

# GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION PROSPECTUS 2023

*A UniSA industry-based program designed for  
experienced managers and enterprising leaders*

---

COMMENCING APRIL 2023



UniSA

Business



## LOCAL GOVERNMENT PROFESSIONALS AUSTRALIA, SA

### OUR MISSION

We develop local government people.

### OUR VISION

To be a respected, leading membership organisation fostering connected, accomplished people.

Local Government Professionals Australia, SA (LG Professionals SA) is an independent not-for-profit member based association representing professionals working in local government in South Australia. We have the ability to link and connect people from different councils who may not otherwise form relationships or share with each other.

Our high quality professional development programs and networking events are uniquely local government – reflective of the culture of the sector and sensitive to the needs of its professionals.

The content of our events and programs are informed by our members and people who genuinely care about the sector.

We provide a safe and supportive environment in which to grow and learn while creating opportunities to make time away from the office to work on the business or on self.

We award and acknowledge achievements of excellence.

All of our offerings are designed by, and for the sector, with 100% of proceeds invested back into developing further content and offerings for our Members.

## UNIVERSITY OF SOUTH AUSTRALIA

The University of South Australia (UniSA) was established in January 1991, as a result of a merger of the South Australian Institute of Technology (including the Elton Mayo School of Management) and the South Australian College of Advanced Education. It can trace its history through parent institutions as far back as 1865.

With more than 33,000 students and 55,000 alumni from the Business School, UniSA is South Australia's largest University, ranked in the top 3% of world Universities by the two most recognised measures (Times Higher Education World Rankings and QS World University Rankings). UniSA is designed for the future, embracing change and is positioned as a university that is helping to build tomorrow's world. Our teaching and research focus is innovative, collaborative, enterprising and flexible. We continue to be international, industry focused, student centred, service oriented and multidisciplinary.

The University is well known for developing and delivering practical and contemporary business management programs. Managed through the Strategic Partnerships unit, the Business School has built a strong reputation for the quality of its industry-based graduate programs and for collaborating with organisations and industry bodies in program development.

## THE STRATEGIC PARTNERSHIP UNIT

Strategic Partnerships operate on a national and international basis, delivering programs in regional, metropolitan and city locations. The scope of experience includes University award and non-award public and tailored programs and short courses, to meet the learning objectives of partner organisations, Government bodies and Industry Associations.

A cross section of organisations we have partnered with, to deliver programs include; ac.care, Airbus Group, Australian Army (Senior Officers), ASC Pty Ltd (CEO and Executive), Australasian Mutuals Institute (AMI)/Instil, Asian Development Bank, Bendigo/Kangan Institute of TAFE (CEO and Executive), Benson Radiology, Beijing Government, Canberra Institute of Technology, CenITex, Codan Ltd, Defence Signals Directorate, Electrolux, Federal Government (various departments), Futuris Automotive Interiors (Aus), Flinders Hospital, Hirotec Australia, HomeStart Finance, Inghams Enterprises, Local Government (a broad selection), Orora Glass Australasia, PNG Government, Royal Australian Air Force (Senior Officers), SA Government, SA Power Networks, South Australia Police, South Australian Metropolitan Fire Service, Seeley International, Tasmanian Government, Treasury Wine Estates and Uniting Communities.





## PROGRAM SUMMARY

LG Professionals SA, in partnership with UniSA, is pleased to offer a Graduate Certificate in Business Administration, contextualised to the South Australian local government sector.

This postgraduate degree is offered as part of a nested suite in Business Administration where each qualification extends to the next, so you can easily transition to the next level qualification. If you finish this graduate certificate and want to continue your studies, you can use this as a pathway and gain credit for successfully completed courses into the Graduate Diploma in Business Administration or Master of Business Administration.

The Graduate Certificate in Business Administration is a four-course program. Participants who have completed the LG Professionals SA Strategic Management Program (SMP) (or past equivalent) or the Emerging Leaders Program (ELP) will receive one course credit into the program, **therefore only need to complete three courses.**

The fourth course, for those that have not completed the SMP or ELP, will be coordinated in addition to this program, with assistance available to navigate your options.

## PROGRAM ELIGIBILITY

Applicants seeking admission to the program will normally have:

- a) A minimum of three (3) years full time management experience and a recognised university Bachelor degree or equivalent professional qualifications;
- or
- b) A minimum of seven (7) years full time management experience and evidence of capacity to study at postgraduate level – demonstrated by completing the SMP or ELP or work experience.

All applicants are required to submit a curriculum vitae and one referee who can validate work experience.

