



COURSE GUIDE

- BUSINESS ADMINISTRATION
- HOSPITALITY MANAGEMENT
- SOCIAL MEDIA MARKETING



Celebrating 97 years in Sydney

FOUNDED IN 1923 - ST. PATRICK'S BUSINESS COLLEGE



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OUR STORY



Founded in 1923 as St Patrick's Commercial College, Patrick Careers Academy (PCA) is the oldest continuing vocational college in New South Wales and one of the first to be established in Australia. For 97 years, PCA has been committed to educating Australian students and priding itself on a high success rate in finding them meaningful employment. Our graduates work in some of Australia's top law firms, accounting firms, hotels and companies.

From humble beginnings as a secretarial college conducted by the Sisters of Mercy behind St Patrick's Church at 141 Harrington Street, Sydney - Patrick Careers Academy is now located at the central location of 451 Pitt Street (a short walk from Central Station). The Pitt St Campus occupies Level 7 of the impressive Manning Building with purpose designed, state-of-the-art training facilities.

PCA currently trains students to be work ready in Business Administration, Social Media Marketing, Hospitality & Events Management, Healthcare and Community Services.

OUR MISSION

To operate within an inclusive framework which acknowledges individual differences, supports students individual needs, and nurtures the growth of the whole person in a caring atmosphere.

CAREER PARTNERS & GRADUATE EMPLOYMENT

Patrick Careers Academy offers a career-based education which allows students to get a job right out of school by equipping them with the job-ready skills and industry experience that employers are looking for. Since 1923, PCA has built up an enviable network of career partners over the years across a broad spectrum of industries. PCA's Corporate Alliance Director organises these partnerships and will assist you in finding a job by the time you graduate.

Our Business Administration graduates have successfully found employment in the following law firms, advisory firms, accountancy practices, companies, and government offices:

Allens Linklator, King & Wood Mallesons, Corrs Chambers Westgarth, Crown Solicitors Office, Clayton Utz, Ernst & Young, Sparke Hellmore, Gilbert & Tobin, Qudos Bank, Carroll & O'Dea, NSW Police Association, Banki Haddock Fiora, Stacks Goudcamp, Channel 10 and many more.

We also have a growing number of Hospitality Management partners which include Hilton Hotels and the Endeavour Group Ltd (previously ALH).

MENTORING

Mentoring students at PCA has been an important part of what we've done for 97 years, both formally and informally. Every PCA student is assigned a mentor at the beginning of each academic year to guide them through the process of becoming job-ready. Mentors are either trusted members of the corporate world, PCA Alumni or PCA staff members. Students are assigned Mentors based on their industry aspirations and career goals.



PROFESSIONAL DEVELOPMENT

At **Patrick Careers Academy**, students are encouraged to develop themselves professionally by attending seminars, workshops, and industry visits.

SEMINARS AND WORKSHOPS:

The Polished Professional

Students learn about image improvement and social presence in a workshop by expert Nikki Heald.

Professional Prestige

Students are encouraged to develop themselves to be good citizens in the workforce and in life.

Entrepreneurship Workshop

Students learn about the world of entrepreneurship with business expert Kathleen McKenzie.

Industrial Relations Workshop

Students are educated in National Employment Standards (NES), Awards, Contracts, Entitlements, and Probation etc.

Social Media Workshop

Students are given a workshop on social media where they learn about how they leave a digital footprint on social media and what they can do to help clean it up as well as how they can market themselves using social media.

CV Writing and Interview Skills sessions

Students are taught how to write a job-ready CV, Cover Letter and how to be successful in interviews. This includes role-play sessions and is an intensive and crucial part of the year for students.

CESA Professional Development Assessments

PCA is a registered examination centre of the Commercial Education Society of Australia (CESA). The Registrar of CESA meets with students to explain the professional development programs available. These programs include the Certificate of Professional Practice, Advanced Certificate of Professional Practice, Associate of CESA (ACES) and Licentiate of CESA (LCES). Students are also welcome to become Members of CESA (MCES). CESA is a professional society (like the CPA Australia, Trinity College London, Australian Music Examinations Board, the Australian Institute of Company Directors) which delivers assessments and awards certificates and post-nominals to successful candidates.

Alumni (Past Students)

Past Students visit PCA to share their wisdom about life in the workforce and how to succeed.

INDUSTRY VISITS:

Visits to multi-national law firms and other companies (where most of our students end up working).

