

CROWN

INSTITUTE OF STUDIES

AUCKLAND • NEW ZEALAND



**BUSINESS • TRAVEL & TOURISM
HOSPITALITY • ENGLISH**

August 2020 – December 2021 Course Information Booklet

Message from the Senior Management Team

Kia ora & very warm welcome to you. We strive to provide holistic tertiary education services which build both knowledge and well-being, connecting with industry and community to help students into a great career.

We are a team of passionate and supportive industry experts; we are here to guide you through your journey towards a successful career in travel, tourism, hospitality or business. Whether you are here for an introductory short course, certificate or diploma, we are here to support you in any way we can. Our professional and dedicated team look forward to meeting you.



Dr. Josephine Do
Managing Director



Anetta Kusa
Quality Assurance Manager



Puretu Puangi
Head of Travel & Tourism, Hospitality and Business



Lincoln Phillips
Head of Business and Information Technology

Welcome to Crown Institute of Studies.

Established in 1972, we provide training in Travel and Tourism, Hospitality, Business and English.

Locally owned and proudly independent, we know New Zealand and its people. We have strong connections with many New Zealand's leading organisations so that our courses are relevant and up-to-date with industry needs.

Our graduates are work-ready, and we help our students to find their dream career through our network of employers.

Our mission is to provide quality and holistic tertiary education services that build both knowledge and wellbeing. We provide small class sizes and personalised welfare, career and internship services for our students.

Study at Crown – your first step to a successful career.

WE CARE, WE TRAIN, WE CONNECT.

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Why Crown?

Crown Institute of Studies is one of Auckland's longest established private tertiary education providers. Our mission is to provide holistic education services to our students – and we mean it.

Whether you are an international student who needs to learn English and still adapting to the New Zealand culture, or a domestic student in need of vocational training that leads to employment, we are here to support, motivate and guide you through the journey.

01 We Care.

We know life can be hard at times, so we provide comprehensive pastoral care and personalised assistance to our students.

Once you start with us, you will find that Crown is your "home away from home". Our dedicated and caring student services team is here to support you through the thick and thin.

We recognise that there is no one-size-fits-all approach, and that everyone is unique in their own way – we are here to listen and provide you with support as you need it.

02 We Train.

We provide quality education, just about every education provider says this, but how?

At Crown we provide quality and innovative education services by offering industry-specific, fun and exciting educational activities and schemes for our students.

Studying tourism, travel or hospitality? Our courses will provide you with an overview of New Zealand and international destinations – starting from 2020, we will offer either New Zealand or overseas scholarship educational trips (partly or fully funded), where students will get to visit world class hotels and tourist attractions.

Those that are studying our business course may end up being a business owner through the support and seed fund (up to NZ\$20,000) provided by our Crown Small Business Entrepreneur Scheme.

03 We Connect.

We do not just wave goodbye to you and wish you all the best when you finish your studies with us.

Throughout your studies, we arrange seminars, networking events, internships, part-time employment to make sure that you are well connected within the industry.

We also provide CV writing and job interview workshops to make sure you are work-ready when you graduate.

FEES FREE

All our courses are eligible for Fees Free study.
Please contact us to check your eligibility.

FREE TRANSPORT

We offer **free public transport*** to school, to all students enrolled in our vocational courses. Our campus is located in Auckland CBD, only a 5-minute walk to Britomart train station and within walking distance to all major bus routes in the city.

*Terms & Conditions apply



Facilities & Activities

We have a multi-level campus with modern training facilities, including:



HOTEL ROOM
& RECEPTION
DESK



AIRLINE
CABIN



TRAVEL AGENCY
DESK



BAR & BARISTA
TRAINING AREA



KITCHEN
FACILITIES



CAFÉ &
RESTAURANT
AREA



CULTURAL
PERFORMANCE &
SEMINAR AREA



OUTDOOR &
INDOOR STUDENT
COMMON AREA



CLASSROOMS
WITH COMPUTERS

Crown provides a fun and inclusive learning environment, we offer a variety of activities for our students to participate in, such as sports day, cultural performances, and movie and gaming evenings.

