their careers in the hospitality industry.

Course details

Course name: [SIT60307 Advanced Diploma of Hospitality \(Commercial Cookery Pathway\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [066929E](#)

Duration: [2 years full-time](#)

Intakes: [February, May and September](#)

Study options for Australian students:

[Full-time or part-time, on-campus only](#)

Study options for international students:

[Full-time, on-campus only](#)

VET FEE-HELP: [enabled for Australian students](#)

Entry requirement for Australian students

- Completion of Australian High School Year 12 or equivalent *and* Must be 18 years of age *or* Mature age entry (aged 21 or over) with relevant work experience
- You may be required to participate in a phone or face-to-face interview to assess your strengths and capacity to succeed in your chosen course.

Additional entry requirements for international students

- International students require an IELTS of 6.0 academic (minimum score of 5.5 in each band) or equivalent.

Career outcomes

- Food and Beverage Manager
- Executive Chef
- Chef de Partie
- Cafe Owner or Manager.

Articulation opportunities

Want to go on to further study? Then use this course as a pathway into a Bachelor degree. When you graduate from the Advanced Diploma of Hospitality (Commercial Cookery Pathway), you can articulate into the final year of the William Blue Bachelor of Business (Hospitality Management). This means that you can complete both the Advanced Diploma and the Bachelor of Business in 3 years – the same amount of time it takes to complete a regular university bachelor degree, provided you complete the required units as part of the Advanced Diploma.

International students can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe entry requirements.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.



SIT60307 Advanced Diploma of Hospitality (Event Management Pathway)

*Plan, implement and evaluate
an event from start to finish.*

Event management

Event management professionals are constantly in demand to plan and manage events ranging from conferences and conventions to music festivals and product launches. This course introduces you to this exciting industry through a variety of hands-on practical learning experiences.

This two year Advanced Diploma course will teach you how to plan, implement and evaluate an event from start to finish, while equipping you with generic hospitality management skills such as human resources, marketing and risk management. Learn how to develop the event concept, select the right venue, co-ordinate the food and beverage service and exceed the expectations of the client through the nationally recognised William Blue Advanced Diploma of Hospitality (Event Management Pathway).

Industry placement

The highlight of this course is participating in a 800-hour paid work placement program, which is built into the final stages of the course. At William Blue we have helped hundreds of students get their events management career underway.

Course details

Course name: [SIT60307 Advanced Diploma of Hospitality \(Event Management Pathway\)](#)

CRICOS Provider Code: [00246M](#)

CRICOS Course Code: [066929E](#)

Duration: [2 years full-time](#)

Intakes: [February, May and September](#)

Study options for Australian students:

[Full-time or part-time, on-campus only](#)

Study options for international students:

[Full-time, on-campus only](#)

VET FEE-HELP: [enabled for Australian students](#)

Entry requirement for Australian students

- Completion of Australian High School Year 12 or equivalent *and* Must be 18 years of age *or* Mature age entry (aged 21 or over) with relevant work experience
- You may be required to participate in a phone or face-to-face interview to assess your strengths and capacity to succeed in your chosen course.

Additional entry requirements for international students

- International students require an IELTS of 6.0 academic (minimum score of 5.5 in each band) or equivalent.

Career outcomes

- Event Manager
- Functions Coordinator
- Venue Manager
- Conference Coordinator.

Articulation opportunities

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

International students can also articulate into the third year of the La Trobe University Bachelor of Business (Tourism and Hospitality), provided they meet the La Trobe course entry requirements.

Note: For information about the units of competency, industry placement and holistic assessment of this course, please refer to www.williamblue.edu.au.

“From the moment I walked through the doors of the college, William Blue lecturers have been preparing me for a career in the hospitality industry - and now, I am doing my industry placement at the Vibe Hotel in Sydney. I looked at other Colleges but soon realised that William Blue offers the best mix of practical and theory classes, which is what I was looking for.”