Business Students visit on average ten multi-national law firms each year as well as Ernst & Young and the Crown Solicitors Office. Students are given tours of the firms as well as told how to apply for positions at the firm, what the firms look for in a candidate, and why the firm is a great place to work etc.

Parliament House of NSW

For Business students to gain the knowledge of how laws are passed down and why. Students get to participate in role-plays in the Legislative Assembly. This day has in-depth education seminars and workshops.

Downing Centre Law Courts

Business students sit in on criminal cases to gain an understanding of the court process.

Visit to a major conference centre

Business and Hospitality students visit a conference centre to get insight into planning logistics, risk management, group bookings etc.

Hunter Valley Winery Tour

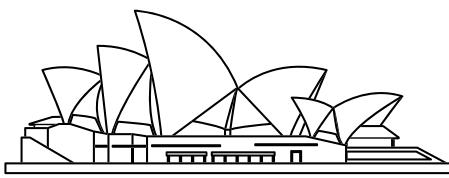
Hospitality Management students visit the Hunter Valley for thorough information and insights of food and wine appreciation from the experts.

DiPacci Coffee Academy

Hospitality Management students are taught the fundamentals of coffee appreciation as well as coffee roasting from raw beans to end product. A coffee master class and barista skills sets are part of the course.

Visits to international hotels, clubs, and restaurants

Hospitality students visit on average ten hospitality establishments each year. Students are given tours of the establishments as well as told how to apply for positions, what they're looking for in future employees, and why these workplaces are great to join.



STUDY, LIVE & WORK IN SYDNEY

THE TIME TO CHANGE YOUR LIFE IS NOW



CAMPUS LOCATION AND PUBLIC TRANSPORT

Patrick Careers Academy is located in the Sydney CBD at Level 7, 451 Pitt St in the historic Manning Building which is just across the road from Central Station. Our central location means that students can move to Sydney and find travelling to PCA an easy task from wherever they choose to reside with Bus, Tram and Train transport across the road from our campus.



ACCOMMODATION

PCA will work closely with you to make sure you find accommodation to suit your budget and needs. Since 1923, we have assisted students from Country NSW and other parts of Australia with the big move to Sydney. We have a list of private providers with whom we've built up a strong relationship over the years.

GET ON WITH LIFE – STUDY WITH PCA



PAID WORK WHILE YOU STUDY

PCA encourages students to take on part-time or casual work to complement their studies and build their CV while they're studying. It is encouraged to find work in an industry associated with your studies. PCA's Corporate Alliance Director will assist you with this task as well as your graduate employment success.



LIFE IN SYDNEY

Sydney is a beautiful and exciting city. You'll never be short of things to do while you're living, working and studying here. PCA is centrally located amongst an array of restaurants, bars, clubs, and entertainment venues. You're also studying where you'll most probably end up working – the Sydney CBD.



COURSES

**BSB50415 DIPLOMA OF
BUSINESS ADMINISTRATION**

**SIT50416 DIPLOMA OF
HOSPITALITY MANAGEMENT**

**10118NAT DIPLOMA OF
SOCIAL MEDIA MARKETING**

BSB50415 DIPLOMA OF BUSINESS ADMINISTRATION

Duration

- ⌘ 40 weeks
- ⌘ 1 year: 8 units
- ⌘ Part-time options available (up to 2 years)

