



SydneyLearning
The University of Sydney

**CONTINUING
PROFESSIONAL
DEVELOPMENT
WINTER/SPRING
SEASON 2008**

**FORWARD
THINKING
MOVING
FORWARD**



www.cce.usyd.edu.au/pd Continuing Professional Development
from Australia's first university

Welcome

Welcome to the current edition of *SydneyLearning's* Continuing Professional Development (CPD) brochure. You will find that it incorporates both established and newly developed courses designed to develop new and experienced professionals, executives and managers.

Established courses are regularly revised and updated according to the latest legislation, techniques and participants' feedback. New courses include:

- FM1 *People management*
- FM6 *Priorities and time management*
- HR3 *HR practitioners' guide to conflict management*
- HR4 *Performance management essentials*
- MK2 *Advanced marketing*
- MC1 *Public relations essentials*
- PW4 *Writing for newspapers and magazines*
- CB6 *Powerful optimism*
- DD3 *Database design essentials*

Mode of delivery

All our courses are presented in workshop style, provide specialised knowledge and encourage class participation. Our workshop format provides an opportunity to network and meet people interested in developing similar skills.

New features in this brochure include summaries highlighting:

- > the level of the course, from introductory to advanced
- > key themes
- > who should attend
- > related courses.


Courses are designed for a range of professionals and businesspeople working in diverse sectors such as professional and business services, finance, IT, engineering, healthcare, public administration, retail and hospitality.

The related courses have been coded for ease of reference within this CPD brochure. For example, the code **FM1** refers to the first course listed in the *Frontline Management* section: *People management*.

Quality assurance

SydneyLearning's CPD program operates within a quality assurance framework similar to that of the University of Sydney.

Course venues

Most of our Business and Management courses are held in the CBD – look for the  symbol. We have found that this location is most suitable for people wanting to upgrade their work skills.

Course notes

All courses include comprehensive notes and a certificate of completion from the University of Sydney to enhance your CV.

Networking

Away from the distractions of the office you'll benefit from meeting a wide range of like-minded participants who you'll want to add to your network of contacts.

Catering

All full-day courses include catering.

Customised programs

We develop customised courses to suit employers' needs. If you would like us to design a course to suit your staff's specific needs in these or other areas, please contact us on **9036 4789**.

Enterprise programs

Delivery of in-house enterprise programs is another CPD training service we provide. We can deliver any of these programs in-house at a time and place to suit your needs. For enquires please contact us on **9036 4789**.

We welcome your feedback and look forward to seeing you at one of our courses.

Ann Brewer
Deputy Vice-Chancellor

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Frontline Management



1. People management

Managing people is the most challenging part of many people's roles – and the vital area to understand in today's workplace. This program provides practical and up-to-date strategies on how to communicate effectively, motivate, delegate, deal with performance (the good, the bad and the tricky!) and manage through change. We will use the Myers-Briggs Type Indicator (MBTI) to examine our own and others' ways of working to confirm how we can improve productivity and morale.

PRESENTER Amanda Phillips	LEVEL Introductory
KEY THEMES Management approaches Myers-Briggs Type Indicator Delegating and coaching	WHO SHOULD ATTEND? New managers Supervisors Small business owners Teachers
RELATED COURSES FM2, 5 LO6, 8	
DURATION 2 days	COST \$595
9.30am – 5.00pm Thursday and Friday 24 & 25 July	COURSE 08WHR511
or 9.30am – 5.00pm Thursday and Friday 23 & 24 October	COURSE 08PHR512
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2. A toolkit for new managers

This course is designed to give you a repertoire of skills so you can approach your role as a new manager with confidence. With this set of highly practical, sure-fire management tools and an understanding of the fundamental principles of effective management, you'll be ready to respond to a whole range of situations. We'll cover problem-solving and creative thinking; team rebuilding; performance management; risk management and business planning; and communication and conflict management. Come prepared for a fun and interactive learning experience!

PRESENTER Jo-Anne Louis	LEVEL Introductory
KEY THEMES Problem-solving techniques Team building and development	WHO SHOULD ATTEND? New managers Supervisors Owners of small business
RELATED COURSES FM1, 4, 5 LO5	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 13 June	COURSE 08WIK3222
or 9.00am – 5.00pm Friday 15 August	COURSE 08WIK3223
or 9.00am – 5.00pm Friday 19 September	COURSE 08PIK3224
or 9.00am – 5.00pm Friday 21 November	COURSE 08PIK3225
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3. Client service excellence

How do you deliver excellent service to your clients, day after day, no matter what other issues and problems are going on? This course focuses on the skills you need to consistently exceed your clients' expectations. During this intensive workshop we'll cover the key skills and techniques needed to provide outstanding service to all your clients – internal as well as external – how to generate client loyalty and how to deal with complaints and other difficult situations. The approach is highly interactive, giving you the opportunity to practise all the skills you learn.

PRESENTER Lindsey Marshall	LEVEL Introductory
KEY THEMES Body language Competitive advantage Dissatisfied clients	WHO SHOULD ATTEND? Client service officers Marketing specialists Owners of small businesses New managers Supervisors Salespeople
RELATED COURSES MK1, 7	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 25 July	COURSE 08WIK1114
or 9.00am – 5.00pm Friday 19 September	COURSE 08PIK1115
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4. Developing high-performance teams

Discover what transforms a group into a team and how you can develop team spirit to achieve sustained performance improvement. You'll learn how to match your leadership style to your team's level of development, and how to encourage team members to develop a shared vision and formulate an action plan to achieve it. You'll also gain essential facilitation tools to help you guide group decision-making towards positive results.

PRESENTER Eleanor Shakiba	LEVEL Intermediate
KEY THEMES Teams Team goals Effective leadership	WHO SHOULD ATTEND? Managers Supervisors
RELATED COURSES FM1 HR3, 4	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 26 September	COURSE 08PIK344
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5. Essential skills for supervisors

Whether you're new to supervision or want to lift your performance as a supervisor, there are many skills you need to be successful which can't necessarily be gained on the job. Through discussion, exercises, role plays and a little theory you'll learn how to establish credibility and gain trust, develop effective working relationships, motivate your team, encourage participation, improve morale, build performance and productivity, and link your team's performance to the expectations of senior management.

PRESENTER Kate Mountain	LEVEL Introductory
KEY THEMES Performance and productivity Managing workloads Decision making	WHO SHOULD ATTEND? Supervisors New managers Team leaders
RELATED COURSES FM1, 2, 4 LO5, 6	
DURATION 1 day	COST \$395
9.00am – 5.00pm Thursday 14 August	COURSE 08WIK3133
or 9.00am – 5.00pm Friday 14 November	COURSE 08PIK3134
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6. Priorities and time management

Being successful in today's working environment requires the ability to plan, negotiate and juggle multiple requests, tasks and projects – and to really stay focused on priorities as demands change around you. This one-day workshop will give you practical tools and strategies to support the multiple demands on your time, and help you to assess your own issues and habits. It will establish some vital sanity-saving factors that you can use creatively to manage tasks, projects, people and the demands of technology.

PRESENTER Amanda Phillips	LEVEL Introductory
KEY THEMES Managing conflicting demands Prioritisation Action plans	WHO SHOULD ATTEND? New professionals seeking to manage their busy workloads Professionals wishing to improve their time-management skills
RELATED COURSES FM2	
DURATION 1 day	COST \$395
9.30am – 5.00pm Friday 15 August	COURSE 08WCB1001
or 9.30am – 5.00pm Friday 14 November	COURSE 08PCB1002
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Leadership and Organisational Development

1. Implementing strategy

Why do many CEOs and senior executives, who have conceived what they believe to be bold, innovative strategies, struggle with delays and unforeseen difficulties, cost escalations, growing opposition to changes and ultimately real threats to their own and their managers' careers? We will explain in detail why conventional implementation methods are fundamentally inadequate and how a strategic, structured framework based on formal methodologies including portfolio and program management provides the business principles, disciplines, roles, tools and methods to enable strategies to be realised and business benefits to be delivered.

PRESENTER Richard Stoneham	LEVEL Advanced
KEY THEMES Strategy development Program management tools Governance	WHO SHOULD ATTEND? General managers Executives Project managers
RELATED COURSES L04, 7 PM1	
DURATION 2 days	COST \$795
9.00am – 5.00pm Thursday and Friday 18 & 19 September	COURSE 08PKS055

2. Making the business case

The business case (also called a cost-benefit analysis or a feasibility study) is a key document which forms the basis of many projects and investments. It should provide clear evidence that a project is worthwhile, that the benefits as described are achievable, and that the associated costs can be contained. This intensive one-day workshop, aimed at project managers, team leaders and business analysts, covers the entire process involved in justifying a project by means of a business case. It is intended to bridge the gap between the bare-bones technical justification of a project and the expectations of the business users and executives who will approve it.

PRESENTER John Flynn	LEVEL Advanced
KEY THEMES Business proposal development Preparing and developing business cases Cost-benefit analysis	WHO SHOULD ATTEND? Executives Project managers Managers Business analysts
RELATED COURSES L03 PM1, 2	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 8 August	COURSE 08WKS425
or 9.00am – 5.00pm Friday 21 November	COURSE 08PKS426

3. Stakeholder management

A key factor in the success of a project is managing stakeholder expectations, needs and wants. During this practical course you'll learn how to identify key stakeholders and define their roles, establish how committed they are to the project, align and prioritise stakeholder requirements to business and organisational objectives, and gain 'buy-in'. We'll also cover communication techniques such as dealing with organisational politics, resolving conflict and managing expectations that can't be met, as well as ongoing management issues such as selling the project, maintaining commitment and status reporting.

PRESENTER John Flynn	LEVEL Intermediate
KEY THEMES Who are your stakeholders? What are their expectations? How do you engage stakeholders?	WHO SHOULD ATTEND? Executives General managers Project managers Teachers Supervisors
RELATED COURSES PM1, 2, 3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Thursday 7 August	COURSE 08WKS395
or 9.00am – 5.00pm Thursday 20 November	COURSE 08PKS396

4. Strategic thinking skills

There's much confusion and controversy surrounding business strategy. Using case studies and drawing on the ideas and models of leaders in the field, this course will debunk the myths and illustrate how good strategies are formed (and why bad ones remain embedded). You'll gain an understanding of the relationships between strategy, planning and execution, and learn how to develop a strategic mindset, improve your analytical skills and apply creative thinking to current challenges.

PRESENTER Julian Poulter	LEVEL Intermediate
KEY THEMES Business strategy Strategic mindset	WHO SHOULD ATTEND? Executives General managers Teachers Project managers Team leaders
RELATED COURSES L01	
DURATION 1 day	COST \$395
9.00am – 5.00pm Thursday 31 July	COURSE 08WKS217
or 9.00am – 5.00pm Thursday 30 October	COURSE 08PKS218

5. Leadership and management fundamentals

This course is designed for people who want to develop the skills and knowledge needed to lead their staff effectively. We'll start by discussing definitions of leadership and management, when to lead, when to manage and what's involved in each. Next we'll focus on setting and communicating a strategic direction, which includes innovation and change management, providing direction and guidance. The course draws on participants' workplace experiences to develop knowledge and skills, and opportunities to practise are provided throughout.