In addition, we also arrange regular networking events with our industry partners, where students will have the opportunity to meet and learn from industry leaders.

Internships and Industry Connections

We strive to produce work-ready graduates.

Internship or 'Real World Experience' is a core component in all our courses. Internships are tied to students' interests, area of study, and in organisations that have great staff development and advancement opportunities.

We work with numerous hotels, tourism operators, travel agencies and restaurants, many of our students continue to work at these organisations upon completion of their studies.

What is included with Study & Work

- Free professional training in employment skills and customer service from Function Staff, our Study and Work partners.
- Paid part-time employment with Function Staff during your course.
- Free 1-1 CV preparation, career advice and interview skills with Crown's employment team.
- A standard reference will be included at the end of your program.
- Starting at minimum wage – it will be at Function Staffs discretion to review your pay

Study & Work

Study & Work is an optional service available to students who pass their first term of study and achieve 80% attendance or above.

Study & Work has been designed with the help of employers, recruitment agents, school teachers and careers advisors.

- You will learn the skills needed by the companies who will hire you after you graduate
- You work and earn money during your course
- You attend Study and Work alongside your travel & tourism, hospitality or business diploma or certificate

Our Industry Partners



Industry Testimonials

"Totally Tourism is the umbrella company of some of New Zealand's original sightseeing, leisure and adventure activities including; The Helicopter Line, Mitre Peak Cruises, Milford Sound Scenic Flights, Glacier Helicopters, Harris Mountains Heli-Ski, Challenge Rafting, Queenstown Combos and Alpine Guides.

We are pleased to partner with Crown Institute of Studies and engage with their students so they learn first-hand the great career opportunities available in our industry.

The introduction of talent into careers in tourism whether in management, frontline or operations is vital to the future of our industry."

**MARK QUICKFALL, OWNER
TOTALLY TOURISM NEW ZEALAND**

"COVID-19 has undoubtedly had a severe impact on New Zealand's tourism industry; however, it is important to recognise that this was a once-in-a-lifetime event. Tourism will recover because New Zealand will forever be a dream destination for many overseas travellers.

A crucial objective for Go with Tourism while we rebuild our industry is changing the negative perceptions and outdated stereotypes that the general public has regarding tourism. Working with schools and high school students plays a significant role in our plans, so we are very excited about the Crown Professional Development course. It is innovative thinking like this from our friends in the industry which will help Go with Tourism achieve our goal of building New Zealand's tourism workforce."

**MATT STENTON, PROGRAMME DIRECTOR
GO WITH TOURISM**

Student Testimonials

Thank you to the Crown team for their love and support! I'm going to be proud when I tell future employers that I am a Crown graduate and I am thankful that Crown kickstarted my career in tourism. I have finally realised my passion to work with people through all the networking opportunities Crown has provided!



Nathan Uini, Tower Frontline Sales, AJ Hackett Bungy

"The tutors at Crown were really supportive, I gained insights about cruise, flight attending and knowledge of the tourism and travel industry, most importantly, I acquired customer services skills which can be applied to many industries."



**JP MacPherson, Operations
Supervisor, AJ Hackett Bungy**

Crown was such a great place to study. I met so many awesome people, tutors were extremely lovely and helped me gain the knowledge to secure a job before I finished with them. I would recommend them to anyone wanting to start a career in the tourism industry.

Sierra Valente, Sales Support, The Walshe Group

I thoroughly enjoyed my time at Crown, the curriculum covered everything I needed to prepare me for a fantastic job in the travel industry.

Crown has warm and welcoming tutors who helped me into a job straight after study. To this day I still recommend Crown to friends and colleagues looking to study Travel & Tourism.