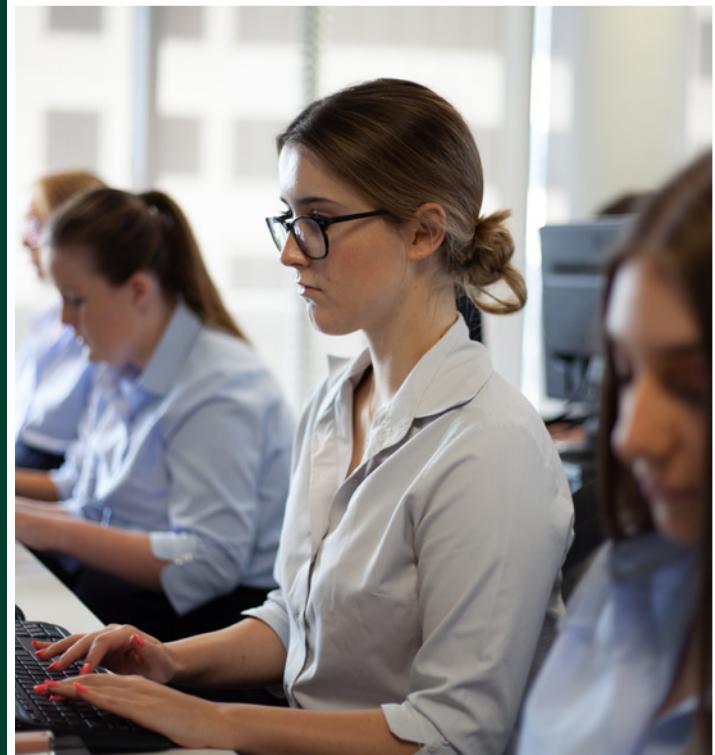
Career Opportunities

The Diploma of Business Administration is completed after just 40 weeks of study and admits you to an entry-level career in business services starting as a Legal Secretary, Personal Assistant, Executive Assistant and similar administrative roles. In these roles, you provide a valuable link between companies and their clients and staff, and this can open up future opportunities in PR, marketing, events and human resources.

For Job Prospects like:

- Legal Assistant
- Personal Assistant (PA)
- Executive Assistant (EA)
- Administrative Assistant
- Administrative Manager
- Sales Agent
- Project Officer
- Accounts Clerk

and many other business roles.



Units

BSBADM502	Manage meetings
BSBADM503	Plan and manage conferences
BSBPMG522	Undertake project work
BSBADM504	Plan and implement administrative systems
BSBINN301	Promote Innovation in a Team Environment
BSBCUS501	Manage quality customer service
BSBADM506	Manage business document design and development
BSBMKG537	Develop a social media engagement plan

- ⌘ HIGH GRADUATE EMPLOYMENT SUCCESS RATE
- ⌘ JOB PLACEMENT PROGRAM
- ⌘ CORPORATE WARDROBE
- ⌘ NO ATAR REQUIRED
- ⌘ VET STUDENT LOANS AVAILABLE
- ⌘ 40-WEEK DIPLOMA





MANAGEMENT & LEADERSHIP	
BSBDIV501	Manage diversity in the workplace
SITXMGT001	Monitor work operations
BSBMGT517	Manage operational plan
SITXMGT002	Establish and conduct business relationships
WORKING IN INDUSTRY	
SITXFSA00	Use hygienic practices for food safety
SITHIND002	Source and use information on the hospitality Industry
SITHIND004	Work effectively in hospitality service
CLIENT & CUSTOMER SERVICE	
SITXCCS007	Enhance customer service experiences
SITXCCS008	Develop and manage quality customer service practices
FOOD & BEVERAGE	
SITHFAB001	Clean and tidy bar areas
SITHFAB002	Provide responsible service of alcohol
SITHFAB010	Prepare & Serve Cocktails
SITHFAB003	Operate a bar
SITHFAB005	Prepare and serve espresso coffee
SITHFAB014	Provide table service of food and beverage
SITHFAB016	Provide advice on food
COMMUNICATION & TEAMWORK	
SITXCOM005	Manage conflict
FINANCE	
SITXFIN003	Manage finances within a budget
SITXFIN004	Prepare and monitor budgets
HUMAN RESOURCE MANAGEMENT	
SITXHRM002	Roster staff
SITXHRM003	Lead and manage people
SITXHRM004	Recruit, select and induct staff
SITXHRM006	Monitor staff performance
WORK HEALTH & SAFETY	
SITXWHS003	Implement and monitor work health and safety practices
GOVERNANCE & LEGAL COMPLIANCE	
SITXGLC001	Research and comply with regulatory requirements
INVENTORY	
SITXINV003	Purchase goods
SITXINV004	Control Stock
ADMINISTRATION	
BSBADM502	Manage meetings

SIT50416 DIPLOMA OF HOSPITALITY MANAGEMENT

Duration

- 40 weeks Full Time
- 28 units of study
- Part-time options available
- Work placement is required to complete this qualification

Attendance

2 - 3 days a week

Career Opportunities

The Diploma of Hospitality Management is designed to provide students with a broad range of practical and operational skills as well as customised training to ensure they are equipped for a fantastic career in the hospitality industry.

Job Prospects:

- Bar Attendant
- Waiter
- Food and Beverage Supervisor
- Gaming Manager
- Hotel Manager
- Motel Manager
- Restaurant Manager
- Concierge

and many other similar roles.