PRESENTER Jo-Anne Louis	LEVEL Intermediate
KEY THEMES Encouraging action from teams Introducing successful change Mentoring and coaching staff	WHO SHOULD ATTEND? Managers Supervisors
RELATED COURSES FM4 L08 HR4	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 21 & 22 August	COURSE 08WKS442
or 9.00am – 5.00pm Thursday and Friday 13 & 14 November	COURSE 08PKS443

6. Inspire people to take action – how to look, sound and speak like a leader

This course is for business leaders who have a team or organisation to lead and inspire. You'll gain leader identity development and visual, vocal, verbal and thinking-on-your-feet skills to inspire your people to take action. Develop your understanding and skill in carrying yourself like a leader, sounding like a leader, and crafting and delivering simple messages. We'll also discuss 'environment versatility' – how to listen, speak and present in very informal to very formal environments.

PRESENTER Michael Kelly	LEVEL Intermediate
KEY THEMES Listening techniques Thinking on your feet	WHO SHOULD ATTEND? Managers Supervisors Teachers
RELATED COURSES FM4 L08	
DURATION 1 day	COST \$495
9.00am – 5.00pm Thursday 12 June	COURSE 08WKS083



Leadership and Organisational Development

Human Resource Management



7. Business process design and implementation

If you're a business manager or business analyst or in an organisational change role, this course will provide you with key skills in mapping, understanding and designing business processes, and in how to use business processes to strategically realign your organisation. Participants will work on an extended team-based case study and will take away useful templates and a toolkit of process design methods.

PRESENTER Richard Stoneham	LEVEL Advanced
KEY THEMES Process design Process automation Process improvement	WHO SHOULD ATTEND? General managers Business managers Business analysts Project managers Team leaders
RELATED COURSES PM1, 2	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 7 & 8 August	COURSE 08WKS137
or 9.00am – 5.00pm Thursday and Friday 13 & 14 November	COURSE 08PKS138

8. Masterful coaching

Discover what it takes to be a 'master coach', focusing on the core competencies of the International Coach Federation. Gain an awareness of different models of coaching, change and feedback from several sources. We'll discuss challenging situations, blockages, when to use or not to use coaching, and implementing a coaching program in the workplace. You'll have many opportunities to practise so you can build confidence in coaching staff or clients in difficult scenarios.

PRESENTER Barbara Anderson	LEVEL Advanced
KEY THEMES International Coach Federation Models of coaching Implementing a coaching program	WHO SHOULD ATTEND? Managers Supervisors Teachers Trainers
RELATED COURSES FM4 LO6 IS1	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 15 August	COURSE 08WHR433
or 9.00am – 5.00pm Friday 28 November	COURSE 08PHR434

9. Performance cultures – how leaders create and sustain excellence

Culture drives productivity, service excellence, staff retention and sound financial management but how do leaders create thriving cultures? This workshop unlocks the secrets of how leaders use values-based leadership to build cultures that build business. Discover a variety of leadership styles and work with them experientially to deepen understanding. Develop a strategic vision and a personal action plan to drive the outcomes of your organisation based on the results you want to achieve.

PRESENTER Isabelle Phillips	LEVEL Intermediate
KEY THEMES Defining leadership styles Creating the ideal culture Becoming a high-achieving leader	WHO SHOULD ATTEND? General managers Executives Team leaders Supervisors
RELATED COURSES LO4, 5, 6, 8	
DURATION 2 days	COST \$595
9.00am–5.00pm Thursday and Friday 30 & 31 October	COURSE 08PKS064

1. Recruitment and retention: the complete guide

An essential course for anyone looking to hire and retain the right person for their organisation. You'll develop practical skills and techniques to manage the recruitment process from start to finish. You'll learn how to identify key job requirements and write a good job description, how and where to source suitable candidates, and how to write advertisements and manage the advertising process. You'll discover how to enhance your probing, listening and rapport-building skills in order to develop a greater understanding of candidates' weaknesses, strengths and motivations. We'll also cover how to manage offers and counter-offers, induct and retain new employees and manage the expectations of different generations in your workforce.

PRESENTER Stephen Moir	LEVEL Intermediate
KEY THEMES Purpose of recruitment Recruitment channels and sources Selection practices	WHO SHOULD ATTEND? HR managers HR officers Small business owners
RELATED COURSES HR2, 3, 4	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 16 & 17 October	COURSE 08PHR485

2. Designing and delivering training courses

This course is aimed at managers and trainers seeking practical skills in developing short courses and team training. You'll discover how to structure and sequence material and use visuals and resources to meet the needs of participants with different learning styles and backgrounds. You'll also develop an understanding of how people learn, different modes of delivery, how to capture and retain attention, and successful strategies to manage your audience.

PRESENTER Kate Mountain	LEVEL Intermediate
KEY THEMES Adult learning Program design and structure Presentation skills	WHO SHOULD ATTEND? Training and development managers/officers Teachers Trainers Coaches Small business owners
RELATED COURSES MC3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 15 August	COURSE 08WHR427
or 9.00am – 5.00pm Friday 21 November	COURSE 08PHR428

3. HR practitioners' guide to conflict management

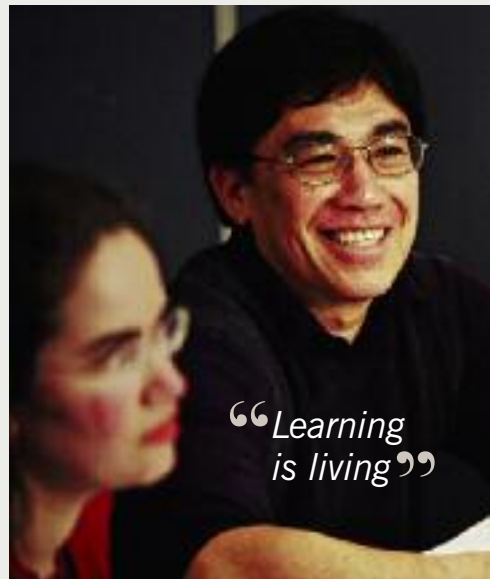
This course focuses on developing the conflict-management skills of HR practitioners working in industry. It is specifically designed to address the need for practical mediation and conflict-resolution tools within HR teams. There is a strong focus on solution-focused problem-solving techniques, and participants are encouraged to discuss and reflect on cases from their professional experience. The course is based on the Harvard Negotiation Model.

PRESENTER Eleanor Shakiba	LEVEL Introductory
KEY THEMES Negotiating Influencing Diagnosis and problem solving	WHO SHOULD ATTEND? Anyone managing conflict at work
RELATED COURSES IS1, 2, 3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 5 September	COURSE 08WHR521
or 9.00am – 5.00pm Thursday 6 November	COURSE 08PHR522

4. Performance management essentials

This course focuses on the skills needed to manage performance in the workplace. It is specifically designed to provide a forum for managers responsible for conducting performance appraisals and/or handling performance issues at work. There is a strong focus on linking participants' experience to theoretical models and developing practical skills in raising, discussing and addressing performance issues. The course is divided into six sessions, each dealing with theories and techniques of workplace coaching and performance management.

PRESENTER Eleanor Shakiba	LEVEL Intermediate
KEY THEMES What is performance? Coaching Motivation	WHO SHOULD ATTEND? Managers Supervisors Team leaders
RELATED COURSES FM4 LO8	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 14 November	COURSE 08PHR532



Marketing



1. Marketing essentials

Marketing is a powerful management tool for growing your business and addressing key issues, whether you work for a corporate, for government or for yourself. In this practical course, you'll discover the elements of a strong marketing plan, learn about today's core online and traditional marketing activities, equip yourself with a range of marketing tools and templates, and see how effective communication can really affect your organisation's bottom line.

PRESENTER Carolyn Loton	LEVEL Introductory
KEY THEMES Branding and reputation Developing markets and customers Marketing budgets	WHO SHOULD ATTEND? Managers Marketing staff Small business owners
RELATED COURSES MK2, 3, 5, 7, 8	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 28 & 29 August	COURSE 08WWMR995
or 9.00am – 5.00pm Thursday and Friday 30 & 31 October	COURSE 08PMR996

2. Advanced marketing

Looking to build on your existing marketing skills? This course is designed for experienced marketers or those who have already completed *Marketing essentials* or an equivalent, and includes detailed consideration and 'how to' for the key marketing tools of PR, promotions, advertising and business development. The course looks in depth at the effective use of marketing funds as well as exploring the latest marketing trends – from changes in consumer marketing to digital and online marketing. Using an interactive teaching style this course will help to develop your strategic marketing skills and challenge you to become truly market-oriented.

PRESENTER Carolyn Loton	LEVEL Advanced
KEY THEMES Marketing trends and skills Business development	WHO SHOULD ATTEND? Managers Supervisors Marketing staff Small business owners
RELATED COURSES MK1, 3, 5, 7	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 26 & 27 June	COURSE 08WWMR1041
or 9.00am – 5.00pm Thursday and Friday 11 & 12 Sept	COURSE 08PMR1042

3. Brand management essentials

Brand management defines the strategic direction and internal disciplines required to create value for an organisation, its shareholders, its clients and other key stakeholders. Over two interactive days you'll gain a 'real-world' understanding of how to achieve brand leadership, articulate brand essence, create a brand wheel, evaluate various brand architecture and portfolio options, and learn what it takes to be a challenger brand – for both intangible and tangible brand offerings.

PRESENTER Peter McDonald	LEVEL Advanced
KEY THEMES Brand identity Brand architecture Brand building	WHO SHOULD ATTEND? Managers Supervisors Marketing staff Small business owners
RELATED COURSES MK1, 2, 5–8	
DURATION 2 days	COST \$595
9.00am – 5.00pm Fridays 24 & 31 October	COURSE 08PMR2312

4. Conference and corporate event management essentials

Learn how to develop and deliver successful meetings, incentives, conferences and exhibitions. This practical and interactive course will provide you with a structured approach to operational and creative fundamentals from inception to debrief. You'll learn how to develop budgets, critical paths and work breakdown structures, and gain an insight into risk mitigation and contingency planning. We'll also explore the key elements and processes involved in accommodation, transport, theming, security, entertainment, stakeholder management, sponsorship, marketing and publicity.

PRESENTER Catherine Haigh	LEVEL Introductory
KEY THEMES Location and logistics Accountability 'Wow' factor	WHO SHOULD ATTEND? Event managers Marketing managers Team leaders General managers Small business owners Communication managers
RELATED COURSES MK1, 2, MC3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 25 July	COURSE 08WWMR227
or 9.00am – 5.00pm Friday 26 September	COURSE 08PMR228

5. Effective search engine marketing

A successful search engine marketing strategy is one of the primary ways in which business websites can attract new customers. During this course we'll explore the main search engine marketing techniques for business websites. You'll learn about the process of search engine optimisation, including keyword research, writing optimised content, getting web pages indexed by search engines and tracking the outcomes. You'll learn how to develop an effective link-building strategy, and understand what 'pay-per-click' advertising is and how it can be used and the stages required to set up and manage campaigns.