## PROGRAM AIM

Participants can expect to:

- Broaden leadership skillsets
- Develop high level management and leadership capability
- Enhance innovation, strategic thinking and organisational learning
- Build networks for sharing and collaboration across the local government sector
- Address complex organisational challenges through individual and group assignments
- Undertake professional development with the additional reward of postgraduate qualifications

## PROGRAM OVERVIEW

### PROGRAM METHODOLOGY

The three Graduate Certificate in Business Administration courses will be completed over eight months.

The timing of the program is based on the need for participants to balance work, study and other commitments in a sustainable way. This interactive program will be delivered in a mixed delivery format, both face to face at the University of South Australia City West Campus, and virtually- making it accessible for both regional and metro participants.

The program has been designed to engage participants through fostering shared learning experiences focusing on challenges specific to the sector. The content delivered in each of the modules incorporates exercises, simulations, open discussions and case study analysis, ensuring that content is both relevant and applicable to local government managers and others within senior roles in the sector.

Courses covered in this program:

- Managing People and Organisations
- Strategic Thinking: Concepts and Tools
- Entrepreneurship and Innovation

**"INTERACTIVE DELIVERY  
THAT FOSTERS ENGAGEMENT  
THROUGH ANALYSING  
CHALLENGES AND  
EXPERIENCES."**

Orientation	Course 1	Course 2	Course 3
Program Orientation	Strategic Thinking: Concepts and Tools	Managing People and Organisations	Entrepreneurship and Innovation
Date: 12 April 2023 Time to be confirmed Format: In Person - UniSA City West Campus	Date: 13 April 2023 Format: In Person - UniSA City West Campus	Date: 6 July 2023 Format: In Person - UniSA City West Campus	Date: 28 September 2023 Format: In Person - UniSA City West Campus
	Date: 4 May 2023 Format: In Person - UniSA City West Campus	Date: 27 July 2023 Format: In Person - UniSA City West Campus	Date: 19 October 2023 Format: In Person - UniSA City West Campus
	Date: 10 May 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 3 August 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 26 October 2023 Format: Live Virtual Classroom (1/2 day Zoom)
	Date: 18 May 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 10 August 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 2 November 2023 Format: Live Virtual Classroom (1/2 day Zoom)
	Date: 25 May 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 17 August 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 9 November 2023 Format: Live Virtual Classroom (1/2 day Zoom)
	Date: 1 June 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 24 August 2023 Format: Live Virtual Classroom (1/2 day Zoom)	Date: 16 November 2023 Format: Live Virtual Classroom (1/2 day Zoom)
	Date: 15 June 2023 Format: In Person - UniSA City West Campus	Date: 7 September 2023 Format: In Person - UniSA City West Campus	Date: 29 November 2023 Format: In Person - UniSA City West Campus

Note – Order of courses subject to change.  
Any changes will be communicated with registrants prior to course commencement.





## COURSE DELIVERY AND ASSESSMENTS

All courses have an applied focus, drawing on real-life business case studies, encouraging you to draw on your own organisation and workplace-based scenarios for assessment tasks. Courses also feature visiting industry leaders who will lead discussions around contemporary business problems.

Each course of the Graduate Certificate in Business Administration has two to three assessment components.

### TIME COMMITMENT

For each course studied, participants will need to allocate time for in person or virtual contact hours, plus additional hours to complete assessments and readings. As a general rule, you can expect to allocate approx. 30 hours contact time per course then another 2-3 times this for your own study.

### ORIENTATION

Prior to the program commencement, participants will take part in a half-day orientation session. This session will cover key academic and administrative items relevant to the program, as well as a tour of key resources and databases.

## COURSE ONE: MANAGING PEOPLE AND ORGANISATIONS

### Course aim

Topics covered in this course include three areas:

- organisational structure
- strategic people management
- managing change

### COURSE CONTENT

This course provides students with theoretical and practical knowledge of:

- The interconnections and relationships between organisational forms and human resource management. Globalisation, entrepreneurship and the information age are driving radical shifts in organisational structures. Changing structures can impact on the organisations performance so the ways by which strategic human resource management may be understood and applied is important.
- Different organisational structures and human resource theoretical frameworks and how changes to these can assist managers to improve organisational outcomes.

Students completing the course develop a body of knowledge that contributes to a comprehensive and integrated application of principles of organisational structures, staff perspectives and how these change in the field of senior organisational management and leadership in international business environments.

## COURSE DELIVERY AND ASSESSMENTS

### ASSESSMENT:

There are two assessments linked to this course.