► **40 WEEK COURSE**

► **INDUSTRY WORK PLACEMENT**

► **VET STUDENT LOANS AVAILABLE**

► **NO ATAR REQUIRED**

► **GREAT JOB PROSPECTS**



10118NAT DIPLOMA OF SOCIAL MEDIA MARKETING

Duration

- 12 Month Course
- Industry Placement

Attendance

2 - 3 days of classroom / blended learning

Career Opportunities

A Diploma of Social Media Marketing will give you the opportunity to start your own business, build your own personal brand or find a great job working in one of many different social media careers, such as:

- Social Media Strategist
- Content Creator
- Social Media Manager
- Community Manager
- Data Analyst
- Social Media Marketing co-ordinator



In this course you will learn to organise and run social media campaigns based on a company's budget, analytics, research, target market, and goals. In the end, graduates will leave with the tools necessary for a rewarding career.

University / Higher Education Pathways

Articulates into Bachelor programs at leading Universities including: Edith Cowan University (ECU), Southern Cross University (SCU) and the University of South Australia (UniSA). For more information, contact the Student Recruitment Office of the institution you are interested in.

12 MONTH COURSE

INDUSTRY WORK PLACEMENT

GREAT JOB PROSPECTS

NO ATAR REQUIRED

SMMBCM501A	Plan, implement and manage blog and content marketing
SMMMSM502A	Plan, implement and manage mainstream social media marketing strategies
SMMNSM503A	Plan, implement and manage niche social media marketing strategies
SMMBPB504A	Establish and build a strong personal brand in social media
SMMEMS505A	Plan, implement and manage email marketing
BSBMKG502	Establish and adjust the marketing mix
BSBMKG507	Interpret market trends and developments
BSBMKG523	Design and develop an integrated marketing communication plan



THE PCA COMMUNITY - EVENTS AND CELEBRATIONS

ST. PATRICK'S DAY



St. Patrick's Day is a special day for PCA celebrated by Staff and Students each year on the 17th of March. Everybody joins in the fun by wearing Green and a lunch or dinner outing is organised by the Student Social Club. A Gold Coin donation is to be encouraged and a fundraising stall is setup to raise money for a charity connected to the heritage of PCA.

MELBOURNE CUP

Like the rest of the Nation, PCA takes a break from our regularly scheduled activities to watch the Melbourne Cup! Students are encouraged to dress up for the 'Best-Dressed' competition with Gents and Ladies categories held on the day.



GRADUATION DAY



Graduation day is a very important day to celebrate and acknowledge our students accomplishments. It's also an opportunity to celebrate the contribution and support from family and friends that helped you along in this journey to achievement. On this day of great joy – parents, staff and friends gather to witness students wear academic gowns, receive acknowledgement from the PCA leadership team, a corporate keynote speaker and receive their Certificate. The Service is usually held at a hotel in the Sydney CBD.

COMMUNITY INVOLVEMENT

Students are encouraged to give back to the community by holding fundraising activities for causes close to their hearts at the academy. Examples of some previous initiatives that our students have raised funds for, are the Red Kite Foundation and the RSPCA. Business Administration students are also encouraged to complete work placement at Not-for-Profit social services organisations.



STUDENT ASSOCIATION



Keen students are encouraged to come together to plan social events and fundraising initiatives at the College (including St Patrick's Day and International Womens Day).



RTO National Provider Code: 2658

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Website: www.pca.edu.au

Address: Level 7, 451 Pitt Street, Sydney, NSW 2000

5 REASONS TO STUDY AT PCA

HIGH GRADUATE EMPLOYMENT SUCCESS RATE.

Corporate Partners

PRESTIGIOUS LAW FIRMS, COMPANIES, HOTELS, CLUBS ETC.

Mentoring

ALL STUDENTS ARE ASSIGNED A MENTOR FROM INDUSTRY OR PCA.

Professional Development

ON TOP OF YOUR NORMAL CLASSROOM TRAINING.

A Reputation of Success - 97 Years

THE OLDEST BUSINESS COLLEGE IN NSW.



For all Enquiries or to receive an Application Pack, please contact:

JACOB MUNDAY

Student Recruitment Manager

E: jacobm@pca.edu.au | **M:** 0450 291 797 | **T:** 02 8252 9963

Or write to: Level 7, 451 Pitt St, Sydney (Haymarket), 2000