



A fresh
approach to training

Business • Management • Marketing • Tourism • Hospitality
English Language Courses • University Pathways





Welcome



Welcome to the exciting world of SBTA! Since opening our doors in 1985 we have evolved into one of Sydney's largest, most successful training providers, welcoming thousands of young Australian and international students every year.

SBTA offers a diverse range of government-approved courses, all designed to equip students with the skills required to succeed in today's dynamic global workplace. Our courses also provide a pathway to university, with Diploma and Advanced Diploma graduates eligible for advanced standing at a range of popular Australian universities.

As an SBTA student, you will be trained by leading industry professionals and enjoy access to some of the best training resources and learning technology available. Our commitment is to deliver practical, job-focused training in a fun and flexible learning environment.

Whether your aim is to achieve employment success in your chosen field, continue to university or simply to learn while enjoying Sydney's fantastic lifestyle, we look forward to welcoming you to SBTA and working with you to achieve your goals.

Jana Lanvin

Jana Lanvin
Managing Director

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1 | SELA

Improve your English and prepare for entry to SBTA

2 | SBTA

Train for your future career or further studies at university

3 | Employment or university

Join the workforce or continue to university with advanced standing

The SBTA advantage

Nationally recognised qualifications

SBTA is a registered training organisation delivering qualifications within the Australian Qualifications Framework and complying with the standards of the Australian Quality Training Framework. This ensures you of a quality training experience and a nationally recognised qualification of the highest standard.

For more information about the benefits of studying with a registered provider go to www.aqf.edu.au

Job-focused training

SBTA courses are developed in consultation with industry to ensure they reflect the needs of employers today and into the future. All courses are delivered by qualified trainers who bring to the classroom their professional knowledge, hands-on experience and industry connections. You'll enjoy a mixture of practical and theoretical training conducted in real-world and simulated work environments. This ensures you'll be job-ready when you graduate.

Advanced learning technology

SBTA leads the way in the use of technology in training. The result is a superior learning environment that is not only educationally effective but flexible and fun. SBTA features state-of-the-art IT labs, the latest online industry training programs and a range of technology-based support services that are accessible from anywhere at any time. These include a sophisticated eLearning platform, an interactive student portal and much more.



SBTA's eLearning platform is a virtual learning environment accessible from anywhere at any time