Dragana Milic

Current Student

Advanced Diploma - Hotel Management

Vibe Hotel, Sydney CBD



How to apply

General information

If you haven't done so, take some time to talk to one of our Course and Careers Advisors.

How do I apply?

Complete the application form and send it to us along with academic transcripts and any additional documentation (e.g. your high school results, resume and references if applicable). Once we receive your application, we will contact you.

Remember, if you have any questions, feel free to talk to a Course and Careers Advisor to make sure that the course you have chosen is the right match for your career ambitions.

Entry requirements

Please refer to the individual course pages for entry requirements.

Course credits

Recognition of related academic achievements and informal learning for course credit are available. Certified testamurs and transcripts are required from recognised institutions. Contact your Course and Careers Advisor or Agent for an application form and details on the process.

Modes of study and assessment methods

All courses are offered face-to-face and some courses are offered online. They may include an industry-based work experience component. Assessment is via written examinations, case studies, tutorial participation, group work, observation and presentations.

Key intake and term dates

William Blue College of Hospitality Management has 3 intakes per year for both full-time and part-time Higher Education study options.* Applications close 14 days prior to intake commencement.

Trimester 1:
Commencing 8/3/10 and ending 13/6/10
Census Date: 29/3/10

Trimester 2:
Commencing 5/7/10 and ending 3/10/10
Census Date: 26/7/10

Trimester 3:
Commencing 25/10/10 and ending 13/2/11
Census Date: 15/11/10

* Subject to course availability and your study preference.

Vocational Education qualifications have 3 intakes per year*. Applications close 14 days prior to intake commencement.

February intake:
Commencing 8/2/10 and ending 9/5/10
Census Date: 1/3/10

May intake:
Commencing 31/5/10 and ending 22/8/10
Census Date: 17/6/10

September intake:
Commencing 13/9/10 and ending 5/12/10
Census Date: 30/9/10

* Subject to course availability and your study preference.

Tuition fees

William Blue College of Hospitality Management tuition fees are published in the William Blue Schedule of Fees and Dates. This is available from your Course and Careers Advisor or at www.williamblue.edu.au.

What additional information and application details apply to me?

Australian students

You are an Australian student if you are:

- an Australian citizen; or
- an Australian permanent resident; or
- a New Zealand citizen.

International students

If none of the domestic student criteria above applies to you, then you are considered an international student. Please refer to page 44 for more information.

Additional information - Australian students



Study now and pay later

Eligible William Blue students now have access to the Australian Government's:

- FEE-HELP loan scheme for William Blue's Higher Education Degree courses; and
- VET FEE-HELP loan scheme for William Blue's Diploma and Advanced Diploma Vocational Education qualifications.

These schemes can assist you in paying for all, or part of, your tuition fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$41,595 in 2008-09).

FEE-HELP

William Blue College of Hospitality Management, as a trading division of Think: Colleges Pty Ltd, has FEE-HELP approved for:

- Bachelor of Business (Hospitality Management)
- Bachelor of Business (Tourism Management)
- Bachelor of Business (Event Management)
- Bachelor of Business.

To find out more about FEE-HELP call us on 1300 851 237, visit www.goingtouni.com.au or www.think.edu.au/fee-help.

VET FEE-HELP

William Blue College of Hospitality Management, as a trading division of Think: Colleges Pty Ltd has the following qualifications enabled for VET FEE-HELP:

- SIT60307 Advanced Diploma of Hospitality (Hotel Management Pathway)
- SIT60307 Advanced Diploma of Hospitality (Commercial Cookery Pathway)
- SIT60307 Advanced Diploma of Hospitality (Event Management Pathway).

To find out more about VET FEE-HELP call us on 1300 851 237, visit www.deewr.gov.au or www.think.edu.au/vet-fee-help.

Scholarship program

Each year we award a select number of scholarships to deserving students. For 2011 we will be offering:

- One full-fee scholarship for the William Blue course of your choice; and
- Two half-fee scholarships for the William Blue course of your choice.

These are merit-based scholarships and the selection process is rigorous. For more information, please call us on 1300 851 237 or email enquiries@williamblue.edu.au.