PRESENTER Clive Hawkins	LEVEL Intermediate
KEY THEMES Web tools and techniques geared to particular audience Managing web campaigns	WHO SHOULD ATTEND? Communication managers/officers Small business owners Marketing managers
RELATED COURSES MK8, MC5, PW6	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 13 June	COURSE 08WWMR1023
or 9.00am – 5.00pm Friday 19 September	COURSE 08PMR1024

6. Key account management

This course is designed to help account managers create and implement strategies that focus on value. You'll learn how to develop long-term relationships that ensure preferred-supplier status, how best to design a key account management plan and how to gain widespread acceptance of that plan. You'll also discover how to analyse client drivers, move from transaction management to value-added management, balance the conflicting demands of client and supplier, institute regular team follow-up, give feedback and plan for contingencies.

PRESENTER David Ley	LEVEL Intermediate
KEY THEMES Key account management plans Key result areas	WHO SHOULD ATTEND? Account managers/officers Small business owners
RELATED COURSES FM3, MK3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 1 August	COURSE 08WWMR007
or 9.00am – 5.00pm Friday 7 November	COURSE 08PMR008

7. Services marketing

Service-based industries such as telecommunications, finance, health, education and not-for-profits are growing at an astonishing rate, but due to their intangible nature it can be difficult to know how to market their services effectively. In this course we'll discuss general marketing principles and the similarities and differences between service-based and physical product-based marketing activities. We'll cover how to develop marketing planning and control systems appropriate to service-based industries, the management of service encounters, researching service markets and a blueprint for successful service delivery.

PRESENTER Terry Beed	LEVEL Intermediate
KEY THEMES Customer satisfaction Service product strategies Service marketing models	WHO SHOULD ATTEND? Marketing and client services officers Managers Small business owners
RELATED COURSES MK1–3, 6, 7	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 20 June	COURSE 08WWMR8811

8. Web 2.0 – Facebook, blogs and marketing

You probably already know a little of YouTube, Facebook, Flickr and del.icio.us. In this one-day course you'll get a real taste of the marketing power of the new Web 2.0 services: blogs and wikis, user-generated content, citizen journalism and social software. We'll look at case studies of customers creating ads and campaigns, how they distribute their content and how to monitor consumer discussions and reviews of your products. It will be an interesting day spent exploring a dynamic and challenging area. No technical or prior knowledge required.

PRESENTER Laurel Papworth	LEVEL Introductory
KEY THEMES Web marketing power Customer blogs Online community infrastructure	WHO SHOULD ATTEND? Marketing and client services officers Communications managers Small business owners
RELATED COURSES MK1, 2, 5, MC5, PW6	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 18 July	COURSE 08WWMR1005
or 9.00am – 5.00pm Friday 10 October	COURSE 08PMR1006

Media and Communication



1. Public relations essentials

This comprehensive course covers public relations and communication as they are applied in business today, and provides the mandatory frameworks that need to be mastered to take you to the leading edge of professional practice. The role of PR in integrated communication campaigns, marketing and reputational management will also be covered. You will gain PR tools and templates that you can immediately put into practice, take part in workshop exercises and have the chance to have your own work professionally assessed.

PRESENTER Roland Hughes	LEVEL Intermediate
KEY THEMES Marketing mix Developing a PR campaign How to use the media	WHO SHOULD ATTEND? Executives Managers Media personnel
RELATED COURSES MK1, 2 MC5 PW6, 7	
DURATION 2 days	COST \$595
9.00am – 5.00pm Thursday and Friday 7 & 8 August	COURSE 08WMAC1021
or 9.00am – 5.00pm Thursday and Friday 6 & 7 November	COURSE 08PMAC1022

2. Developing a voice that sells

In the broad sense of the word we're all salespeople, and our voices say a lot about us. During this course you'll learn to develop a voice that 'sells' you, your ideas and your messages to other people, regardless of your role. You'll gain an understanding of how your voice is perceived by others, learn to attract attention and connect to others with your voice, discover how to project your voice with authority, and learn how to maintain the long-term attention of others

PRESENTER Michael Kelly	LEVEL Introductory
KEY THEMES Verbal articulation Vocal perception	WHO SHOULD ATTEND? Executives Managers Supervisors Teachers Salespeople Students
RELATED COURSES MC3, 4 IS4	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 1 August	COURSE 08WMAC973
or 9.00am – 5.00pm Friday 17 October	COURSE 08PMAC974

3. How to plan and deliver memorable presentations

Every time you present to someone it forms an impression, giving you the potential for gain or loss. This course will enable you to be perceived as articulate, competent and interested in others – just by looking at how you plan and deliver presentations. You'll learn how to handle presentation fears and nerves, how to understand the mind and mood of your audience, how to make a memorable impression, how to open a presentation and then connect with your audience before closing powerfully, and how to look and sound the part. You'll also learn when and how to use (and not to use!) tools such as PowerPoint, and how to handle questions and think and speak on your feet.

PRESENTER Michael Kelly	LEVEL Introductory
KEY THEMES Making a better impression Powerful presentations	WHO SHOULD ATTEND? Executives Managers Supervisors Team leaders Teachers Students
RELATED COURSES MC2, 3 IS4	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 27 June	COURSE 08WMAC1010
or 9.00am – 5.00pm Friday 12 September	COURSE 08PMAC1011



Michael Kelly is a business pitch consultant, keynote speaker, workshop leader and media commentator. For well over a decade, Michael has been providing clear insights into 'winning customer perceptions'. Michael holds a Master of Science degree in speech pathology and a Diploma of Marketing, and is a Professional Member of the National Speakers Association of Australia.

4. Listen and speak under pressure

You might imagine that listening and speaking under pressure is a natural ability – you either have it or you don't. In fact, with good preparation and a structured approach, you can develop the confidence to be spontaneous and articulate when presenting a proposal, strengthening your case or selling your ideas. This lively course will show you a four-step system for doing this, so that even under pressure you can speak accurately, fluently and flexibly.

PRESENTER Michael Kelly	LEVEL Introductory
KEY THEMES Verbal articulation Gaining audience confidence	WHO SHOULD ATTEND? Presenters Managers Trainers Teachers
RELATED COURSES MC2, 3 IS4	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 4 July	COURSE 08WMAC355
or 9.00am – 5.00pm Friday 31 October	COURSE 08PMAC356

5. Public relations and marketing communication in the information age

Today's organisations operate in a completely new communication environment, and one that is undergoing rapid change. This course will introduce the basics of campaign development and show you how to define and reach both existing and potential customers and the best ways to market to them. It will compare the traditional promotional mix with web marketing, online selling, web streaming and web media, as well as showing how to develop your own media and how to use PR to raise your organisation's profile and drive sales.

PRESENTERS Roland Hughes, Natasha Whitwell	LEVEL Intermediate
KEY THEMES Marketing campaign development Promotional mix Media plans	WHO SHOULD ATTEND? Marketing managers Communication managers Event managers
RELATED COURSES MK1, 5, 8 MC1	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 20 June	COURSE 08WCC982
or 9.00am – 5.00pm Friday 19 September	COURSE 08PCC983



Professional Writing



1. Writing effective reports

Are your reports getting the attention they deserve? Well-written reports are powerful tools for communicating ideas. Learn to understand and focus on your audience, develop a relevant structure and logical flow, use plain English, write executive summaries and overviews with impact, and reduce report-writing turnaround times. Discover how to design and format reports that are easy for readers to scan, read and navigate, and learn how to communicate your key messages powerfully and professionally.

PRESENTER Kerry Chater	LEVEL Intermediate
KEY THEMES Writing tools and techniques Writing structures and processes	WHO SHOULD ATTEND? Executives Managers Supervisors Teachers Students
RELATED COURSES PW2-8	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 29 August	COURSE 08WCC1022
or 9.00am – 5.00pm Friday 14 November	COURSE 08PCC1023

2. Writing at work

Writing well is good business, and to write well is to write clearly. This course explores the fundamental principles and practical skills you need to write well at work. Through a blend of discussion, instruction, exercises and feedback, we'll work through the critical skills for writing powerful and engaging prose in a professional context.

PRESENTER Mark Tredinnick	LEVEL Introductory
KEY THEMES Writing process Style Layout	WHO SHOULD ATTEND? Executives Managers Supervisors Teachers Students
RELATED COURSES PW1, 3-8	
DURATION 1 day	COST \$425
9.00am – 5.00pm Friday 13 June	COURSE 08WCC2530
or 9.00am – 5.00pm Thursday 7 August	COURSE 08WCC2531
or 9.00am – 5.00pm Friday 19 September	COURSE 08PCC2532
or 9.00am – 5.00pm Thursday 20 November	COURSE 08PCC2533

3. Business writing

This course builds on the principles and practices introduced in *Writing at work*. It explains the skills of writing plainly and clearly, and addresses the demands of various business communications. We discuss how to target your audience, manage your tone and improve the structure and flow of your writing, and explore ways of writing and editing successfully in groups. Participants are offered targeted feedback on their work.

PRESENTER Mark Tredinnick	LEVEL Intermediate
KEY THEMES Professional vernacular Punctuation Business report structure	WHO SHOULD ATTEND? Executives Managers Supervisors Project managers
RELATED COURSES PW1, 2, 4-8	
DURATION 2 days	COST \$625
9.00am – 5.00pm Thursday and Friday 24 & 25 July	COURSE 08WCC9516
or 9.00am – 5.00pm Thursday and Friday 23 & 24 October	COURSE 08PCC9517

4. Writing for newspapers and magazines

Whether you want to enter the field of journalism, write and sell freelance articles or simply enrich your life through a professional writing course, this practical course led by an experienced journalist will provide you with the editorial tools currently used in the industry and a practical focus on how to market your work.

PRESENTER Christine Brown-Paul	LEVEL Intermediate
KEY THEMES Writing to influence Print media in Australia Publication process	WHO SHOULD ATTEND? Managers HR practitioners Supervisors Small business owners Students
RELATED COURSES PW1-3, 5-8	
DURATION 8 meetings	COST \$450
6.30pm – 8.30pm Tuesdays from 8 July	COURSE 08WCW1291

5. Editing and proofreading

You start with a basic text – it might be a report, a web page, a brochure or a book. You edit it so that it has a strong structure and reads well. Then you proofread it to remove errors and ensure consistency. If you can master this simple process, you'll have the skills to communicate clearly and produce documents of professional quality. Come and learn from a professional editor with over 16 years' industry experience. Active participation is encouraged, and there will be exercises in class so you can practise as you learn

PRESENTER Michael Wall	LEVEL Intermediate
KEY THEMES Understanding text-based documents Expression Accuracy	WHO SHOULD ATTEND? Editors Research students Writers Teachers Managers
RELATED COURSES PW1-4, 6-8	
DURATION 2 days	COST \$595
9.00am – 4.30pm Thursday and Friday 26 & 27 June	COURSE 08WCC2616
or 9.00am – 4.30pm Thursday and Friday 11 & 12 September	COURSE 08PCC2617

6. Writing for the web

Website audiences absorb written information in a unique way. This course will provide you with information, guidance, tips and language tools to understand how people read online, and the most effective ways to communicate with them. You'll learn techniques for laying out and structuring web page copy, how to increase site visits and sales, and the latest opportunities for writers online. The course includes practical workshop exercises, examples and discussion.