#### CONTINUOUS ASSESSMENT

3,000 words - 50%

#### REPORT

3,000 words - 50%

**"WITH A STRONG FOCUS ON REAL-WORLD APPLICATION, PARTICIPANTS WILL WORK WITH REAL BUSINESS CASE STUDIES AND LEARN FROM VISITING BUSINESS LEADERS AND GUEST LECTURERS."**



### COURSE TWO: STRATEGIC THINKING: CONCEPTS AND TOOLS

#### Course aim

This course provides students with theoretical and practical knowledge of strategic thinking, strategic management and their impact on business processes and leadership, and principles and methods of evidence-based management decision making.

#### COURSE CONTENT

Content covered in this course includes:

- strategic thinking
- strategic management models and concepts
- strategic analysis
- competitive advantage
- putting strategy into action
- strategy in diversified firms, the government sector, and not-for-profits
- strategic entrepreneurship and innovation
- management evidence, including quantitative and qualitative methods and data
- business intelligence

### ASSESSMENT:

There are three assessments linked to this course.

#### CONTINUOUS ASSESSMENT

20%

#### REPORT

3,000 words - 45%

#### REPORT

2,000 words - 35%

“STUDY A CURRICULUM  
INFORMED BY ABOVE  
WORLD-CLASS RESEARCH IN  
BUSINESS AND MANAGEMENT.”

**COURSE THREE:  
ENTREPRENEURSHIP  
AND INNOVATION****Course aim**

This course provides students with theoretical and practical knowledge of entrepreneurship and innovation, and explores their impact on organisational management and leadership, business strategy, and business conduct.

Explore a framework for thinking about the driving forces that underpin innovative and growth oriented entrepreneurial businesses, including application to newly formed ventures, existing small to medium size growth-oriented ventures, and entrepreneurial ventures within larger corporations.

Students will develop a body of knowledge that contributes to a comprehensive and integrated application of the principles of entrepreneurship and innovation, along with to recent developments in the field of senior organisational management and leadership in international business environments.

**COURSE CONTENT**

Topics covered in this course include:

- Introduction to Entrepreneurship
- Opportunity Recognition
- Managing Innovation
- Corporate Entrepreneurship
- Initiating Entrepreneurial Ventures
- The Entrepreneur & The Team
- Entrepreneurial Finance
- Strategic Entrepreneurial Growth
- Social Entrepreneurship and The Global Environment

**ASSESSMENT:**

There are two assessments linked to this course.

**PROJECT**

4,000 words - 70%

**CONTINUOUS ASSESSMENT**

30%

“WITH A FOCUS ON EXPERIENCED-BASED LEARNING AND CURRENT BUSINESS TRENDS, THE GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION WILL HELP YOU TAKE THE NEXT STEP IN YOUR CAREER.”



LEARN CURRENT BUSINESS ISSUES, TRENDS AND CHALLENGES WITH A FOCUS ON EXPERIENCE-BASED AND INTERACTIVE LEARNING

### ARTICULATION PATHWAYS

Participants who have successfully completed both the Emerging Leaders Program\* (ELP) and Strategic Management Program\*\* (SMP) will receive status of the University of South Australia Leadership Development Program (LDP). Successful completion of the Leadership Development Program (LDP) provides participants with two course credits into the UniSA MBA.