Our location

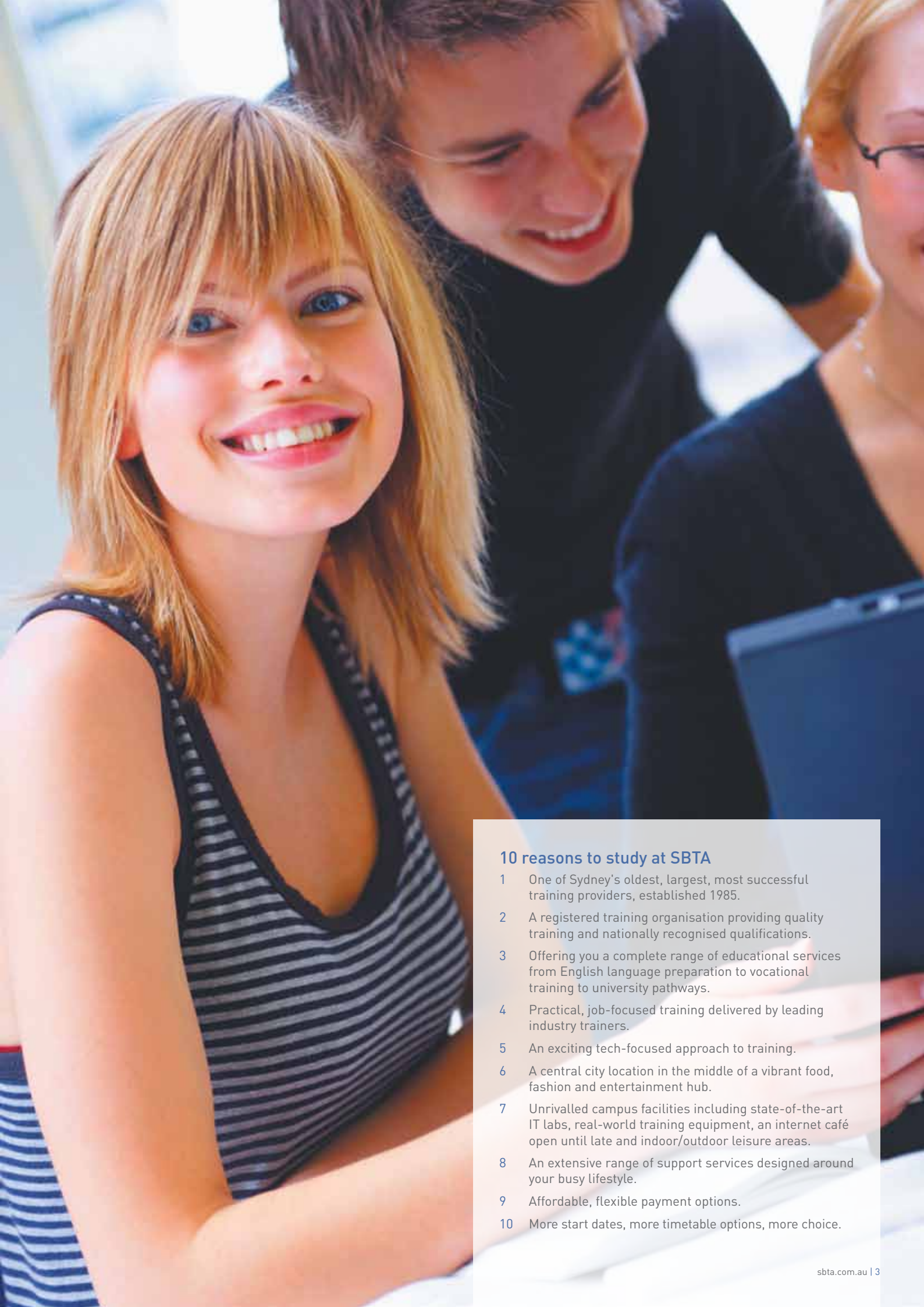
- Convenient central city location close to Darling Harbour, World Square and Market City
- A few minutes walk to Central Station, the Central Bus Exchange, Town Hall Station, the Light Rail and Monorail
- Easy access to shops, restaurants and general services

Our facilities

- IT labs equipped with smart-card enabled SunRay Workstations and the latest workplace training programs
- A fully-equipped hospitality training centre featuring industry-standard bar and cafe training equipment
- An open access internet café featuring smart-card enabled technology and the latest applications
- Campus-wide WiFi access provided free to all students
- Food and beverage-making facilities and a large adjoining indoor/outdoor breakout area
- A food court, medical centre, retail outlets and business services located in the same complex

Our services

- An airport pick-up service for students arriving from interstate and overseas
- Homestay and share accommodation
- Pre-arrival support and an orientation program for all new students on their first day
- An online support service for job-seekers
- A multi-lingual team of support staff and academic counsellors
- 24 hour access to SBTA's eLearning platform
- 24 hour administrative support via the SBTA student portal
- Convenient updates and reminders straight to your mobile
- A university placement service for SBTA graduates



10 reasons to study at SBTA

- 1 One of Sydney's oldest, largest, most successful training providers, established 1985.
- 2 A registered training organisation providing quality training and nationally recognised qualifications.
- 3 Offering you a complete range of educational services from English language preparation to vocational training to university pathways.
- 4 Practical, job-focused training delivered by leading industry trainers.
- 5 An exciting tech-focused approach to training.
- 6 A central city location in the middle of a vibrant food, fashion and entertainment hub.
- 7 Unrivalled campus facilities including state-of-the-art IT labs, real-world training equipment, an internet café open until late and indoor/outdoor leisure areas.
- 8 An extensive range of support services designed around your busy lifestyle.
- 9 Affordable, flexible payment options.
- 10 More start dates, more timetable options, more choice.

