



INDUSTRY RELEVANT DEGREES

A Bespoke University Level Degree

The Australian School of Management (ASM) offers two Australian accredited undergraduate qualifications - Bachelor of Business and Bachelor of Business in Hotel Management.

Our Bachelor degrees have been carefully designed to incorporate a balance of current theoretical knowledge, industry relevant skills and our unique industry-partnering program. This powerful combination ensures that students graduate with a combination of learning and real world experience that is valued and sought by employers.

Experience is Everything

Our internship program is an essential part of ASM degrees. Complimenting our commitment to the highest level of theoretical learning, the internship program helps students gain first-hand experience with leading employers in the final semester of their degree.

Our students leave ASM well prepared to apply in the workplace the range of skills and knowledge developed through their degree. This service is unique to ASM, a fact of which we are extremely proud.

Campus Facilities

ASM offers a bespoke, Perth city campus, fully equipped with current industry equipment in a realistic learning

environment to ensure graduates are well prepared to work in the industry.

Modern teaching facilities and cutting edge technologies include:

- High specification lecture theaters
- Lecture rooms with digital projectors, DVDs and large-screens
- myASM's extensive on-line services and support including two libraries
- Computer lab and Learning Centre each with 24 x Intel Dual Core SFF computers
- Restaurant/bar with coffee machine, glass washer, beer reticulation, touch screen point of sale
- Rooms division/hotel reception area with Fidelio marketing and yield management software
- Library with over 2500 publications
- Student cafe providing meals, refreshments and drinks
- High Speed fibre optic Internet services and Wireless access throughout the campus

City Campus

ASM sits in the heart of Perth, Western Australia, just five minutes walk from the central station. Perth offers some of the world's best living with long, warm summers, beautiful beaches, parklands and endless dining options.

Perth is a dynamic city made prosperous by the multitude of mining and resources businesses based here, a thriving business culture and close links with Asia.

Perth is a energetic hub of economic activity and educational and professional opportunity that attracts people from all over the world.

For more information on Perth visit:

www.cityofperth.wa.gov.au

www.westernaustralia.com

QUALIFICATIONS

Bachelor of Business (BBus)

Duration: 3 Year - 22 Units

The Bachelor of Business prepares students to become managers and business leaders in a wide range of industries and includes units such as Leadership and Motivation and Organisational Behaviour often found only at post graduate level.

During the program students discuss management concepts in disciplines including human resources management, marketing, accounting, finance and business law. In addition, broader topics such as effective communication, decision making and problem-solving are included. Students receive a sound degree structured to balance core management subjects, specific majors and a number of electives to suit individual interests.

Key to this degree is the incorporation of two double weighted Internship units in Semester 6. These industry placements give students familiarity with real world professional environments and a strong base from which to launch their career.

Intakes
February and August

Bachelor of Business in Hotel Management (BBusHM)

Duration: 3 Year - 22 Units

This degree prepares students to manage an international hotel, resort or establish a hospitality business of their own and includes units focused on management practices and the skills required in hotel, resort and tourism enterprises.

Planning and execution are paramount in hotel management and this degree has a strong focus on management skills with a services oriented approach. Students receive a sound degree incorporating a balance of core business subjects, hotel management specific majors and a choice of electives to suit individual interests.

students familiarity with real world hospitality environments in areas including food service and preparation, rooms division, sales, finance and night audit, to ensure students are well positioned to launch their careers.

Intakes
February and August

Key to this degree is the incorporation of two double weighted Internship units in Semester 6. These industry placements give



Admission Information

Tuition Fees

	Application Fee (Overseas students only)	Local Student Tuition per year	Total Local Student Tuition	Overseas Student Tuition per year	Total Overseas Student Tuition
Bachelor of Business	200	10,400	31,200	12,800	38,400
Bachelor of Business in Hotel Management	200	10,400	31,200	12,800	38,400

English Requirements for International Applicants

International students without English as a first language are required to demonstrate competency by providing proof of International English Language Testing System (IELTS) (or equivalent alternative test) with results greater than 6.0 (with no band less than 5.5).

Please find your full options for evidence of English proficiency at www.asm.edu.au

Applications and Enrolments

Applications

Selection for study is based on individual merit with an interview arranged to assess personality, character, general attitude and previous work experience.

To apply students should:

- Submit a completed Direct Application for Admission and the Application Fee

- Include your CV or create a new one from the template on our website
- Include copies of school reports and academic transcripts (certified translations into English)
- Applicants may be required to attend a selection interview at ASM or one of our education agents

General Admission Requirements

Anyone wanting to enrol in a higher education course with ASM must submit evidence that they meet the published entry criteria for their course. To satisfy the general admission requirements applicants must meet at least one of the following:

- Successful completion of Australian Year 12 or equivalent; or
- Satisfactory completion of an approved Tertiary Preparation Program, Tertiary Orientation Program or a Foundation Year Program offered by an accredited institution of higher education; or

- Satisfactory completion of one year of accredited full-time study at an institute of tertiary institution; or
- An employment background deemed suitable by the Admissions Manager or Associated Deans such as to give the applicant reasonable prospects for completing the course of study; or
- All students must also be 17 years or over at the commencement of the course for which they applied.

Making an Application

All applicants must complete the Application for Admission form available on our website.

Please submit this form with all supporting documentation to the Admissions Office at the address on the back of this brochure.

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LEVEL 1 | 641 WELLINGTON STREET | PERTH | WESTERN AUSTRALIA 6000
T (61) 8 9211 3222 | F (61) 8 9321 3698
E info@asm.edu.au | www.asm.edu.au

Disclaimer: The information in this brochure was correct at time of publication. Please see our web site for up to date information on courses, fees, uniforms and key dates.

CRICOS Provider Code: 03257F
ABN 42 138 545 605