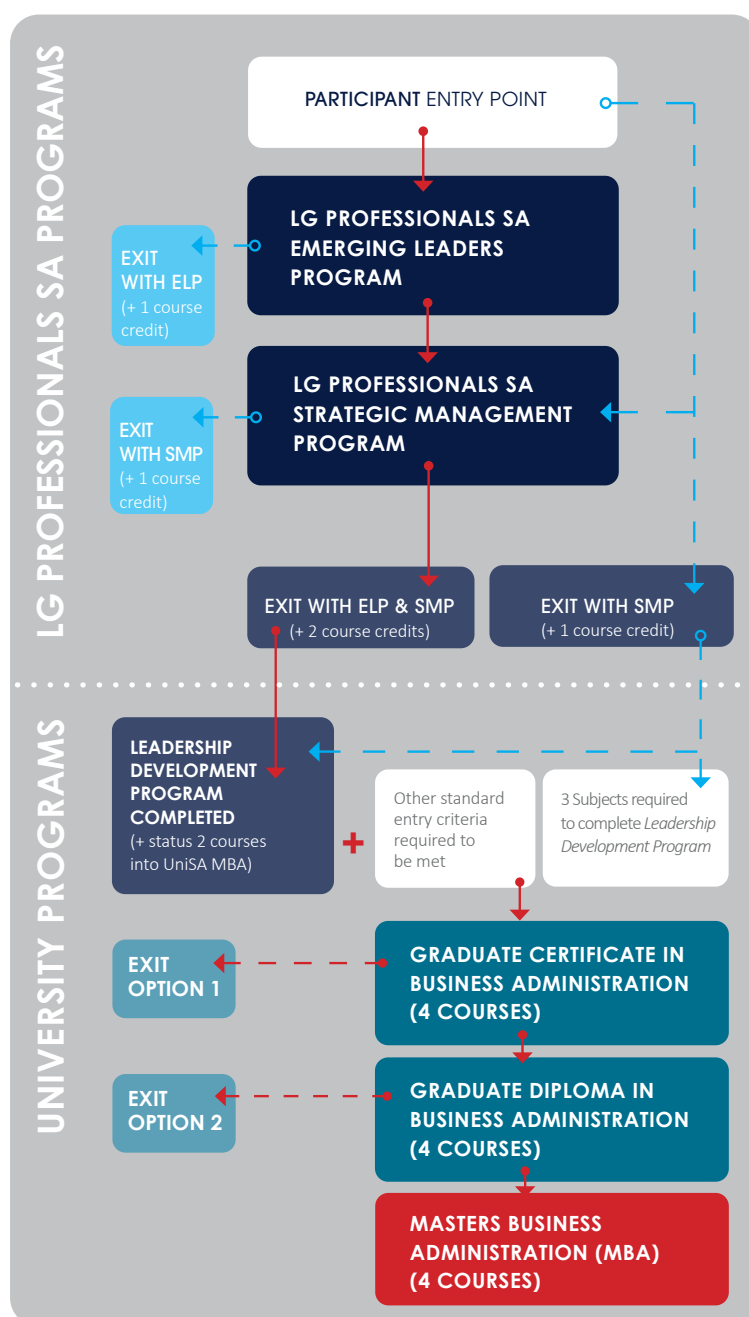
Participants who successfully complete just the Strategic Management Program (SMP) will be eligible to receive the Leadership Development Program upon completion of three additional subjects.

*\*Relates to post-2012 completion of the ELP. Note - participants who completed the ELP prior to 2012 will be required to undertake an additional 2 day leading and managing people module and associated assignment.*

*\*\*Includes completion of the PLP/SMP prior to 2020.*

*If you are considering further studies and wish to utilise course credits, it is recommended this be discussed with the University to obtain their recommendations and assistance, as criteria relating to the application of credit applies.*

This postgraduate degree is offered as part of a nested suite in Business Administration where each qualification extends to the next, so you can easily transition to the next level qualification. If you successfully finish this graduate certificate and want to continue your studies, you can use this as a pathway and gain credit into the Graduate Diploma in Business Administration or Master of Business Administration.



## INVESTMENT

LG Professionals SA are pleased to have secured a discounted course fee of \$3,950 per participant, per course, representing a saving of \$550 per course.

All course fees are GST exempt.

**Total fee (if granted one course credit):  
\$11,850 per participant**

**Total fee (if no course credit):  
\$15,800 per participant**

The above fees exclude catering, textbooks and student amenity fee. We suggest allowing approximately \$150 for textbooks per course, if required, and \$45 for student amenity fee per course. Please note – these are approximate costs only.

The tuition fees above are invoiced on a per course basis, charged prior to each study period.

## REGISTRATION OF INTEREST

Registrations of interest close at **5.00pm Monday 27 March 2023.**

Due to the interactive and peer to peer nature of program delivery, a minimum number of 14 participants applies.

Once the minimum number of Expressions of Interest are received, they will be forwarded to UniSA who will send through an application form to determine program eligibility. Once participants are confirmed UniSA will be responsible for invoicing all participants direct.

Payment of course fees is due prior to the commencement of each course.

## ATTENDANCE POLICY

Registrations at our events and programs are open to Local Government Professionals Australia, SA members, council employees, employees of regional subsidiaries and invited guests.

By registering interest for the Graduate Certificate in Business Administration, participants and their management acknowledge that they have read the entire Graduate Certificate in Business Administration Prospectus and understand the program requirements, terms and cancellation policy.

**Registrations of interest can be made online at [www.lgprofessionalssa.org.au](http://www.lgprofessionalssa.org.au).**

## CANCELLATION POLICY

*A University of South Australia Cancellation Policy applies.*

*Participants can withdraw from a course two weeks after course commencement and receive a full refund. After this period, no refunds apply.*



## CONTACT DETAILS

### Local Government Professionals Australia, SA

[www.lgprofessionalssa.org.au](http://www.lgprofessionalssa.org.au)

148 Frome Street, Adelaide SA 5000

### Email

[pd@lgprofessionalssa.org.au](mailto:pd@lgprofessionalssa.org.au)

### Phone

(08) 8224 2080

## CONNECT WITH US



---

### Developed by the sector, for the sector

All proceeds from our programs are directly reinvested to further develop the local government sector through continued support of professional networks, events and learning and development initiatives for local government professionals.