English

General English

Improve your English for use in everyday life, study, work, and travel. This is a highly effective program designed to develop proficiency in the core areas of speaking, listening, vocabulary, pronunciation, grammar, reading and writing. The program also includes a range of elective subjects giving you the opportunity to focus on your individual needs. Offered at six levels from beginner to advanced.

Course duration

Any duration from 4 to 60 weeks

Further studies

Graduates are eligible for direct entry to SBTA vocational courses subject to reaching General English 5 (upper intermediate level) and meeting relevant academic entry requirements.

SELA offers:

- a friendly, supportive learning environment
- highly skilled and experienced teachers
- advanced teaching methodology
- small classes with a broad mix of student nationalities
- a flexible program that allows you to focus on your individual needs

Sample timetable

Lesson	Monday	Tuesday	Wednesday	Thursday
Lesson 1 8.45am – 10.45am CORE SUBJECTS	Listening and speaking Meeting someone famous	Grammar Present perfect vs. past simple	Reading School reunions	Review The week's grammar and vocabulary
	Grammar Past simple	Speaking First meetings	Speaking Find someone who used to...	Speaking 'Used to': before mobile phones
	Morning break	Morning break	Morning break	Morning break
Lesson 2 11am – 1pm CORE SUBJECTS	Pronunciation Past simple –ed forms	Listening and speaking A childhood memory	Grammar and speaking Life now compared to life when you were ten: 'used to'	Social English Showing interest
	Reading Ten ways to improve your memory	Vocabulary Words that go together	Writing Emailing an old friend	Speaking Telling a true story
	Lunch break	Lunch break	Lunch break	Lunch break
Lesson 3 1.30pm – 2.30pm ELECTIVE*	Communication Appearances: First impressions	Communication Appearances: Make-up, tanning, plastic surgery	Communication Beliefs: Superstitions, good luck, bad luck	Communication Beliefs: Fact or fiction? The origin of cola

*Elective subjects include Communication, Academic English, Business English, Remedial Grammar and IELTS Preparation

Pathway chart

General English 1	General English 2	General English 3	General English 4	General English 5	General English 6
Beginner level	Elementary level	Pre-intermediate level	Intermediate level	Upper intermediate level	Advanced level

*Average duration per level 10 weeks

SBTA
 Business, Tourism,
 Hospitality



Study mode

Full-time including 20 hours of on-campus study each week

Entry requirements

Minimum age 18 years

Business

BSB20107 Certificate II in Business

An introduction to business and the workplace with a focus on practical skills you can use right away. Graduates may continue with further business studies at SBTA or seek an entry-level role in a wide range of workplaces and organisations.

Course duration

1 semester (2 terms of 9 weeks each)

Further studies

Graduates are eligible for direct entry to SBTA's Diploma of Management or Advanced Diploma of Marketing.

Career opportunities

Possible job titles include Administration Assistant, Data Entry Operator, Information Desk Clerk, Receptionist.

BSB51107 Diploma of Management

For those seeking a successful career in management. Learn how to manage the work of others and add value to management practices. Areas of focus include human resources, operations, finance, customer service, project management and more.

Course duration

1 academic year (4 terms of 9 weeks each)

Further studies

Continue to SBTA's Advanced Diploma of Marketing or a range of related university courses with up to one year's credit.

Career opportunities

A variety of management roles in any industry or organisational setting.

BSB60507 Advanced Diploma of Marketing

Launch your marketing career with this specialised course focusing on modern marketing techniques and strategies. Learn how to plan, implement and manage marketing activities in domestic and international markets.

Course duration

1 academic year (4 terms of 9 weeks each)

Further studies

Graduates are eligible for entry to a range of related university courses with up to 1½ year's credit.

Career opportunities

A variety of marketing roles in any industry or organisational setting. Possible job titles include Marketing Director, Marketing Strategist, National, Regional or Global Marketing Manager.