PRESENTER Simon Hillier	LEVEL Intermediate
KEY THEMES Internet copywriting Communicating to online audience Web tools	WHO SHOULD ATTEND? Communication and marketing managers Small business owners
RELATED COURSES MK8 MC5 PW1-5, 7-8	
DURATION 1 day	COST \$395
9.00am – 5.00pm Thursday 19 June	COURSE 08WCC976
or 9.00am – 5.00pm Friday 15 August	COURSE 08WCC977
or 9.00am – 5.00pm Thursday 18 September	COURSE 08PCC978
or 9.00am – 5.00pm Friday 21 November	COURSE 08PCC979

7. Writing promotional copy

Have you ever 'sold' someone on the value of a product? Then you've got it in you to master promotional copywriting. In this course you'll acquire a set of practical skills, including useful structures, timeless words, no-go clichés and a personal vocabulary set that will suit your message. You'll also practise tailoring your words to suit different scenarios and media.

PRESENTER Stephanie Gartelmann	LEVEL Introductory
KEY THEMES Writing to influence customers	WHO SHOULD ATTEND? Marketing and communication managers/officers
RELATED COURSES PW1-6, 8	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 8 August	COURSE 08WCC9416
or 9.00am – 5.00pm Friday 7 November	COURSE 08PCC9417

8. A grammar and punctuation refresher

Anyone who works with text will benefit from this unique refresher course. Working through a text workbook, you'll learn the parts of speech, the four registers of English, the differences between speech and writing, the elements of construction of English and the punctuation marks. You'll study correct and incorrect examples of each aspect of grammar and punctuation discover easy ways to solve common problems and work through the exercises in a non-threatening environment.

PRESENTER Deb Doyle	LEVEL Intermediate
KEY THEMES Text construction and improvement	WHO SHOULD ATTEND? Supervisors Writers Students
RELATED COURSES PW1, 5	
DURATION 2 days	COST \$645
9.00am – 5.00pm Thursday and Friday 25 & 26 September	COURSE 08PCC1042

Project Management

1. Project management essentials

Whether you're introducing a new product or service, implementing the latest initiative or even managing a corporate event, this introductory course will provide you with the skills you need to plan and manage successfully. Using a realistic case study, you'll learn how to balance time, cost, quality and scope, and work through the stages of project initiation, planning, scheduling and reporting.

PRESENTER John Flynn or Terry Quanborough	LEVEL Introductory
KEY THEMES Project plan Reporting Costing	WHO SHOULD ATTEND? New project managers Supervisors Project team members
RELATED COURSES PM2-3	
DURATION 2 days	COST \$695
9.00am – 5.00pm Thursday & Friday 12 & 13 June	COURSE 08WPM0233
or 9.00am – 5.00pm Thursday & Friday 24 & 25 July	COURSE 08WPM0234
or 9.00am – 5.00pm Thursday & Friday 25 & 26 September	COURSE 08PPM0235
or 9.00am – 5.00pm Thursday & Friday 30 & 31 October	COURSE 08PPM0236

2. Project management – the complete guide

Designed for those who work as full-time project managers or who have prior experience of project management methodology, this intensive three-day course provides professional coverage of all the topics in the Guide to the Project Management Body of Knowledge (PMBOK). For those seeking formal certification, this course satisfies the training requirements for the PMP qualification. Alternatively, participants may work towards a nationally recognised diploma, subject to meeting recognition of prior learning requirements and the completion of additional assessments.

PRESENTER John Flynn or Terry Quanborough	LEVEL Advanced
KEY THEMES Defining scope Status reporting Stakeholder management	WHO SHOULD ATTEND? Project managers Team leaders
RELATED COURSES L02, 3 PM3	
DURATION 3 days	COST \$895
9.00am – 5.00pm Wed, Thurs and Friday 2–4 July	COURSE 08WPM0330
or 9.00am – 5.00pm Wed, Thurs and Friday 30 July – 1 Aug	COURSE 08WPM0331
or 9.00am – 5.00pm Wed, Thurs and Friday 27–29 Aug	COURSE 08WPM0332
or 9.00am – 5.00pm Wed, Thurs and Friday 10–12 Sept	COURSE 08PPM0333
or 9.00am – 5.00pm Wed, Thurs and Friday 1–3 Oct	COURSE 08PPM0334
or 9.00am – 5.00pm Wed, Thurs and Friday 26–28 Nov	COURSE 08PPM0335

3. Managing projects using Microsoft Project

Increase your productivity in planning and scheduling as you discover the improved capability of MS Project 2007. If you're a project manager or team member you'll benefit from this course.

PRESENTER John Flynn	LEVEL Advanced
KEY THEMES Work breakdown structure Project analysis Baseline plan	WHO SHOULD ATTEND? Project managers
RELATED COURSES FM6 PM1, 2	
DURATION 2 days	COST \$495
9.00am – 4.30pm Tuesday and Wednesday 22 & 23 July	COURSE 08WPM0526
or 9.00am – 4.30pm Monday and Tuesday 25 & 26 Aug	COURSE 08WPM0527
or 9.00am – 4.30pm Monday and Tuesday 20 & 21 Oct	COURSE 08PPM0528
or 9.00am – 4.30pm Tuesday and Wednesday 25 & 26 Nov	COURSE 08PPM0529



John Flynn is a professional management consultant with over 30 years' experience in general and project management with major professional service consultancies and computer software firms in senior leadership positions in Australia, the United States and the Far East. He has wide experience in project management, market analysis, economic forecasting and PC software package design and development, and now specialises in workplace assessment and project management training in Australia, South-East Asia and China.

Accounting

1. Accounting Continuing Education Program

Your path to a rewarding career. Semester 2 enrolments are now open for our non-award postgraduate subjects endorsed by CPA Australia, the ICAA and the NIA. These courses are suitable for overseas accountants wanting to qualify for membership of these professional bodies, graduates with a non-accounting undergraduate specialisation and those wanting to update their existing knowledge of Australian tax or corporations law, audit practice or management accounting.

For further information or to enrol, please call 9036 4789 or visit www.cce.usyd.edu.au/acep.

LEVEL Advanced	
KEY THEMES Auditing Corporate law Tax law Management accounting	WHO SHOULD ATTEND? Accounting officers Small business owners Project managers
RELATED COURSES FE1, 2	
DURATION 14 meetings	COST PER SUBJECT \$1,260
Australian Audit Practice 6.00pm – 9.00pm Wednesdays from 6 August	COURSE 08VAP1814
Australian Corporations Law 6.00pm – 9.00pm Mondays from 4 August	COURSE 08VAP1638
Australian Taxation Law 6.00pm – 9.00pm Thursdays from 7 August	COURSE 08VAP1540
Introduction to Management Accounting 6.00pm – 9.00pm Tuesdays from 5 August	COURSE 08VAP1715



Angela Hecimovic is an Associate Lecturer and Researcher at the University of Sydney and an experienced presenter of workshops and lectures in management accounting, accounting and auditing in the Discipline of Accounting. Angela holds a Bachelor of Economics (Honours) from the University of Sydney, and previously worked as an Auditor with Coopers & Lybrand (now PwC).

Finance and Economics



1. Budgeting and forecasting for organisations

This practical course focuses on enhancing skills and providing knowledge to understand and effectively use budgeting and forecasting in a variety of business, organisational and personal settings. We'll examine the use of budgets as a strategic planning tool, as a means for evaluating performance and as a motivation technique. You will use Microsoft Excel to create your own personal or organisational budget including a variance analysis report. The use of Excel to perform sensitivity analysis and highlight budget variances will be covered in detail. Participants should be familiar with basic Excel functions including the creation of cell-referenced formulas.

PRESENTER Paul Blayney	LEVEL Intermediate
KEY THEMES Budgeting theory Budget modelling techniques	WHO SHOULD ATTEND? Managers People who wish to upgrade their qualifications or retrain to change careers
RELATED COURSES FM6 L04 FE3, 4	
DURATION 1 day	COST \$395
9.00am – 4.30pm Wednesday 13 August	COURSE 08WFM085
or 9.00am – 4.30pm Thursday 6 November	COURSE 08PFM086
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2. Finance for the non-financial manager

Designed for managers, professionals and non-accountants who need an understanding of the financial drivers of business, this course provides an introduction to the concepts underlying 'external' financial accounting and 'internal' management accounting. You'll be introduced to the skills necessary to prepare, interpret and analyse financial statements, and will gain an insight into how your business decisions affect the financial reports of your company. This course will not only provide you with the tools to improve your understanding of financial concepts but will give you confidence to demystify financial statements in order to make better commercial decisions – and to ask your accountant the right questions!

PRESENTER Angela Hecimovic	LEVEL Intermediate
KEY THEMES Reading financial statements Management accounting Budgeting and forecasting	WHO SHOULD ATTEND? Executives Managers Supervisors Small business owners
RELATED COURSES FE1, 3 SB3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 20 June	COURSE 08WFM3013
or 9.00am – 5.00pm Friday 22 August	COURSE 08WFM3014
or 9.00am – 5.00pm Friday 17 October	COURSE 08PFM3011
or 9.00am – 5.00pm Friday 28 November	COURSE 08PFM3015
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3. Financial modelling in Excel

This course is designed for the business professional with a need to model a business situation (opportunity) or perform complex manipulations of financial data. You will create your own customised, user-friendly model that will transform business rules and project expectations into projected future performance. Implementation and use of the internal rate of return (IRR) and net present value (NPV) functions in Excel, as well as numerous other spreadsheet techniques (lookup functions, conditional sum and if formulas, autofilters and conditional formatting) will be explored in detail. Participants should be familiar with basic Excel functions including the creation of cell-referenced formulas.

PRESENTER Paul Blayney	LEVEL Advanced
KEY THEMES Spreadsheet modelling techniques Automating with macros Output presentation	WHO SHOULD ATTEND? Executives Managers Supervisors Small business owners
RELATED COURSES L04 FE1	
DURATION 1 day	COST \$395
9.00am – 5.00pm Tuesday 17 June	COURSE 08WFM3313
or 9.00am – 5.00pm Monday 11 August	COURSE 08WFM3314
or 9.00am – 5.00pm Monday 22 September	COURSE 08PFM3315
or 9.00am – 5.00pm Monday 10 November	COURSE 08PFM3316
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4. Share market investing for long-term gain

Most of us know how to spend money, but very few of us know how to make it! Put simply, your choices in the short term will have great impact on your long-term dreams and ambitions. In this informative course we'll discuss how the Australian share market works; the importance of a long-term view; how to ensure you generate an income from your assets, dividends and yields; investing versus speculating; what really happens when we sell; and the effects of tax and inflation. We'll also cover the performance of some of Australia's top companies, good ideas for getting started no matter what your budget, and where to go for further information and advice.

