



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

Uni Link

Micro-credentials Study Tour Program Group Proposal

RANKED

72
IN THE
WORLD

(QS WORLD UNIVERSITY
RANKINGS 2024)



2024

**Introduction to Business /
Introduction to Business Analytics**



About Perth, Western Australia

Perth is a city of opportunity located in the thriving state of Western Australia.

Offering a dynamic urban lifestyle set against breathtaking scenery, Perth is renowned for its cultural scene and epic events, as well as its idyllic white sand beaches, local wineries and unique wildlife.

An ideal place to live, study and work, Perth is a city full of cultural diversity with a lively social scene. Many festivals, eateries, modern bars and weekend markets add flavour to the city and its suburbs.

About UWA

The University of Western Australia (UWA) is located in Perth, Australia. It is one of Australia's leading universities and has an international reputation for excellence in teaching, learning and research.

- World Top 100 University (Source: QS World University Rankings 2024)
- Western Australia's only member of the prestigious Group of Eight Universities - Australia's leading research-intensive universities

UWA Uni Link

UWA Uni Link offers a Micro-credentials Study Tour program that allows students to have a taste of studying at UWA to gain academic credits and experience living in Perth – one of the most liveable cities in the world. The programs delivered by Uni Link are tailored to each group's specific academic requirements and cultural experience.

UWA Campus

Featuring expansive green spaces, cafés and shops, as well as a multitude of modern teaching and research facilities, UWA's campus provides you with a world-class learning environment. Please visit the campus through its online virtual tour:

uwa.edu.au/360-campus-tour/



2024 Business School Programs

Introduction to Business

Overview

This micro-credential course provides you with the opportunity to experience and appreciate key issues facing today's business leaders and managers.

Content

The course introduces foundation and emerging topics across the fundamental business disciplines such as Accounting, Economics, Finance, Organisations and Marketing. The micro-credential includes topics such as business reporting and ethics, sustainability reporting, labour economics and international trade, organisational strategy and social media and the role of innovation and entrepreneurship in the organisational process.

You'll learn to

- understand basic economics concepts and the behaviour of consumers and suppliers.
- exercise judgement to recommend solutions around the integration of social media in marketing.
- understand innovation processes through exposure to theoretical concepts and current developments in the field.

Introduction to Business Analytics

Overview

This micro-credential course provides students with a foundational understanding of the concepts and techniques in business analytics.

Content

The course offers an introduction on how accounting information supports business analytics using Excel, MYOB and Tableau, followed by a focus on regression analysis, probability and statistics in finance, and machine learning. Through a combination of theoretical knowledge and practice case studies, students will develop the skills necessary to extract insights and solve real-life business decisions, with an emphasis on finance.

You'll learn to

- demonstrate basic data analysis and visualisation techniques in Excel to communicate financial results.
- use a data visualisation platform to prepare an interactive dashboard to support business decision-making.
- apply basic probability and statistical concepts in finance.
- use regression to analyse relationships between variables in business scenarios.
- explain the concepts of risk and diversification in business.
- use basic machine learning techniques to analyse business scenarios.



Proposed Itinerary

Day		Activity	Meals included
1	SAT	Arrive in Perth, settle at the accommodation	N/A
2	SUN	Cultural study: Cottesloe Beach – one of Perth's most popular spots with crystal clear waters + Fremantle Market – enjoy the distinctive atmosphere of over a hundred years of vibrant culture and heritage	Breakfast
3	MON	Orientation day and campus tour	Breakfast
4	TUE	Full day – Academic session	Breakfast
5	WED	Full day – Academic session	Breakfast
6	THU	Full day – Academic session	Breakfast
7	FRI	Cultural study: Caversham Wildlife Park - meet Australian animals and watch a farm show + Shopping mall - local shopping experience	Breakfast
8	SAT	Cultural study*: The Pinnacles – world-renowned natural limestone structures formed around 25,000 to 30,000 years ago + Lunch at the Lobster Shack in Cervantes + sandboarding in Lancelin – a place of world-class wave and wind conditions, and snow-white sand dunes	Breakfast
9	SUN	Free day	Breakfast
10	MON	Full day – Academic session	Breakfast
11	TUE	Full day – Academic session	Breakfast
12	WED	Full day – Academic session	Breakfast
13	THU	Final exam / Assessment	Breakfast
14	FRI	Completion ceremony and certificate presentation	Breakfast
15	SAT	Depart from Perth	Breakfast

This itinerary is subject to change without notice.

* Around 10 hours trip and lunch (choice of lobster /fish and chips/hamburger) included.

	Option 1	Option 2
Course name	Introduction to Business	Introduction to Business Analytics
UWA PD point(s)	3	3
Group size	Minimum 20 students	Minimum 20 students
Cost per student	AUD 4,180	AUD 4,180
Admission requirement	<ul style="list-style-type: none"> Domestic/international students aged 16 or above at the time of program commencement. High-level of English language and comprehension skills are required to complete the course, IELTS 5.5 or equivalent is recommended. 	
Duration	15 days as per itinerary	
Proposal validity	Till 31 July 2024	
Proposed Program period	13 – 27 July 2024	
Cost inclusion	<ul style="list-style-type: none"> ✓ Course fee ✓ UWA professional Development Transcript and certificate upon successful completion ✓ Activities including entry fee, guide, and transportation as per itinerary ✓ Accommodation: off-campus arrangement. Students will have their own bed however room type (usually twin-share room) and location are subject to availability at the time of booking ✓ Meals: breakfast is inclusive as per the itinerary ✓ Tour coordinator ✓ Group return Perth airport transfers ✓ 1 Australian local phone card (value of AUD 14.90) ✓ AUD 20 credit for public transportation in Perth 	
Booking deadline	15 April 2024	
Booking requirement	<ul style="list-style-type: none"> Group Booking Form Student Details List Coloured passport copies of participants Minimum 50% deposit of the program fees (non-refundable) 	
Important/special note	<ul style="list-style-type: none"> One Free-of-Charge chaperone (without the academic course) will be offered per 20 paid students. The cost for an additional chaperone is AUD 2,580. All students are required to bring their own laptops. All participants are required to have their own comprehensive travel insurance to cover the entire program period, before departing from their home countries. NO booking has been made at this point. Bookings are not confirmed until payment has been received and acknowledged in writing by Uni Link. Any modifications made to the itinerary and group size may result in variations to the fees quoted. 	