Units of competency

Certificate II in Business

BSBIND201A	Work effectively in a business environment
BSBCMM201A	Communicate in the workplace
BSBWOR202A	Organise and complete daily work activities
BSBWOR203A	Work effectively with others
BSBINM201A	Process and maintain workplace information
BSB0HS201A	Participate in OHS processes
BSBINN201A	Contribute to workplace innovation
BSBSUS201A	Participate in environmentally sustainable work practices
BSBINM202A	Handle mail
BSBWOR204A	Use business technology
BSBCUS201A	Deliver a service to customers
FNSICGEN305A	Maintain daily financial/business records

Diploma of Management

BSBMGT515A	Manage operational plan
BSBFIM501A	Manage budgets and financial plans
BSBMGT502B	Manage people performance
BSBHRM402A	Recruit, select and induct staff
BSBINM501A	Manage an information or knowledge management system
BSBCUS501A	Manage quality customer service
BSBPMG510A	Manage projects
BSBWOR501A	Manage personal work priorities and professional development

Advanced Diploma of Marketing

BSBMKG502B	Establish and adjust the marketing mix
BSBMKG605B	Evaluate international marketing opportunities
BSBMKG606B	Manage international marketing programs
BSBMKG603B	Manage the marketing process
BSBMKG607B	Manage market research
BSBMKG608A	Develop organisational marketing objectives
BSBMKG609A	Develop a marketing plan
BSBMGT617A	Develop and implement a business plan

Study mode

Full-time including 20 hours of on-campus study each week. Choose from morning, afternoon or evening classes.

Entry requirements

Applicants must show evidence of an upper intermediate level of English (IELTS 5.5 or equivalent) and be aged 18 years or over at the time of course commencement.

Preferred pathways to the Diploma of Management include completion of a Certificate IV in Frontline Management or relevant work experience.

Preferred pathways to the Advanced Diploma of Marketing include completion of a Diploma of Marketing or relevant marketing experience.

Choose a single course or a combination of courses to maximise your career potential

Tourism

SIT30107 Certificate III in Tourism

An introduction to the tourism industry with a focus on travel agency operations. Learn how to provide travel advice, quote fares, book tickets and operate Galileo, one of the tourism industry's most popular reservation systems.

Course duration

1 academic year (4 terms of 9 weeks each)

Further studies

Upgrade your qualification by continuing with SBTa's Diploma of Tourism.

Career opportunities

Possible job titles include Reservations Sales Agent, Operations Consultant, Guide.

SIT50107 Diploma of Tourism

For those seeking a management career in the tourism industry or wishing to operate their own tourism business. Learn how to develop and deliver tourism products and services at management level. Areas of focus include business development, marketing, customer service, finance and human resources. Galileo training included.

Course duration

2 academic years (8 terms of 9 weeks each)

Further studies

Graduates are eligible for entry to a range of related university courses with up to one year's credit.

Career opportunities

Senior departmental manager in a large tourism organisation or manager or owner/operator of a small tourism business. Possible job titles include Retail Travel Agency Manager, Reservations Manager, Inbound Groups Manager.



Units of competency

SITXCOM001A	Work with colleagues and customers	• •
SITXCOM002A	Work in a socially diverse environment	• •
SITXOHS001B	Follow health, safety and security procedures	• •
SITXCOM004A	Communicate on the telephone	• •
SITXHRM001A	Coach others in job skills	• •
SITTIND001A	Develop and update tourism industry knowledge	• •
SITXCCS001B	Provide visitor information	• •
SITTTSL002A	Access and interpret product information	• •
SITTTSL003A	Source and provide international destination information and advice	• •
SITTTSL004A	Source and provide Australian destination information and advice	• •
SIRXSL001A	Sell products and services	• •
SITTTSL010A	Control reservations or operations using a computer reservation system	• •
SITTTSL012A	Construct domestic airfares	• •
SITTTSL013A	Construct normal international airfares	• •
SITTTSL014A	Construct promotional international airfares	• •
SITTTSL001A	Operate an online information system	•
SITTTSL006A	Prepare quotations	•
SITXADM003A	Write business documents	•
SITPPD001A	Research, assess and develop tourism products	•
SITPPD002A	Research tourism data	•
SITX EVT001A	Develop and update event industry knowledge	•
SITTVAF001A	Provide venue information and assistance	•
SITXOHS004A	Implement and monitor workplace health, safety and security procedures	•
SITXCOM003A	Deal with conflict situations	•
SITXHRM005A	Lead and manage people	•
SITXCCS003A	Manage quality customer service	•
SITXFIN003A	Interpret financial information	•
SITXFIN004A	Manage finances within a budget	•
SITXFIN005A	Prepare and monitor budgets	•
SITXGLC001A	Develop and update legal knowledge required for business compliance	•
SITXMG006A	Establish and conduct business relationships	•
SITXMPR004A	Coordinate marketing activities	•
SITXMPR005A	Develop and manage marketing strategies	•

