Graduate Diploma in Management (Professional Practice)

The Australian Graduate Management Consortium (AGMC) is a unique joint initiative between Charles Sturt University (CSU) and TAFE NSW offering a suite of practical postgraduate university courses, designed and developed to meet the needs of busy managers. These courses, awarded by CSU, are conveniently delivered through participating TAFE campuses in locations across Australia.

AGMC courses have a number of innovative features and benefits that make them particularly attractive to busy managers who might normally be deterred by the constraints of traditional postgraduate study.

COURSE CONTENT

The Graduate Diploma of Management (Professional Practice) is divided into four subjects of formal learning, each with three modules. It is designed to build on the foundation provided by the Graduate Certificate in Management (Professional Practice) and provide a bridge to the final year of the Master of Management.

HRM515 Human Resource Management

This subject provides an introduction to and an examination of the roles and functions of human resource management in organisations. The examination is undertaken from the perspective of how human resource management can contribute to organisational performance. The subject examines how human resource functions or techniques help an organisation to perform efficiently and effectively assist organisations to obtain a competitive advantage. The subject also investigates the ethical and moral implications of these functions and techniques.

MKT531 Marketing Practice

The aim of this subject is to provide a thorough understanding of the theories, concepts and techniques of marketing. Marketing covers the entire process of entering markets and developing profitable relationships with customers. This requires the organisation to adopt a market-oriented approach to the conduct of its entire business. Assessment is in the form of three written assignments.

MGT539 Strategic Management

This subject introduces key practical and theoretical aspects of strategic management. While it cannot address all approaches to strategic management, it provides an overview of some of the key debates in strategic management and offers an effective introduction to the field. This will allow you the possibility to continue learning and developing your strategic management knowledge and skills well after you have completed this subject.

While there is a strong private sector focus to most of the material presented, the applicability and relevance of strategic management to the public and not-for-profit sectors should become readily apparent.

MGT581 Forecasting and Risk Assessment Practice

This subject examines applicability and limits of forecasting and risk assessment techniques commonly used as aids. A multi-disciplinary perspective is adopted, ranging from the use of statistical computer-based analysis to behavioural science methods. Where possible, study examples will be based on real-world problems encountered in the work environment of students. The subject considers the applicability of the various techniques, and the perspectives adopted by the proponents of different models. Assessment is in the form of three written assignments.

www.agmc.edu.au
**COURSE DURATION**
The Graduate Diploma of Management (Professional Practice) is divided into four subjects of formal learning, each containing three modules. Each module is of 14 hours’ duration, so there is a total of 168 hours of class contact.

For each hour of class time, participants should expect to spend at least one hour out of class in preparation and follow-up work.

The program is generally spread over a 12-month period, with classes commencing three times per year in March, July and November.

Typical class times involve a half day and evening, or two evenings per week, often with a break between sessions, enabling each subject to be completed in a 12-week time slot. Each delivery site may vary and will be able to advise prospective participants of their normal mode of delivery.

**ENTRY REQUIREMENTS**
Applicants for this course must have completed a Graduate Certificate in Management (Professional Practice) or equivalent.

**COURSE FEES**
Information about fees and payment options is available on the AGMC website at: [www.agmc.edu.au](http://www.agmc.edu.au)

**HOW TO APPLY**
Applicants are encouraged to liaise with their nominated site before submitting their application to ensure that the site is aware they have applied and to enable the site coordinator to render assistance with the application process if required.

The application process for enrolment into an AGMC course is outlined on the AGMC website at: [www.agmc.edu.au](http://www.agmc.edu.au)

“I found the Graduate Diploma in Management (Professional Practice) to be both challenging and exciting at the same time. “The AGMC program offered a diversity of personal and business learning skills, opening up opportunities that helped me grow in my career and as a person. “Completing any studies while working can be challenging, but I found that throughout the course the academic team provided support and encouragement when required, and the flexible delivery of the course provided support to help balance my busy life.

“The course structure and content was practical and hands-on. The delivery of the subjects by academics was professional and learning was enhanced through real life experiences. As students, we were encouraged to draw upon and explore our own experiences, to broaden our knowledge and awareness.

“In acknowledgement of the professional and accomplished academics who taught me, my personal thanks for the encouragement, support and shared knowledge that enhanced my learning experience and encouraged me to strive harder for success.”

Carmela Stanco
Graduate Diploma in Management (Professional Practice)