PRESENTER Peter Thornhill	LEVEL Introductory
KEY THEMES Rational investing Primary indices Is the market overvalued?	WHO SHOULD ATTEND? Small business owners Shareholders
RELATED COURSES FE1, 3	
DURATION 1 day	COST \$395
9.00am – 4.00pm Saturday 2 August	COURSE 08WFM0311
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Career-building Skills

1. Finding work after 45

If, like many, you're looking to continue working and are finding it hard to get back into the workforce or hard to change companies because you're seen as 'too old', then this is the course for you. We'll cover everything from how to write a résumé that gets across your strengths without drawing attention to age perceptions to how to sell your strengths at interview, how to handle assumptions about age and 'up-to-date' skills, and how to handle the newer selection and interview techniques. We'll discuss companies and recruiters that have a track record of working well with older candidates, featuring guest speakers from both. You'll develop an action plan to set you on the path to getting the job you want.

PRESENTER Stephen Moir	LEVEL Introductory
KEY THEMES Winning résumés Effective networking The interview	WHO SHOULD ATTEND? Jobseekers over 45
RELATED COURSES CB2, 3	
DURATION 2 meetings	COST \$275
9.30am – 1.00pm Saturdays 30 August & 6 September	COURSE 08WCB414
or 9.30am – 1.00pm Saturdays 1 & 8 November	COURSE 08PCB415
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2. Résumé writing and interview skills for the public sector

Local, state and federal governments as well as the university sector offer a wealth of interesting career opportunities and excellent employment conditions. This hands-on course will provide you with an insight into the rules and practices of public sector application processes, and help you to develop your abilities in researching suitable roles, constructing an effective résumé and addressing your experience to selection criteria. You'll improve your interview skills and confidence through practical exercises and receive individual feedback on your interview technique.

PRESENTER Gail May	LEVEL Introductory
KEY THEMES The application process Researching suitable roles Developing an effective résumé	WHO SHOULD ATTEND? People wishing to seek employment in the public sector
RELATED COURSES CB1, 3	
DURATION 1 day	COST \$295
9.00am – 5.00pm Saturday 23 August	COURSE 08WCB316
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To arrange an in-house learning and development solution for your organisation, please contact us at cceinhouse@usyd.edu.au or phone 9036 4789.



Career-building Skills

3. Winning ways at interviews

Learn the key dos and don'ts, how to play to your strengths and how to get across your suitability for the role and the company you are applying for. Stephen, a former Managing Director of Michael Page International, will also cover how to put together a CV that sells your strengths, how to prepare for the interview and how to tackle the difficult questions once you're there. During the day there will be a number of role plays so you can put these skills into practice.

PRESENTER Stephen Moir	LEVEL Introductory
KEY THEMES Developing a CV Preparing for interviews Answering difficult questions	WHO SHOULD ATTEND? People wanting to change careers
RELATED COURSES CB1, 2	
DURATION 1 day	COST \$295
9.30am – 4.30pm Saturday 13 September	COURSE 08PCB344
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4. English pronunciation for overseas-born professionals

It's surprising, and sometimes discouraging, how often we are judged by the way we speak. International professionals recently arrived in Australia can find it difficult to have their skills recognised in a new environment because of the way their accent is interpreted. Through interactive workshops focusing on speech sounds, intonation and social context, you'll identify your own trouble spots and learn techniques to enhance your spoken English to reinforce your professional capabilities.

PRESENTERS Maryan Wadick, Marie Ngai-King	LEVEL Introductory
KEY THEMES Speech sounds Intonation Social context	WHO SHOULD ATTEND? Overseas-born professionals
RELATED COURSES MC2, 4 IS4	
DURATION 6 meetings	COST \$350
6.00pm – 9.00pm Mondays from 21 July	COURSE 08WCB2844
or 6.00pm – 9.00pm Wednesdays from 23 July	COURSE 08WCB2845
or 6.00pm – 9.00pm Mondays from 20 October	COURSE 08PCB2846
or 6.00pm – 9.00pm Wednesdays from 22 October	COURSE 08PCB2847
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5. Women on top

Whether leading a team or an organisation, as a woman it is often challenging to command respect and authority in an environment that is generally driven by male standards. In this practical course you will identify deep-seated habits that may be sabotaging your work and career advancement, learn assertive communication skills including appropriate use of body language and voice, and gain skills in meeting and entertainment etiquette. We'll discuss key issues such as being liked versus being respected, professional boundaries, the importance of networking and entertaining, how to negotiate 'boys' clubs', being visible, achieving work-life balance and more. Retain your integrity and find out that becoming more senior doesn't mean compromising your femininity.

PRESENTER Angela Heise	LEVEL Intermediate
KEY THEMES Rules for success Assertive communication Professional boundaries	WHO SHOULD ATTEND? Managers Supervisors Teachers Administrators
RELATED COURSES L05, 6 IS3	
DURATION 1 day	COST \$395
9.00am – 4.00pm Friday 26 September	COURSE 08PCB423
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6. Powerful optimism

This workshop gives participants the knowledge and skills to be able to develop an optimistic attitude – a habitual way of thinking that focuses on strength and possibility rather than on weakness and helplessness – founded on practical, applicable skills backed by evidence-based research into the principles of positive psychology.

PRESENTERS Linda Bell, Wendy Freeman	LEVEL Introductory
KEY THEMES Powerful optimism Empowering language Positive psychology	WHO SHOULD ATTEND? Executive Managers Supervisors Teachers Trainers Team members
RELATED COURSES IS2, 4	
DURATION 1 day	COST \$495
9.00am – 5.00pm Friday 22 August	COURSE 08WCB1011
or 9.00am – 5.00pm Friday 21 November	COURSE 08PCB1012
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Interpersonal Skills

1. Dealing with difficult people

This course will show you how to recognise and respond to the tactics difficult people use at work, at home and in customer service environments. Learn to maintain your personal power while dealing with aggressive strategies such as bullying, shouting, public put-downs and criticism. Develop appropriate ways to handle chronic complaining and buck-passing, and learn how to respond assertively to sarcasm and rumour-mongering. A great way to increase your confidence!

PRESENTER Eleanor Shakiba	LEVEL Introductory
KEY THEMES Communication styles Personal power Conflict resolution	WHO SHOULD ATTEND? Executive Managers Supervisors Teachers Small business owners Graduates
RELATED COURSES FM1, 3 IS2-4	
DURATION 1 day	COST \$395
9.00am – 4.30pm Thursday 26 June	COURSE 08WCB1247
or 9.00am – 4.30pm Friday 12 September	COURSE 08PCB1248
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2. Emotional intelligence in the workplace

Increasing your understanding of your social and emotional behaviours, and learning how to adapt and manage your responses to particular situations, will improve your effectiveness at work and aid your career progression. This course will show you how to develop the five core competencies of emotional intelligence – self-awareness, self-regulation, motivation, empathy and interpersonal skills – and implement them to enhance your relationships in work and life.

PRESENTER Angela Heise	LEVEL Introductory
KEY THEMES Self-awareness Motivation Interpersonal skills	WHO SHOULD ATTEND? Graduates Supervisors Team members
RELATED COURSES CB5 IS1, 3	
DURATION 1 day	COST \$395
9.00am – 5.00pm Friday 18 July	COURSE 08WCB1616
or 9.00am – 5.00pm Friday 17 October	COURSE 08PCB1617
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3. Essentials of workplace communication

Enhance customer perceptions and build strong team relationships by applying the basic principles of business communication. Learn how to evaluate the effectiveness of your current communication style, convey credibility and professionalism non-verbally, behave appropriately during workplace conversations, follow key principles of business etiquette, listen actively and frame your message assertively. This is an interactive course in which you'll participate in self-assessment activities, group exercises and class discussions.

PRESENTER Eleanor Shakiba	LEVEL Introductory
KEY THEMES Influencing skills Team relationships Business communication	WHO SHOULD ATTEND? Managers Supervisors Teachers Trainers Administrators Graduates
RELATED COURSES CB5 IS1, 2, 4	
DURATION 1 day	COST \$395
9.00am – 5.00pm Thursday 31 July	COURSE 08WCB1517
or 9.00am – 5.00pm Friday 24 October	COURSE 08PCB1518
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4. Getting what you want: assertive communication skills

If you want to learn how to say 'no', make your presence felt in a meeting, or tell someone that their behaviour is unsatisfactory (while keeping others aside), this course is for you. You'll learn how to handle people who ignore you, interrupt you, unduly criticise you, make unreasonable requests, or vent their anger against you. Your life may never be the same again!

PRESENTER Yvonne Collier	LEVEL Introductory
KEY THEMES Self-confidence Persuasion Managing people	WHO SHOULD ATTEND? Managers Supervisors Teachers Trainers Administrators Graduates
RELATED COURSES IS1, 2, 3	
DURATION 2 days	COST \$595
9.30am – 4.30pm Saturdays 6 & 13 September	COURSE 08WCB1417
or 9.30am – 4.30pm Fridays 31 October & 7 November	COURSE 08PCB1418
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1. Operating a consultancy business

Many professional people enter the field of consultancy for the flexibility and rewards it offers, only to find themselves unable to market their services or generate enough income. In this course for highly skilled professionals we'll discuss networking, planning, building your business to a full-time proposition, costing your services, marketing, the sales process, proposals, presentation, service delivery, day-to-day business management and important legal and financial obligations.

PRESENTER John Groarke	LEVEL Introductory
KEY THEMES Marketing Start-up essentials Business building	WHO SHOULD ATTEND? Small business owners
RELATED COURSES SB2, 3	
DURATION 6 meetings	COST \$395
6.30pm – 8.30pm Wednesdays from 23 July	COURSE 08WSB058
or 6.30pm – 8.30pm Wednesdays from 15 October	COURSE 08PSB059
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2. Starting and managing your own business

The difference between success and failure in starting your own business often comes down to understanding risks, developing a realistic plan, managing finances well and effectively marketing what you've got to sell. In this course you'll learn about what makes a small business tick and the personal commitments involved; gaining, selling to and keeping customers; developing a plan for your business; the basic issues of finance and cash flow (including GST); BAS reporting requirements; and the increasingly important areas of 'virtual' and home-based businesses.

PRESENTER Phil Schwenke	LEVEL Introductory
KEY THEMES Business opportunities Managing finances Effective marketing	WHO SHOULD ATTEND? Small business owners
RELATED COURSES SB1, 3	
DURATION 2 days	COST \$385
9.30am – 4.30pm Saturdays 28 June & 5 July	COURSE 08WSB0427
or 9.30am – 4.30pm Saturdays 23 & 30 August	COURSE 08WSB0428
or 9.30am – 4.30pm Saturdays 25 October & 1 November	COURSE 08PSB0429
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3. Basic operations with MYOB

Why waste thousands on expensive consultants, contractors and accountants when MYOB is easy to use yourself? All you need are the right skills, knowledge and guidance and you'll soon be managing your accounts effectively and efficiently. This course is ideal for people running a small business but is suitable for anyone wanting to take control of their financial affairs.

PRESENTER Cindy Drew	LEVEL Introduction
KEY THEMES Small business Chart of accounts Invoicing Business activity statements	WHO SHOULD ATTEND? Small business owners
RELATED COURSES SB1, 2	
DURATION 2 days	COST \$450
9.00am – 4.30pm Fridays 22 & 29 August	COURSE 08WSB0728
or 9.00am – 4.30pm Fridays 21 & 28 November	COURSE 08PSB0729
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Led by highly experienced presenters, our hands-on IT courses offer a supportive small-group learning environment in our state-of-the-art facilities in Newtown. Lunch is included with all full-day courses, and you'll receive a certificate of attendance and comprehensive course notes as a useful source of reference after the course.