Study mode

Full-time including 20 hours of on-campus study each week. Choose from morning, afternoon or evening classes.

Entry requirements

No academic entry requirements apply however applicants must show evidence of an upper intermediate level of English (IELTS 5.5 or equivalent) and be aged 18 years or over at the time of course commencement.



Earn a nationally recognised tourism qualification *plus* an industry endorsed Galileo certificate

Hospitality

SIT30707 Certificate III in Hospitality

An introductory course for students seeking entry to the hospitality industry. Develop a broad general knowledge of the industry plus practical skills in client and customer service, sales, inventory control and more.

Course duration

1 academic year (4 terms of 9 weeks each)

Further studies

Upgrade your qualification by continuing to SBTA's Diploma of Hospitality or Advanced Diploma of Hospitality.

Career opportunities

Possible job titles include Barista, Front Desk Receptionist, Waiter.

SIT50307 Diploma of Hospitality

Prepare for a management career in the hospitality industry. Learn how to plan, carry out and evaluate your own work and the work of your team in a variety of hospitality settings. Areas of focus include sales, marketing, administration, human resources and finance.

Course duration

2 academic years (8 terms of 9 weeks each)

Further studies

Continue to SBTA's Advanced Diploma of Hospitality or a range of related university courses with up to 1½ year's credit.

Career opportunities

Department manager in a large hospitality organisation or manager of a small hospitality business. Possible job titles include Restaurant Manager, Front Office Manager, Team Leader.

SIT60307 Advanced Diploma of Hospitality

This course is designed to prepare students for senior management roles in the hospitality industry. Develop expertise in the areas of leadership, marketing, quality and innovation. You'll also gain specialised food and wine knowledge. Barista training included.

Course duration

2.5 academic years (10 terms of 9 weeks each)

Further studies

Graduates are eligible for entry to a range of related university courses with up to 1½ year's credit.

Career opportunities

Senior manager in a hospitality organisation or owner/operator of your own hospitality business. Possible job titles include Food and Beverage Manager, Operations Manager, Café Owner/Operator.



Units of competency

SITHIND001A	Develop and update hospitality industry knowledge	• • •
SITHIND003A	Provide and coordinate hospitality service	• • •
SITHFAB011A	Develop and update food and beverage knowledge	• • •
SITXOHS001B	Follow health, safety and security procedures	• • •
SITXOHS002A	Follow workplace hygiene procedures	• • •
SITXCOM001A	Work with colleagues and customers	• • •
SITXCOM002A	Work in a socially diverse environment	• • •
SITXCCS001B	Provide visitor information	• • •
SITXCCS002A	Provide quality customer service	• • •
PRSS0217A	Provide lost and found facility	• • •
SIRXSL001A	Sell products and services	• • •
SIRXSL002A	Advise on products and services	• • •
SITXINV001A	Receive and store stock	• • •
SITXINV002A	Control and order stock	• • •
SITXHRM001A	Coach others in job skills	• • •
SITXCOM004A	Communicate on the telephone	• • •
SITXCOM003A	Deal with conflict situations	• • •
SITXCOM005A	Make presentations	• •
SITXFIN003A	Interpret financial information	• •
SITXFIN004A	Manage finances within a budget	• •
SITXFIN005A	Prepare and monitor budgets	• •
SITXFIN007A	Manage physical assets	• •
SITXFIN008A	Manage financial operations	• •
SITXMGTO01A	Monitor work operations	• •
SITXMGTO02A	Develop and implement operational plans	• •
SITXMGTO04A	Develop and implement a business plan	• •
SITXMGTO06A	Establish and conduct business relationships	• •
SITXOHS004A	Implement and monitor workplace health, safety and security procedures	• •
SITXOHS005A	Establish and maintain an OHS system	• •
SITXHRM002A	Recruit, select and induct staff	• •
SITXHRM003A	Roster staff	• •
SITXHRM005A	Lead and manage people	• •
SITXHRM006A	Monitor staff performance	• •
SITXHRM007A	Manage workplace diversity	• •
SITXCCS003A	Manage quality customer service	• •
SITXGLC001A	Develop and update legal knowledge required for business compliance	• •
SITXMPR005A	Develop and manage marketing strategies	• •
SITXMPR003A	Plan and implement sales activities	• •
SITXADM004A	Plan and manage meetings	• •
SITHFAB012A	Prepare and serve espresso coffee	•
SITHFAB013A	Provide specialist advice on food	•
SITHFAB325A	Provide specialised advice on Australian wines	•
SITHFAB326A	Provide specialised advice on imported wines	•
SITXQUA001A	Contribute to workplace improvements	•
SITXENV001A	Participate in environmentally sustainable work practices	•
SITXMGTO05A	Manage business risk	•
SITXMGTO03A	Manage projects	•