Additional information - International students



Quality and Australian regulations

Before entering a contract with William Blue, international students should be familiar with the ESOS framework. A simple explanation of the framework is the Easy Guide to ESOS available online at: www.aei.dest.gov.au/AEI/ESOS/EasyGuide_ESOS.htm.

The Department of Education, Employment and Workplace Relations regulates the education and training sector's involvement with international students studying in Australia on student visas. It does this through the Education Services for International Students legislative framework. This protects Australia's reputation for delivering quality education services and the interests of international students, by setting minimum standards and providing tuition and financial assurance.

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

School-aged dependents

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

International students under 18 guardianship and welfare

William Blue accepts applications from qualified applicants under 18 years old. International students under 18 years old studying in Australia must live with a homestay, parent, or relative. The college has established review and approval processes to help ensure accommodation arrangements are appropriate for international students.

The college arranges guardianship and welfare services with ISA for our international students under 18 years old who stay in home stays. ISA provides independent support for students to help them adjust to life in Australia and assist with resolving any challenges along the way.

Working in Australia

International students will need to refer to their visa requirements for information on working conditions and eligibility.

Living in Australia

Living in Sydney is very affordable when you compare it to European or Asian cities. There are many bargains to be found in Sydney which will make sticking to your budget easy.

We recommend that you set aside \$250–\$300 per week for living expenses. For information on living in Australia, including indicative costs of living and accommodation options please visit www.williamblue.edu.au/international-students.

Accommodation

There are many options for student accommodation in Sydney. These range from living with a family in homestay accommodation to student residences, shared apartments, or living on your own.

Homestay accommodation - Sydney

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

Apartment living

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

www.realestate.com.au
www.domain.com.au
www.unilodge.com.au
www.glenferriellodge.com
www.falconlodge.com.au
www.wakeup.com.au
www.urbanest.com.au

“William Blue is a great college as the lecturers have first hand experience and you gain industry knowledge throughout your studies. I loved all of the hands-on experience we received through our practical classes and was fortunate enough to be the youngest employee to oversee a hotel in a management position whilst completing my degree. Still to this day I base a lot of the service I give and receive on what I have learnt at William Blue.



Sara Iravani

2008 William Blue Graduate

Bachelor Degree

Tourism and Hospitality Management

Territory Sales Manager at Constellation Hotels



“William Blue was my first choice because of its excellent reputation and because it is well recognised within the hospitality industry. Learning from lecturers who currently work within the industry has been invaluable and the career advice they have given me so far has been priceless.”

April Healey

Current Student

Advanced Diploma

Hotel Management



Frequently asked questions



Why should I choose a hospitality career?

- The hospitality and tourism industry is the largest and fastest growing industry in the world
- The global hospitality and tourism industry employs approximately 240 million people worldwide
- 10 million hospitality and tourism jobs will be created in this year alone
- The hospitality and tourism industry is worth more than AUD\$10 trillion to the world economy.

Am I required to wear a uniform?

Yes, all students will be fitted with a William Blue Uniform during orientation, and the uniform is required to worn at all times while students are on campus, or representing William Blue at external functions.

There is a corporate uniform for theory classes, a service uniform for William Blue Dining service and a chef's uniform when in the kitchen.

Am I able to defer my studies?

Yes. You may apply to defer for up to a year at any point in your studies, subject to approval by the Head of College.

How does the William Blue industry placement program work?

It's a mandatory – and highly-useful part of the Vocational Education Advanced Diploma courses. You will need to provide a signed timesheet, weekly industry placement activity log and a supervisor evaluation report to verify that you have successfully achieved the industry placement hours required. A qualified workplace supervisor and work placement assessor from William Blue College of Hospitality Management must sign off the forms.

You are also required to produce a written report on the Industry Placement which covers the following units of competency:

- SITXMPR005A Develop and manage marketing strategies (IP Report)
- SITXFIN008A Manage financial operations (IP Report)
- SITXHRM002A Recruit, select and induct staff (IP Report).