**Rhiannon Williams, Digital
& Marketing
Coordinator,
The Walshe Group**



I would absolutely recommend Crown institute of Studies to anyone... they never treated me like a statistic. The support I received at Crown is what made me not give up.

Patricia Rive, New Zealand Certificate in Travel (Level 4) Graduate 2019

The background of the image is a warm, orange-toned photograph of two business professionals in suits shaking hands over a table. Overlaid on this are large, diagonal teal and orange geometric shapes. A series of thin, white, curved lines sweep across the lower half of the image, creating a sense of motion and connectivity.

Business

LEVEL
03

New Zealand Certificate in Business

(Introducing the Great Kiwi Entrepreneur)

COURSE
LENGTH

20
WEEKS

20 HOURS PER WEEK
9AM — 1.30PM
MONDAY — FRIDAY

The upcoming
intake dates are:

24 AUG 2020 – 12 MAR 2021

12 OCT 2020 – 16 APR 2021

16 NOV 2020 – 4 JUN 2021

9 FEB – 9 JUL 2021

15 MAR – 27 AUG 2021

3 MAY – 1 OCT 2021

8 JUN – 19 NOV 2021

18 OCT – 14 APR 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

Do you like the idea of making a difference in the world through business?

This short course provides an overview of small business in New Zealand and will teach you how to identify business opportunities, assess a business's viability, prepare a business plan and work with others to maximise a business's potential.

You will also learn about the laws governing small business in New Zealand. Small businesses make up around 97% of all businesses in New Zealand and employ around 30% of the working population. Enrol today and start working towards your dream!

ENTRY REQUIREMENTS

- You must be at least 16 years old when you start this course.
- You also need to demonstrate that you have the literacy and numeracy to complete this course.

INTERNATIONAL ENTRY REQUIREMENTS

- You must be at least 18 years old when you start the course
- IELTS (General or Academic) 5.0 with no band lower than 5.0 (or NZQA approved equivalent)
- 3 years of secondary school or equivalent work experience

The course consists of 4 modules, which cover:



Business Opportunities
in New Zealand



Business
Communication
and Problem
Solving



Small Business
Professionalism,
Legal and Ethical
Requirements



Small Business
Planning

CAREER OPTIONS

SMALL
BUSINESS
OPERATOR

BUSINESS
ADMINISTRATION

WORKING
FOR A SMALL
BUSINESS

FURTHER STUDY

Students who successfully complete this course may wish to continue their studies in any of the following:

New Zealand
Certificate in
Travel Level 4

New Zealand Certificate
in Advanced Food
and Beverage
Service (Level 4)

Crown Double
Certificate in Business

Students are assessed through a mixture of written assessments, presentations and practical role plays.

LEVEL
04

Crown Double Certificate in Business

(Pending NZQA approval)

COURSE
LENGTH

40
WEEKS

20 HOURS PER WEEK
9AM — 1.30PM
MONDAY — FRIDAY

The upcoming
intake dates are:

24 AUG 2020 – 27 AUG 2021

12 OCT 2020 – 1 OCT 2021

16 NOV 2020 – 19 NOV 2021

9 FEB 2021 – 24 DEC 2022

15 MAR 2021 – 11 MAR 2022

3 MAY 2021 – 14 APR 2022

26 JUL – 8 JUL 2022

18 OCT – 30 SEP 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

Have a great business idea but aren't quite sure how to turn it into reality?

This 40-week course is designed to give you the skills to turn that dream into a successful small business.

You will learn how to run a business or to start a new venture, the legal requirements of operating a business

in New Zealand, how to assess the viability of a business and how to grow sustainably.

In addition, you will cover people skills, both for customers and your team and financial skills that will enable you to sleep easier at night.