Study mode

Full-time including 20 hours of on-campus study each week. Choose from morning, afternoon or evening classes.

Entry requirements

No academic entry requirements apply however applicants must show evidence of an upper intermediate level of English (IELTS 5.5 or equivalent) and be aged 18 years or over at the time of course commencement.

University pathways

Interested in continuing to university after SBTA? You'll be pleased to know that SBTA has formal articulation agreements with a range of Australian universities for the purposes of entry and credit transfer. This gives Diploma and Advanced Diploma graduates the opportunity to continue to related degree courses with advanced standing of up to 1½ years.

For more information about your university options go to www.sbta.com.au



How to enrol

STEP 1

Submit your application at www.sbta.com.au

STEP 2

SBTA will issue an offer/agreement for you to sign and return.

STEP 3

Arrange your payment by bank transfer or credit card.

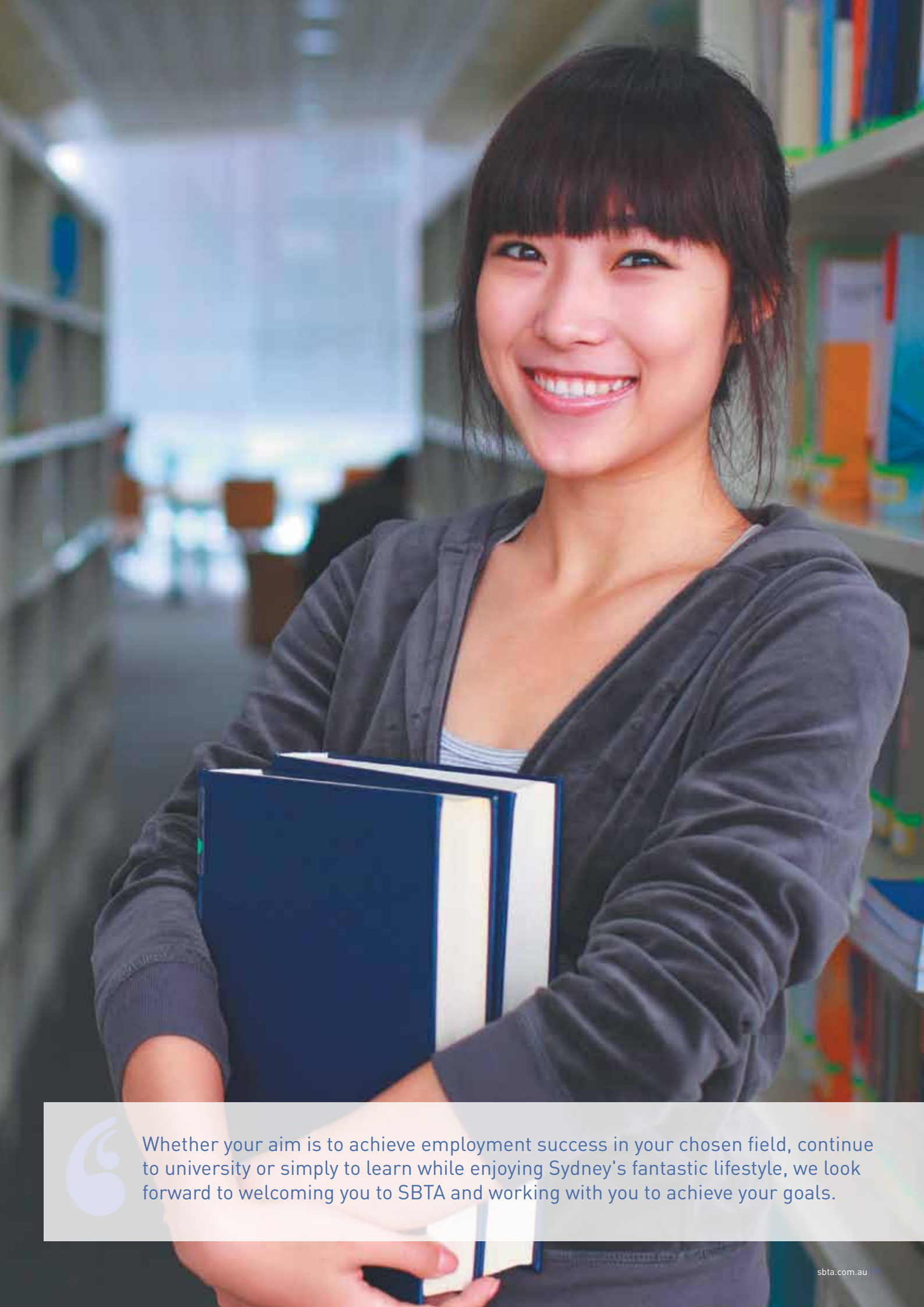
STEP 4