What dates are available?

Course dates in this brochure reflect a selection of those on offer in our Winter and Spring 2008 programs.

Due to high demand we often add courses after publication, so for the latest dates please visit our website prior to enrolling at www.cce.usyd.edu.au/IT.

Which level should I choose?

Please check the course outlines on our website at www.cce.usyd.edu.au or call our course advisors on 9036 4789 to ensure you choose a course that suits you. Note that some courses assume prior knowledge, so it's essential to check the course outlines before you enrol.

Desktop Applications

1. Basic computer skills

Every computer novice will enjoy this course. Launch yourself into the world of computers as you acquire new skills in Windows and Microsoft Office. At the end of the two days you'll be able to differentiate between the various types of computers, identify the hardware components of a computer, move and resize windows, access Windows XP, identify the screen elements and work with a mouse. You'll also be able to perform some simple operations with Word, Excel, PowerPoint and Outlook.

PRESENTER Laurel Trim	LEVEL Introductory
KEY THEMES Computer concepts Working with windows Outlook and emailing	WHO SHOULD ATTEND? People new to using computers
RELATED COURSES DA2, 3, 5	
DURATION 2 days	COST \$475
9.00am – 4.30pm Saturdays 23 & 30 August	COURSE 08WWM05322
or 9.00am – 4.30pm Saturdays 22 & 29 November	COURSE 08PM05323
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2. Managing your computer files and folders

In this hands-on half-day workshop you'll learn how to maximise space on your hard drive and save yourself valuable time. We'll discuss hierarchies, navigating, views and sorting in Windows Explorer, and explore how to create, copy, search for, move, rename and delete files and folders – as well as how to effectively use the recycle bin.

PRESENTER Laurel Trim	LEVEL Introductory
KEY THEMES Electronic filing Creating and managing file folders Search facility	WHO SHOULD ATTEND? People new to managing computer files and folders
RELATED COURSES DA3	
DURATION 1 meeting	COST \$150
9.00am – 1.00pm Saturday 2 August	COURSE 08WWM0547
or 9.00am – 1.00pm Saturday 25 October	COURSE 08PM0548
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3. Microsoft Office essentials

Become more productive in just two days by acquiring a basic understanding of Word, Excel, PowerPoint, Access and Outlook – as well as learning how to share data between these applications. This course represents excellent value for money!

PRESENTERS Laurel Trim, Paul Neale, Denise Tsagaris		LEVEL Introductory
KEY THEMES	WHO SHOULD ATTEND?	
Word processing	People new to using computers	
Spreadsheets		
Outlook		
RELATED COURSES DA2, 4, 9		
DURATION 2 days	COST \$475	
9.00am – 4.30pm Fridays 13 & 20 June	COURSE 08WMO731 (Office 2003)	
or 9.00am – 4.30pm Saturdays 12 & 19 July	COURSE 08WMO741 (Office 2007)	
or 9.00am – 4.30pm Tuesdays 12 & 19 Aug	COURSE 08WMO742 (Office 2007)	
or 9.00am – 4.30pm Fridays 12 & 19 Sept	COURSE 08PM0732 (Office 2003)	
or 9.00am – 4.30pm Saturdays 11 & 18 Oct	COURSE 08PM0743 (Office 2007)	
or 9.00am – 4.30pm Tuesdays 11 & 18 Nov	COURSE 08PM0744 (Office 2007)	

4. Upgrading to Microsoft Office 2007: Word, Excel, PowerPoint and Outlook

Designed to fast-track you through the process of upgrading to Microsoft Office 2007, this course is designed for people needing to understand the basic concepts, changes and new features in the 2007 versions of Word, Excel, PowerPoint and Outlook.

PRESENTERS Denise Tsagaris		LEVEL Intermediate
KEY THEMES	WHO SHOULD ATTEND?	
What's new in MS Office 2007?	Administrators Supervisors Small business owners	
RELATED COURSES DA6, 7, 9–12		
DURATION 1 day	COST \$325	
9.00am – 4.30pm Monday 30 June	COURSE 08WMO761	
or 9.00am – 4.30pm Friday 26 September	COURSE 08PM0762	

5. Basic operations with Excel

Improve the way you manage and present information and take the legwork out of calculations and data manipulation with this powerful software. You'll learn how to work with workbooks, create and copy formulas, use functions and filters, create charts and much more

PRESENTER Gail Shennan		LEVEL Introductory
KEY THEMES	WHO SHOULD ATTEND?	
Workbooks	Managers	
Ranges	Supervisor	
Formulas	Administrators Team members Small business owners	
RELATED COURSES DA6, 7, 8		
DURATION 2 days	COST \$475	
9.00am – 4.30pm Tuesdays 24 June & 1 July	COURSE 08WMO711 (Excel 2003)	
or 9.00am – 4.30pm Thursdays 10 & 17 July	COURSE 08WMO721 (Excel 2007)	
or 9.00am – 4.30pm Thursdays 7 & 14 Aug	COURSE 08WMO722 (Excel 2007)	
or 9.00am – 4.30pm Thursdays 18 & 25 Sept	COURSE 08PM0712 (Excel 2003)	
or 9.00am – 4.30pm Fridays 3 & 10 October	COURSE 08PM0723 (Excel 2007)	
or 9.00am – 4.30pm Thursdays 6 & 13 Nov	COURSE 08PM0724 (Excel 2007)	

6. Intermediate operations with Excel 2007

Learn how to work more efficiently with workbooks and worksheets, enhance the appearance of data and worksheets, perform data analysis using functions, and use the sorting and filtering features to manage and analyse data.

PRESENTER Paul Neale		LEVEL Intermediate
KEY THEMES	WHO SHOULD ATTEND?	
Logical functions	Managers	
Formatting	Supervisors	
Charting techniques	Administrators Small business owners	
RELATED COURSES DA7, 8		
DURATION 2 days	COST \$475	
9.00am – 4.30pm Wednesdays 25 June & 2 July	COURSE 08WMO751	
or 9.00am – 4.30pm Wednesdays 24 September & 1 October	COURSE 08PM0752	

7. Advanced operations with Excel

Designed for those who already have a sound understanding of the fundamental concepts of Excel, this course will provide you with more sophisticated skills to help you work more efficiently. You'll learn how to set up scenarios, use goal seeking, analyse your data using pivot tables, and create validations and macros.

PRESENTER Gail Shennan		LEVEL Advanced
KEY THEMES	WHO SHOULD ATTEND?	
Nesting functions	Managers	
Validations	Accounts Managers	
Pivot tables		
RELATED COURSES DA8 FE3		
DURATION 2 days	COST \$475	
9.00am – 4.30pm Mondays 16 & 23 June	COURSE 08WMO691 (Excel 2003)	
or 9.00am – 4.30pm Wednesdays 9 & 16 July	COURSE 08WMO701 (Excel 2007)	
or 9.00am – 4.30pm Fridays 8 & 15 August	COURSE 08WMO702 (Excel 2007)	
or 9.00am – 4.30pm Wednesdays 10 & 17 Sept	COURSE 08PM0692 (Excel 2003)	
or 9.00am – 4.30pm Wednesdays 8 & 15 Oct	COURSE 08PM0703 (Excel 2007)	
or 9.00am – 4.30pm Fridays 7 & 14 November	COURSE 08PM0704 (Excel 2007)	

8. Basic VBA programming for Excel

Learn how to use a combination of Excel and VBA to improve your productivity, adding power and flexibility to spreadsheets by creating user-defined functions. Basic knowledge of Excel is assumed.

PRESENTER John Cumming		LEVEL Intermediate
KEY THEMES	WHO SHOULD ATTEND?	
VBA Editor	Managers	
Custom forms	Supervisors	
Programming techniques	Administrators Small business owners	
RELATED COURSES DA6, 7		
DURATION 2 days	COST \$475	
9.00am – 4.30pm Wednesdays 13 & 20 August	COURSE 08WMO5836	
or 9.00am – 4.30pm Wednesdays 12 & 19 November	COURSE 08PM05837	

9. Getting the best out of Outlook

Are you using all the features that Outlook offers? If not, this one-day workshop will definitely put e-value into your life. Surprising tips and tricks will be revealed as you get yourself up to speed and learn how to effectively manage your emails, set up meetings and use the task list. You'll also import and export data from other Office applications.

PRESENTER Paul Neale, Denise Tsagaris		LEVEL Introductory
KEY THEMES	WHO SHOULD ATTEND?	
Attachments	Managers	
Calendar	Supervisors	
Contacts	Teachers Administrators Graduates	
RELATED COURSES DA4		
DURATION 1 day	COST \$325	
9.00am – 4.30pm Wednesday 30 July	COURSE 08WMO5919	
or 9.00am – 4.30pm Wednesday 29 October	COURSE 08PM05920	

10. Intermediate operations with Word

Designed for those wanting to enhance basic Word documents, this course will show you how to create and work with tables, insert and modify pictures and drawings, use the merge function, styles, tabs, headers and footers, and more.

PRESENTER Denise Tsagaris		LEVEL Intermediate
KEY THEMES	WHO SHOULD ATTEND?	
Formatting techniques	Managers	
Tables	Supervisors	
Mail merging	Teachers Administrators Graduates	
RELATED COURSES DA4, 11, 14		
DURATION 1 day	COST \$325	
9.00am – 4.30pm Wednesday 6 August	COURSE 08WMO646	
or 9.00am – 4.30pm Wednesday 5 November	COURSE 08PM0647	

11. Advanced operations with Word

Get to grips with more complex merge operations, create and modify styles and learn how to use bookmarks, end notes, footnotes, automated fields and macros, outlining and indexing. Discover the full potential of this powerful product!

PRESENTER Denise Tsagaris	LEVEL Advanced
KEY THEMES Lists Table of contents Merging techniques	WHO SHOULD ATTEND? Administrators
RELATED COURSES DA4, 12, 13, 14	
DURATION 1 day	COST \$325
9.00am – 4.30pm Tuesday 29 July	COURSE 08WMO6041
or 9.00am – 4.30pm Thursday 2 October	COURSE 08PPM06042
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12. Advanced operations with PowerPoint

Go beyond the basics with this hands-on course and discover how to design and build professional presentations that will stand out from the crowd. You'll learn how to add and edit tables and charts, enhance text, add media features including movies and narration, set up templates, and more.

PRESENTER Paul Neale, Gail Shennan	LEVEL Advanced
KEY THEMES Drawing objects Animation Printing and publishing	WHO SHOULD ATTEND? Administrators Teachers Trainers
RELATED COURSES MC3 DA14	
DURATION 1 day	COST \$325
9.00am – 4.30pm Tuesday 5 August	COURSE 08WMO6128
or 9.00am – 4.30pm Tuesday 4 November	COURSE 08PPM06129
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13. An introduction to Visio

Microsoft Visio makes it easy for IT and business professionals to visualise, explore and communicate complex information. Visio lets you use a range of powerful drawing tools to create real-world illustrations such as business process flowcharts, network diagrams, workflow diagrams, database models and software diagrams. You'll learn how to use the wide variety of illustrations available in Visio to share information about organisational systems, resources and processes.