The course consists of 5 modules, which cover:



New Zealand Business Environment and Legal Requirements



Market Analysis and Strategy Planning



Customer Service and Marketing Strategy



Building the Right Team and Organisational Resources



Financial Management and Continuity Planning

ENTRY REQUIREMENTS

- **Age:** You must be aged 16 years or older when you start the course.
- **New Zealand Certificate in Business (Level 3) or equivalent or NCEA Level 2**
- **You also need to demonstrate that you have the literacy and numeracy to complete this course.**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be at least 18 years old when you start the course**
- **IELTS (General or Academic) 5.5** with no band lower than 5.0 (or NZQA approved equivalent)
- **3 years** of secondary school or equivalent work experience
- **Demonstrate that you have the literacy and numeracy to complete this course.**

CAREER OPTIONS

BUSINESS DEVELOPMENT

ADMINISTRATIVE SERVICES

STARTING YOUR OWN BUSINESS

TAKING OVER AN EXISTING BUSINESS

BUSINESS MANAGEMENT OR OPERATIONS

FURTHER STUDY

Students who successfully complete this course may wish to continue their studies in any of the following:

New Zealand Diploma in Tourism & Travel (Level 5)

New Zealand Diploma in Hospitality Management (Level 5)

CROWN SMALL BUSINESS ENTREPRENEUR SCHEME (CSBES)*

Students graduating from this course are eligible to apply for the **"Crown Small Business Entrepreneur Scheme"**, where students will have a chance to receive a seed fund of up to NZ\$20,000 to start their own business. For details of the CSBES, please refer to **page 32**.

Crown Small Business Entrepreneur Scheme

01 Background

In the past decade, due to technological advancements and the ever-changing economy, education policy makers have realised that we now live in a world that places more emphasis on skills such as creativity, innovation, leadership, communication and problem-solving.

Crown Institute of Studies has always emphasised providing practical vocational knowledge and skills. To extend this further, we have launched the "Crown Small Business Entrepreneur Scheme".

Through a series of seminars, workshops and activities, the scheme will provide eligible students with entrepreneurial ambition the opportunity to acquire practical skills and access a seed fund that will empower them to be successful in the current and future market.

02 Aims

Grounded in vocational training that emphasises both theoretical and practical aspects, as well as sharing from professionals with relevant hands-on experience, the project aims to:

Enhance students' knowledge and understanding of current markets

Provide students the opportunity to acquire practical knowledge and skills that will better equip them for employment or business ventures

Offer students the chance and seed fund to enhance and realise their own business plans and gain first-hand experience of entrepreneurship.

03 Scheme Details

The scheme will involve the following:

In Crown's **New Zealand Certificate in Business (Small Business and Administration and Technology Strands) (Level 4)**, students are required to complete a business plan as one of their assignments, those with potential will be recommended to the scheme's committee. Ones that are deemed to be feasible by the committee will be invited to join the scheme.

Workshops and sharing by professionals to reveal the key concepts, know-hows; financial knowledge and essential skills of refining the business plan.

Selected students will have 4 weeks to complete their business plans.

Business plans that are accepted by the scheme committee will receive a seed fund of up to NZ \$20,000, along with a training workshop and basic administrative support to initiate their businesses.

The completed business plans will be reviewed by the scheme committee comprised of experienced professionals from various backgrounds in Business, Hospitality and Education.

If necessary, consultation sessions will be provided to assist students in completing their business plans.

04 Seed Fund

Only those Business Plans deemed feasible by the scheme committee will receive the seed fund.

The seed fund provided by CIS is considered as an investment, CIS will be a shareholder of start-ups funded by the scheme under the following conditions:

- A seed fund of up to NZ \$20,000 will be provided.
- CIS will not be the majority share holder under any circumstances.
- The seed fund will equate to a maximum of 20% share.
- CIS will not expect to receive any share dividends in the first 12 months of the start-up.
- After the first 12 months, if the business is profitable, CIS will start to receive its share dividends from the business, which is a maximum of 20% of the profit.
- CIS is eligible to receive up to 150% of the seed fund, after the threshold is reached, CIS will cease to receive any further share dividends from the business and will no longer be considered as shareholder of the business.
- If the business is not making any profit or goes into closure, the seed fund does not need to be returned.