If you are an international student applying for a Student Visa, SBTA will issue your Confirmation of Enrolment (eCoE).

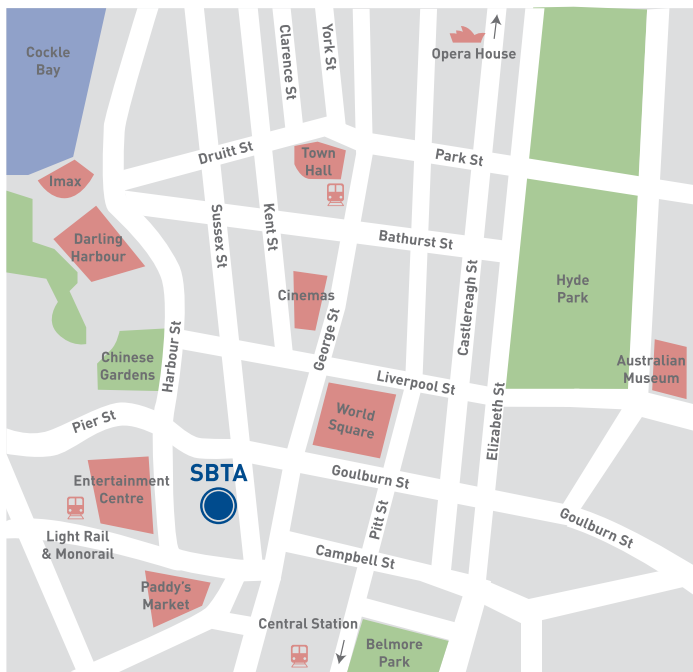
STEP 5

Attend the SBTA Orientation and start your course.

For course commencement dates and a price list visit www.sbta.com.au



Whether your aim is to achieve employment success in your chosen field, continue to university or simply to learn while enjoying Sydney's fantastic lifestyle, we look forward to welcoming you to SBTA and working with you to achieve your goals.



Visit us

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Download your SBTA eBrochure at
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www.sbta.com.au | www.sela.com.au

The Sydney Business and Travel Academy has made every effort to ensure that the information contained in this publication is correct at the time of printing however all information is subject to change without notice and courses, subjects, timetable options and services are offered subject to availability.

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