PRESENTER Paul Neale	LEVEL Introductory
KEY THEMES Communicating complex information Formats Multiple-page drawings	WHO SHOULD ATTEND? Managers Supervisors Administrators
RELATED COURSES DA4	
DURATION 1 day	COST \$325
9.00am – 4.30pm Friday 1 August	COURSE 08WMO318
or 9.00am – 4.30pm Friday 31 October	COURSE 08PPM0319
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14. Producing business documents with MS Publisher

Publisher is a powerful tool within the Office suite which can help you rapidly produce a range of high-quality business and personal documents such as flyers, brochures, letterheads, web pages and customised emails. This easy-to-use program is an invaluable tool for all home offices, small businesses and larger organisations that need to create professional-looking business documents.

PRESENTER Paul Neale	LEVEL Introductory
KEY THEMES Objects and frames Text styles Layout and page techniques	WHO SHOULD ATTEND? Administrators
RELATED COURSES DA4	
DURATION 1 day	COST \$325
9.00am – 4.30pm Tuesday 15 July	COURSE 08WMO655
or 9.00am – 4.30pm Tuesday 14 October	COURSE 08PPM0656
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Database Development

1. Access essentials

Access is often the silent partner in the Office suite, but it's a powerful tool, whether used for data manipulation or for the development and maintenance of databases. In this course you'll learn the fundamentals of creating databases and setting up queries.

PRESENTER Paul Neale	LEVEL Intermediate
KEY THEMES Database design Importing records Relational queries	WHO SHOULD ATTEND? Database managers/administrators Small business owners
RELATED COURSES DB3, 4, 5	
DURATION 2 days	COST \$475
9.00am – 4.30pm Thursdays 26 June & 3 July	COURSE 08WDD673
or 9.00am – 4.30pm Tuesdays 23 & 30 September	COURSE 08PPD674
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2. FileMaker Pro essentials

FileMaker Pro is a powerful yet easy-to-use database program that offers tremendous flexibility in the entry and manipulation of information. In this course, you'll learn the basics of FileMaker Pro so that you can create and use databases to effectively organise your information.

PRESENTER Ardsley McNeilly	LEVEL Introductory
KEY THEMES Create a new database Formatting Reports	WHO SHOULD ATTEND? Database managers/administrators
RELATED COURSES DB3	
DURATION 2 days	COST \$475
9.00am – 4.30pm Fridays 4 & 11 July	COURSE 08WDD6410
or 9.00am – 4.30pm Mondays 17 & 24 November	COURSE 08PPD6411
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3. Database design essentials

Have you been asked to design a database and don't know where to start? This course uses real-world examples and hands-on exercises to show you how to design relational database models using two common methods: entity relationship modelling and normalisation. You'll learn how to create a database design which supports business rules uncovered during discussions with users. We'll also implement a database from our models in Microsoft SQL Server and run queries against it to verify its design.

PRESENTER John Cumming	LEVEL Intermediate
KEY THEMES Relational databases Common entity relationships Primary and foreign keys	WHO SHOULD ATTEND? Programmers Database managers/administrators
RELATED COURSES DD1, 2, 4, 5	
DURATION 2 days	COST \$475
9.00am – 4.30pm Tuesdays 5 & 12 August	COURSE 08WDD681
or 9.00am – 4.30pm Tuesdays 4 & 11 November	COURSE 08PPD682
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4. SQL essentials

Escalate your career! SQL is a current hot skill, valued by employers. Learn how to extract data from relational databases, work with SQL statements and create scripts. Familiarity with the basic concepts of relational databases is essential.

PRESENTER John Cumming	LEVEL Introductory
KEY THEMES SQL components Select statements Multiple tables	WHO SHOULD ATTEND? Database managers/administrators
RELATED COURSES DD3, 5	
DURATION 2 days	COST \$475
9.00am – 4.30pm Tuesdays 17 & 24 June	COURSE 08WDD6532
or 9.00am – 4.30pm Friday 11 & 18 July	COURSE 08WDD6533
or 9.00am – 4.30pm Thursdays 25 September & 2 October	COURSE 08PDD6534
or 9.00am – 4.30pm Fridays 10 & 17 October	COURSE 08PDD6535
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5. SQL: beyond the essentials

Do you want to write more powerful SQL code? This course takes your SQL skills to the next level by introducing the use of flow-control statements ('if' statements and loops, etc.), the use of common SQL functions and, to solve unique problems, the creation of user-defined functions, stored procedures and triggers. You'll also learn how to activate SQL from, and return data to, user applications via ADO or ADO.NET; how to implement transactions, cursors, recursion, querying system tables and an audit trail; and how to handle errors.

PRESENTER John Cumming	LEVEL Intermediate
KEY THEMES Conversion functions Transactions Flow language	WHO SHOULD ATTEND? Database managers/administrators
RELATED COURSES DD3	
DURATION 2 days	COST \$475
9.00am – 4.30pm Wednesdays 23 & 30 July	COURSE 08WDD668
or 9.00am – 4.30pm Fridays 7 & 14 November	COURSE 08PDD669
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Web Development

1. Using HTML: an introduction

HTML is still the language behind most web pages. Once you know the basic rules of HTML you can begin to develop web pages with confidence, format text, add images and links, use cascading style sheets and more. If you're using a web editor such as Dreamweaver, HTML concepts are extremely useful for getting the most out of your authoring software, and for troubleshooting common problems.

PRESENTER Rolando Ramos	LEVEL Introductory
KEY THEMES Developing web pages	WHO SHOULD ATTEND? Web designers and administrators
RELATED COURSES WD2, 5, 6, 7	
DURATION 1 day	COST \$325
9.00am – 4.30pm Tuesday 8 July	COURSE 08WWW276
or 9.00am – 4.30pm Tuesday 7 October	COURSE 08PWD277
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2. Designing websites with CSS

CSS (cascading style sheets) allow the creation of websites that load quickly and have improved search engine ranking. Additional benefits include the ease of maintenance and design for various devices. Discover how to use CSS to create accessible, standards-compliant websites that are also attractive and engaging.

PRESENTER Rolando Ramos	LEVEL Intermediate
KEY THEMES Text formatting techniques Creating tables Cascading style sheets	WHO SHOULD ATTEND? Web designers and administrators
RELATED COURSES WD1, 6, 7	
DURATION 2 days	COST \$475
9.00am – 4.30pm Fridays 18 & 25 July	COURSE 08WWW293
or 9.00am – 4.30pm Fridays 17 & 24 October	COURSE 08PWD294
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3. C# and VB.NET essentials

The .NET platform is proving to be the 'next big thing' in programming for Windows applications and the internet. This course covers the basics of the .NET programming environment and the principles of object-oriented programming. You'll become familiar with two of .NET's most popular languages (C# and VB.NET), how to access databases via ADO.NET and SQL and how to create Windows and web applications.

PRESENTER John Cumming	LEVEL Advanced
KEY THEMES Programming Object-oriented programming Decision and looping programming	WHO SHOULD ATTEND? Programmers Web developers
RELATED COURSES WD4	
DURATION 2 days	COST \$475
9.00am – 4.30pm Thursdays 21 & 28 August	COURSE 08WWW207
or 9.00am – 4.30pm Thursdays 20 & 27 November	COURSE 08PWD208
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4. Basic PHP and MySQL

Learn how to create dynamic database-driven websites using MySQL and PHP – the fastest-growing scripting language in the world. The course includes demonstrations and hands-on exercises in class along with programming notes.

PRESENTER Richard Tan	LEVEL Introductory
KEY THEMES Creating dynamic websites Validating form data Importing and exporting data	WHO SHOULD ATTEND? Programmers Web developers
RELATED COURSES WD3	
DURATION 2 days	COST \$475
9.00am – 4.30pm Saturdays 14 & 21 June	COURSE 08WWW2212
or 9.00am – 4.30pm Saturdays 20 & 27 September	COURSE 08PWD2213
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5. Basic operations with Dreamweaver

In this introductory course you'll learn how to create and test a simple website using rollovers, navigator bars and tables. We'll also look at how to manage text and images using layers, create hyperlinks, and design and lay out interactive forms.

PRESENTER Rolando Ramos	LEVEL Introductory
KEY THEMES Website development Web navigation Graphics and animation	WHO SHOULD ATTEND? Web designers and administrators
RELATED COURSES WD2, 6, 7	
DURATION 2 days	COST \$475
9.00am – 4.30pm Thursdays 12 & 19 June	COURSE 08WWWD2434
or 9.00am – 4.30pm Thursdays 31 July & 7 August	COURSE 08WWWD2435
or 9.00am – 4.30pm Wednesdays 24 September & 1 October	COURSE 08PWW2436
or 9.00am – 4.30pm Wednesdays 12 & 19 November	COURSE 08PWW2437

6. Advanced operations with Dreamweaver

This course will enable you to produce web pages with advanced web technologies; understand DHTML; create and manage a website both locally and remotely; implement an advanced layout; implement reusable elements (libraries and templates); create, use, export and link CSS styles; implement web navigation; create an advanced form; and implement JavaScript with behaviours.

PRESENTER Rolando Ramos	LEVEL Advanced
KEY THEMES Site creation and management CSS styles Advanced forms	WHO SHOULD ATTEND? Net designers Programmers
RELATED COURSES WD2, 7	
DURATION 2 days	COST \$475
9.00am – 4.30pm Thursdays 17 & 24 July	COURSE 08WWWD2511
or 9.00am – 4.30pm Thursdays 23 & 30 October	COURSE 08PWW2512

7. Web design essentials with Dreamweaver, Flash and Fireworks

Dreamweaver, Flash and Fireworks are the industry standards for content creation. Learn the basics of these powerful programs and create a simple website – from basic text to optimised images and animations.

PRESENTER Deborah Emmett	LEVEL Intermediate
KEY THEMES Creating a simple website Optimised images Animation	WHO SHOULD ATTEND? Web designers and administrators
RELATED COURSES WD1, 2, 5, 6	
DURATION 1 day	COST \$325
9.00am – 4.30pm Saturday 5 July	COURSE 08WWWD2649
or 9.00am – 4.30pm Saturday 23 August	COURSE 08WWWD2650
or 9.00am – 4.30pm Saturday 11 October	COURSE 08PWW2651
or 9.00am – 4.30pm Saturday 29 November	COURSE 08PWW2652

8. How to blog

Thinking of creating a blog for your business or hobby? If you are a budding writer, have a passion for your hobby, are travelling soon and want to keep a travel photo diary online or simply have something to say, this course will teach you the basics of blogging and how to gain a readership.

PRESENTER Laurel Papworth	LEVEL Introductory
KEY THEMES Blogsphere Profile development Videos and media	WHO SHOULD ATTEND? Community learners Teachers Students Graduates
RELATED COURSES MK8 PW6	
DURATION 1 day	COST \$325
9.30am – 4.30pm Saturday 30 August	COURSE 08WWWD284
or 9.30am – 4.30pm Saturday 15 November	COURSE 08PWW285

SydneyLearning offers many solutions to professionals and working adults who need to further their education, by offering flexible programs and qualifications. Our courses are part of a complete service comprising continuing professional development, training, links to the University of Sydney's programs, consultancy and research for the 21st century.