While CIS does not aim to generate profit from the scheme, it is important for the seed fund to be self-sustainable.

05 Scheme Committee

The Scheme Committee will include the following members:

SEED FUND LEADER	Mr. Kin Cheung Communications Manager, Crown Institute of Studies	MEMBER	Mr. Troy Huston Director, Function Staff
COMMITTEE SECRETARY	Business Tutor of Crown Institute of Studies	MEMBER	Ms. Denise Harrison Partner, Commercial, BNZ Business Banking
CHAIRPERSON	Mr. Logan Granger Owner, Johnston Associates	MEMBER	Mr. Donald Reid Founder, Funding Partners Limited

06 Business Plans

The business plan needs to state clearly the following:

TYPE OF BUSINESS	MISSION AND VISION	TARGET MARKET	POINT OF DIFFERENCE	ARRANGEMENT OF HUMAN RESOURCES	VENDORS AND SUPPLIES REQUIRED	MARKETING & PROMOTIONS PLAN	EXECUTION PLAN	INITIAL BUDGET ALLOCATION
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07 Eligibility

To be eligible for the scheme, participants must meet the below criteria:

The scheme will be available to students that have successfully completed and obtained the New Zealand Certificate in Business (Small Business and Administration and Technology Strands) (Level 4) at CIS.

- Students can apply for the scheme within 6 months of their course completion.
- Application is open throughout the year.
- A maximum of 2 business plans will be funded per calendar year.



Travel & Tourism

LEVEL
03

New Zealand Certificate in Tourism

(with strands in Tourism & Travel)

COURSE
LENGTH

20
WEEKS

20 HOURS PER WEEK

9AM – 1.30PM | MONDAY – FRIDAY

Afternoon classes are available, Crown will have the final decision on the timetables.

The upcoming
intake dates are:

24 AUG 2020 – 12 MAR 2021

12 OCT 2020 – 16 APR 2021

16 NOV 2020 – 4 JUN 2021

9 FEB – 9 JUL 2021

15 MAR – 27 AUG 2021

3 MAY – 1 OCT 2021

26 JUL – 24 DEC 2021

18 OCT – 14 APR 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

Want a job that lets you travel around the world, and meet exciting new people? Maybe help someone plan their holiday of a lifetime? Come and study Tourism at Crown!

This entry-level course is designed for students with minimal or no prior experience in the industry. It gives you an overview of the knowledge and skills required to work in this field.

The class visits local hotels and tourist attractions such as Kelly Tarltons, Auckland Museum, and the Sky Tower. In addition, seminars by industry leaders,

educational trips to popular tourist destinations will provide exposure to the industry, these will all contribute to 30 hours of 'Real World Experience', a core part of the course that all students need to complete in order to graduate.

This course will give you relevant knowledge and prepare you for employment upon graduation.

The course consists of 4 modules, which cover:



Workplace practices
(Team work, time management and legislation)



Customer service and communication



New Zealand tourism destinations



New Zealand tourism industry

Students are assessed through a mixture of written assessments, presentations and practical role plays.

ADDITIONAL QUALIFICATIONS AVAILABLE (OPTIONAL):

- Pure New Zealand Specialist Certificate
- Crown Certificate in Cabin Crew
- Blue Lagoon Cruises Certificate
- Hawaii Tourism Certificate
- Hong Kong Specialist Certificate
- Tiare Tahiti Specialist Certificate
- Pierre & Vacances Expert in Mountains in France Diploma
- Online Travel Training (OTT) courses

ENTRY REQUIREMENTS

- You must be aged 16 years or older when you start the course.
- NCEA Level 2 or Special circumstances, at the discretion of the Academic Head. You will need to demonstrate excellent results in a similar subject, or practical experience that is relevant to Travel and Tourism.
- You also need to demonstrate that you have the literacy and numeracy to complete this course.