Get in Touch

Please contact us for booking or enquiry.

Phone: +618 9228 1465
Email: program@uwaUniLink.au
Website: <https://www.uwaUniLink.au/>
Address: 35 Stirling Highway, Perth, WA 6009, Australia

Or follow us on social media



uwaUniLink



UWA Uni Link



UWA Uni Link



UWA Uni Link



Disclaimer: UWA Uni Link is owned by the University of Western Australia (UWA) where UWA provides the academic program only. The accommodation, transportation and activities will be provided by its service provider UniLink WA Pty Ltd.

Terms & Conditions

General

- At least one responsible adult (chaperone) must accompany the group if there's any student aged under 18.
- Participants have made this application having had access to sufficient information regarding the details of the program including, but not limited to, course requirements, fees, facilities and services.
- Classes may be mixed with other groups/students and it is subject to the UWA School's decision regarding class arrangement, unless specially requested for a different arrangement which extra cost may be incurred.
- All activities will be delivered however Uni Link reserves the right to change the order in which activities are delivered to suit the timetable and availability. It may be necessary to substitute activities should the weather be inclement. This will be discussed with the chaperone if needed.
- Any request to change the arrangement after confirmation is subject to approval and may result in extra costs.
- Joining mid-way through the program is not allowed.
- No refund will be arranged if the participant decides not to join any class or activity during the program.
- A Certificate of Achievement and an academic transcript will only be issued to students who successfully passed the course.
- Photos or/and videos taken during the program will be used for marketing purposes.

Information and Privacy

- All information provided to Uni Link should be complete and current. Participants understand that incomplete information and documentation may result in an unsuccessful application.
- False or misleading information and documentation may result in cancellation of participation in the program without a refund.
- Participants authorise Uni Link to book and arrange the program on their behalf including the disclosure of the information to any person or organisation, for the purposes of successful development and delivery of this program.

Group Size

A minimum number of students is required to run the program. If the number of students is less than the proposed number, please advise as soon as possible and request another proposal.

Accommodation

- Participants agree to abide by the accommodation provider's rules and guidelines, or a fine will be charged.
- Shared bathrooms are common in accommodations in Australia. Personal hygiene items including but not limited to toothbrushes, body wash, slippers, hair dryers, etc., may not be provided.
- Same-sex arrangements will apply to shared room accommodation. Single bookings in a twin-share room will attract an additional fee.
- Modifications are not permitted after rooming arrangements have been confirmed.
- Standard accommodation check-in time is 2 pm and check-out time is 10 am. Early check-in or late check-out is subject to approval. Additional costs or extra charges may be incurred for check-in/check-out times outside of the standard time.

Meals

- Dining times are subject to the provider, usual dining times are
Breakfast: 7 am - 9 am / Lunch: 12 pm – 2 pm / Dinner: 6 pm - 8 pm
- Breakfast offerings are at the discretion of the provider, with the standard provision typically being a continental breakfast.

Loss & Insurance

- All participants must arrange their own comprehensive travel insurance for the entire duration of the program before departing from their home country.
- Participants are responsible for any expenses, losses, injuries, damages, inconvenience, etc., sustained by themselves in the program.

Booking and Payment

- No booking has been made at this point.
- Booking is subject to payment of a minimum 50% deposit of the program fees per head upon application and it is non-refundable. The balance must be received at least 8 weeks prior to the start of the program.
- Group payment is preferred.
- Uni Link will not cover bank charges or any surcharges.

Force Majeure

In the event of outside reasonable control and/or not being in a position to prevent the event and affect the delivery of the program, no refund will be made and no responsibility will be taken by Uni Link. Refunds or compensation will be subjected to their own comprehensive travel insurance.

Below are some examples of the event (including but not limited to):

- Weather and natural disasters;
- War, riot or act of terrorism;
- A government direction or sanctioned lockdown;
- Widespread illness including but not limited to an epidemic or pandemic.

Substitutions

Substitutions are permitted once per group, and only up to 8 weeks prior to the program start date. Additional charges may apply due to the gender split and rooming arrangements.

Cancellations

- Cancellation must be informed in writing through completion of a Withdrawal and Refund Form and is not effective until received by Uni Link.
- Uni Link will not cover bank charges or other surcharges.
- In case of cancellation, refunds will be based on the following table:

Reason for refund	Date	Refund amount
Any reason	Cancellation more than 30 days before the start date of the program	50% of the program fee
	Cancellation 30 days or less before the start date of the program	No refund
Uni Link is unable to deliver the program	NA	100% Paid program fee

In case of disputes, the decision of UWA Uni Link shall be the final.