What if I can't handle a type of food?

In our courses, alcohol as well as meat and egg products must be handled, cooked and tasted by students. In order to comply with the accreditation of this course, no variations can be made to the registered curriculum. If you refuse to participate in any subject because of the content you will not be able to successfully complete the subject and will not be eligible for the course qualification.

Why is the College named William Blue?

The college was named after William Blue, who was one of Australia's first tourism and hospitality entrepreneurs.

William Blue's interest in travel and tourism was evident early in his life, when he travelled from his native Jamaica to the USA and Canada then on to the United Kingdom in the late 1700s.

Whilst in the United Kingdom he operated a beverage production business where he was charged with stealing sugar that was to be used to make rum. Branded a sugar thief, William Blue was sent to Australia, courtesy of the Crown and the convict ship *Minorca*.

Upon his release from prison and having befriended Governor Lachlan Macquarie, William was granted the opportunity to develop Sydney's first harbour taxi and tour company. He ferried settlers across Sydney Harbour from the current location of the Park Hyatt Hotel at Millers Point to what is now known as Blues Point, on the North Shore. One boat soon became a fleet, and William became known as "The Commodore".

William then built his own pub called The Commodore Hotel, which to this day can still be found at its original location on Blues Point Road. It is rather fitting that his name lives on - not only through the landmarks and streets named after him in North Sydney - but also through the William Blue College of Hospitality Management, which aims to produce the hospitality and tourism entrepreneurs of the future.

Think: partners



WILLIAM BLUE
COLLEGE OF HOSPITALITY
MANAGEMENT



BILLY BLUE
COLLEGE OF DESIGN



APM COLLEGE OF
BUSINESS AND
COMMUNICATION



CATC DESIGN SCHOOL



AUSTRALASIAN
COLLEGE OF
NATURAL THERAPIES



JANSEN NEWMAN
INSTITUTE



Australian National
College of Beauty

**THINK: EDUCATION
GROUP**

Think: Education Group is distinguished by its commitment to providing innovative, industry relevant degree and vocational courses at the highest levels. This not only provides students with a guarantee of quality but also a unique learning experience that sets them apart from other college and university graduates.

William Blue College of Hospitality Management is a trading name of Think: Colleges Pty Ltd, a private Higher Education Institution accredited by the New South Wales Department of Education and Training (DET) and a registered training organisation with national qualifications and courses accredited by the New South Wales Vocational Education and Training Accreditation Board (VETAB). The DET is the only accreditation authority in the State of New South Wales listed on the Australian Qualifications Framework Register, authorised via the New South Wales Higher Education Act (2001) to accredit private providers of higher education. VETAB is the only accreditation authority in the State of New South Wales authorised via the New South Wales Vocational Education and Training Act (2005) to accredit private providers of vocational education and training. All degrees, diplomas and advanced diplomas issued by the College are recognised within the Australian Qualifications Framework. The College is subject to periodic audits by the Australian Universities Quality Agency and the Vocational Education and Training Accreditation Board.

Workshops, seminars, and short courses offered by the College are not recognised within the Australian Qualifications Framework and they are not accredited by DET or VETAB. These are developed by the College in consultation with industry in order to meet industry needs

Contact

If you would like more information on any of the material presented in this brochure, please visit our website or contact one of our Course and Careers Advisors.

[William Blue College of Hospitality Management](http://www.williamblue.edu.au)

North Sydney Campus, 171 Pacific Highway

North Sydney, NSW Australia 2060

Phone (Australia): 1300 851 237

Phone (International): +61 2 9492 3213

Fax: +61 2 9955 2771

Email: enquiries@williamblue.edu.au

www.williamblue.edu.au



Think: Colleges Pty Ltd trading as William Blue College of Hospitality Management, ABN 93 050 049 299, RTO No. 0269, CRICOS Provider Code 00246M, HEP No. NSW5028.

Date of Print: November 2009.

Information provided in this brochure is current at the date of publication, and may be subject to change.