Our courses are attended by professionals and working adults from small and medium enterprises to large corporations, in both the private and public sectors.

Our courses are developed and presented by experienced staff from the University of Sydney as well as specialists invited from industry and the professions. We pride ourselves on the individual attention we give to participants.

Our courses are enhanced by the expertise as well as the research and development activities of our University staff.

Welcome to the SydneyLearning Alumni Community

In an exciting new development, the Centre for Continuing Education has become a vital part of the University of Sydney's *SydneyLearning*. This will give increasing benefits to all our participants – greater program diversity, more flexible options, more choices for you. Your feedback has always been central to our continued strength and development. During this dynamic transition we encourage you to contribute by becoming a member of our *SydneyLearning* Alumni Community. Whether you are currently enrolled with the Centre or have been in the past, there has never been a better time to stay in touch.

To become part of our new initiative or to read more about the benefits we will offer our alumni, please visit www.cce.usyd.edu.au/alumni.

We look forward to welcoming you.



COURSE NAME	COST	DURATION	JUN*	JUL*	AUG*	SEP*	OCT*	NOV*
CAREER-BUILDING SKILLS								
English pronunciation for overseas-born professionals	\$350	6 mtgs		21, 23			20, 22	
Finding work after 45	\$275	2 mtgs			30			1
Powerful optimism	\$395	1 day						21
Résumé writing and interview skills for the public sector	\$295	1 day				23		
Winning ways at interviews	\$295	1 day	13					
Women on top	\$395	1 day				26		
FINANCE AND ECONOMICS								
Budgeting and forecasting for organisations	\$395	1 day			13			6
Finance for the non-financial manager	\$395	1 day	20		22		17	28
Financial modelling in Excel	\$395	1 day	17		11	22		10
Sharemarket investing for long-term gain	\$395	1 day			2			
FRONTLINE MANAGEMENT								
A toolkit for new managers	\$395	1 day	13		15	19		21
Client service excellence	\$395	1 day		25		19		
Developing high-performance teams	\$395	1 day				26		
Essential skills for supervisors	\$395	1 day			14			14
People management	\$595	2 days		24			23	
Priorities and time management	\$395	1 day			15			14
HUMAN RESOURCE MANAGEMENT								
Designing and delivering training courses	\$395	1 day			15			21
HR practitioners' guide to conflict management	\$395	1 day				5		6
Performance management essentials	\$395	1 day						14
Recruitment and retention: the complete guide	\$595	2 days					16	
INTERPERSONAL SKILLS								
Dealing with difficult people	\$395	1 day	26			12		
Emotional intelligence in the workplace	\$395	1 day		18			17	
Essentials of workplace communication	\$395	1 day		31			24	
Getting what you want: assertive communication skills	\$595	2 days	6				31	
LEADERSHIP AND ORGANISATIONAL DEVELOPMENT								
Business process design and implementation	\$595	2 days			7			13
Implementing strategy	\$795	2 days				18		
Inspire people to take action – how to look, sound and speak like a leader	\$495	1 day	12					
Leadership and management fundamentals	\$595	2 days			21			13
Making the business case	\$395	1 day			8			21
Masterful coaching	\$395	1 day			15			28
Performance cultures – how leaders create and sustain excellence	\$595	2 days					30	
Stakeholder management	\$395	1 day			7			20
Strategic thinking skills	\$395	1 day		31			30	
MARKETING								
Advanced marketing	\$595	2 days	26			11		
Brand management essentials	\$595	2 days					24	
Conference and corporate event management essentials	\$395	1 day		25		26		
Effective search engine marketing	\$395	1 day	13			19		
Key account management	\$395	1 day			1			7
Marketing essentials	\$595	2 days			28		30	
Services marketing	\$395	1 day	20					
Web 2.0 – Facebook, blogs and marketing	\$395	1 day		18			10	

* Start dates

INFORMATION TECHNOLOGY

COURSE NAME	COST	DURATION	JUN*	JUL*	AUG*	SEP*	OCT*	NOV*
MEDIA AND COMMUNICATIONS								
Developing a voice that sells	\$395	1 day			1		17	
How to plan and deliver memorable presentations	\$395	1 day	27			12		
Listen and speak under pressure	\$395	1 day		4			31	
Public relations and marketing communication in the information age	\$395	1 day	20			19		
Public relations essentials	\$595	2 days			7			6
PROJECT MANAGEMENT								
Managing projects using Microsoft Project	\$495	2 days		22	25		20	25
Project management – the complete guide	\$895	3 days		2, 30	27	10	1	26
Project management essentials	\$695	2 days	12	24	25		30	
PROFESSIONAL WRITING								
A grammar and punctuation refresher	\$645	2 days				25		
Business writing	\$625	2 days		24			23	
Editing and proofreading	\$595	2 days	26			11		
Writing at work	\$425	1 day	13		7	19		20
Writing effective reports	\$395	1 day			29			14
Writing for newspapers and magazines	\$450	8 mtgs		8				
Writing for the web	\$395	1 day	19		15	18		21
Writing promotional copy	\$395	1 day			8			7
SMALL BUSINESS								
Basic operations with MYOB	450	2 days			22			21
Operating a consultancy business	395	6 mtgs		23			15	
Starting and managing your own business	385	2 days	28		23		25	
DESKTOP APPLICATIONS								
Advanced operations with Excel 2003	\$475	2 days	16			10		
Advanced operations with Excel 2007	\$475	2 days		9	8		8	7
Advanced operations with PowerPoint	\$325	1 day			5			4
Advanced operations with Word	\$325	1 day		29			2	
An introduction to Visio	\$325	1 day			1		31	
Basic computer skills	\$475	2 days			23			22
Basic operations with Excel 2003	\$475	2 days	24			18		
Basic operations with Excel 2007	\$475	2 days		10	7		3	6
Basic VBA programming for Excel	\$475	2 days			13			12
Getting the best out of Outlook	\$325	1 day		30			29	
Intermediate operations with Excel 2007	\$475	2 days	25			24		
Intermediate operations with Word	\$325	1 day			6			5
Managing your computer files and folders	\$150	1 mtg			2		25	
Microsoft Office essentials 2003	\$475	2 days	13			12		
Microsoft Office essentials 2007	\$475	2 days		12	12		11	11
Producing business documents with MS Publisher	\$325	1 day		15			14	
Upgrading to MS Office 2007	\$325	1 day	30			26		
DATABASE DEVELOPMENT								
Access essentials	\$475	2 days	26			23		
Database design essentials	\$475	2 days			5			4
Filemaker Pro essentials	\$475	2 days		14				17
SQL essentials	\$475	2 days	17	11		25	10	
SQL: beyond the essentials	\$475	2 days		23				7
WEB DEVELOPMENT								
Advanced operations with Dreamweaver	\$475	2 days		17			23	
Basic operations with Dreamweaver	\$475	2 days	12	31		24		12
Basic PHP and MySQL	\$475	2 days	14			20		
C# and VB .NET essentials	\$475	2 days			21			20
Designing websites with CSS	\$475	2 days		18			17	
How to blog	\$325	1 day			30			15
Using HTML: an introduction	\$325	1 day		8			7	
Web design essentials with Dreamweaver, Flash and Fireworks	\$325	1 day			23		11	29

* Start dates

Enrolment form

SydneyLearning
Centre for Continuing Education
160 Missenden Road
NEWTOWN NSW 2042

Locked Bag 2020
GLEBE NSW 2037



Six easy ways to enrol

Personal details

FIRST NAME	MR <input type="checkbox"/> MS <input type="checkbox"/> OTHER <input type="checkbox"/>
SURNAME	ADDRESS
COMPANY	POSTCODE
POSITION	PHONE – DAY
MOBILE	PHONE – EVENING
EMAIL	ARE YOU A UNIVERSITY OF SYDNEY GRADUATE? (TICK BOX)

Privacy statement: The information you supply on this form is needed by the University of Sydney for SydneyLearning to manage your enrolment and participation. SydneyLearning will also use the information to notify you of future courses and events. If you don't wish to receive such information please tick this box. No personal information will be disclosed outside the University without your express consent, except where required by law. Enquiries should be directed, in the first instance, to the University of Sydney, SydneyLearning on 9036 4789.

Course details

COURSE NAME	COURSE NUMBER	\$
COURSE NAME	COURSE NUMBER	\$
TOTAL:		\$

Payment details

Cheque/money order made out to: UNIVERSITY OF SYDNEY

AmEx Diners Master Card Visa

Expiry date: /

CARD NUMBER

NAME ON CARD CARDHOLDER'S SIGNATURE

Note: By enrolling I accept the conditions on page 35.

AD NO	REC NO	D/E	DATA RET	CHKD, RCPT SNT
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- 1 Via our web page** *(credit card only)*
www.cce.usyd.edu.au
- 2 By phone** *(credit card only)*
9036 4789
9.00am – 5.00pm weekdays
- 3 By fax** *(credit card only)*
9036 4799
- 4 By mail**
Centre for Continuing Education
University of Sydney
Locked Bag 2020, Glebe NSW 2037
- 5 In person**
160 Missenden Road
Newtown NSW 2042
9.00am – 5.00pm weekdays
- 6 By invoice**
Supply on company letterhead a request for invoice with the name, contact details and signature of the payer. Attach an enrolment form with the student and course details and fax both sheets.

Mailing list

Unless you specify otherwise, we will add you to our mailing list to receive future program guides.

Course locations

The location of your course will be advised on enrolment.

Access needs

SydneyLearning is an equal opportunity provider. If you have any physical or other access needs, please contact us.

Prerequisites for attending courses

Courses are suitable for anyone aged 16 or over. No prerequisites are required unless mentioned in the course outline.

Course changes

SydneyLearning reserves the right to alter any arrangements for courses outlined in this program guide either before or during a course, to cancel or terminate a course or to refuse any enrolment as permitted by law.

Enrolment conditions

Please choose your course carefully. We cannot refund your course fee unless we cancel the course.

If you wish to transfer or withdraw, you must advise us in writing AT LEAST TWO WEEKS before the course start date. You will receive a credit note to the full value of the course fee.

Special consideration may be given in exceptional circumstances within the two-week period. "Exceptional circumstances" are defined as serious personal considerations or illness (documentation required). Please note that changes in work circumstances will not be considered exceptional circumstances, and that for Continuing Professional Development courses, any transfers or withdrawals permitted within this period will incur a \$75 fee for each day on which the course is or was held.

Want to go on our mailing list?

Please call us on 9036 4789 or send us your details at cceinfo@usyd.edu.au. The publications shown here are available free of charge at your request.



Winter/Spring 2008 program guide



September 2008 – February 2009 Travel program



SydneyLearning
The University of Sydney

Frontline Management
Leadership and Organisational Development
Human Resource Management
Marketing
Media and Communication
Professional Writing
Project Management

Finance and Economics
Career-building Skills
Interpersonal Skills
Small Business
Information Technology



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