INTERNATIONAL ENTRY REQUIREMENTS

- You must be aged 18 years or older when you start the course.
- IELTS (General or Academic) 5.0 with no band lower than 5.0 (or NZQA approved equivalent)
- 3 years of secondary school or equivalent work experience

CAREER OPTIONS

VISITOR
HOST

RESERVATION
CONSULTANT

BOOKING
ASSISTANT

FRONT DESK
ADMINISTRATOR

ENTRY
LEVEL NZ
TOUR
GUIDE

VEHICLE
RENTAL
OPERATORS

LEADS TO CAREER
INTO THE AVIATION
INDUSTRY

ENTRY
LEVEL
CUSTOMER
SERVICE

FURTHER STUDY

Students who successfully complete this course may wish to continue their studies in any of the following:

New Zealand
Certificate in
Travel Level 4

New Zealand Certificate
in Business Level 4
(Small Business and
Administration &
Technology)

LEVEL 04

New Zealand Certificate in Travel

COURSE
LENGTH

20
WEEKS

20 HOURS PER WEEK

9AM – 1.30PM | MONDAY – FRIDAY

Afternoon classes are available, Crown will have the final decision on the timetables.

The upcoming
intake dates are:

24 AUG 2020 – 12 MAR 2021

12 OCT 2020 – 16 APR 2021

16 NOV 2020 – 4 JUN 2021

9 FEB – 9 JUL 2021

15 MAR – 27 AUG 2021

3 MAY – 1 OCT 2021

26 JUL – 24 DEC 2021

18 OCT – 14 APR 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

This programme is designed to give you working knowledge of the travel industry. Graduates will have the skills and experience to get a job and start contributing immediately to their organisation.

You will learn the fundamentals of Amadeus, a software that is widely used in the industry, and VTO back office accounting profile software. The course covers selling and marketing skills, customer service, world geography

& airline terminology. You will also visit tourist operations such as Auckland International airport, Maritime museum and cruise ship facilities.

The combination of theory, site visits and 'Real World Experience', where you spend time observing travel, tourism or hotel operations gives you both theoretical knowledge and practical experience so that you are ready to start your dream job upon graduation.

ENTRY REQUIREMENTS

- **Age:** You must be aged 16 years or older when you start the course.
- **Tourism Level 3 or NCEA Level 3** (if Travel or Tourism were included in your subjects) or special circumstances, at the discretion of the Academic Head. You will need to demonstrate excellent results in a similar subject, or practical experience that is relevant to Travel and Tourism.
- **You also need to demonstrate that you have the literacy and numeracy to complete this course.**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be aged 18 years or older when you start the course.**
- **IELTS (General or Academic) 5.5** with no band lower than 5.0 (or NZQA approved equivalent)
- **3 years** of secondary school or equivalent work experience

The course consists of 4 modules, which cover:



Travel operations
Airline services and
booking software



Workplace practices
including Legal
requirements



International
tourism, geography
and cruising



Customer
services
including STA
selling skills

Students are assessed through a mixture of written assessments, presentations and practical role plays.

ADDITIONAL QUALIFICATIONS AVAILABLE (OPTIONAL):

- Crown Certificate in Cabin Crew
- Pure New Zealand Specialist Certificate
- Contiki Certificate
- STA Travel Sales Certificate
- STA Travel Marketing Certificate
- Blue Lagoon Cruises Certificate
- Hawaii Tourism Certificate
- Hong Kong Specialist Certificate
- Tiare Tahiti Specialist Certificate
- Pierre & Vacances Expert in Mountains in France Diploma
- Online Travel Training (OTT) courses

CAREER OPTIONS

TOUR GUIDES

CABIN CREW

BOOKING ASSISTANT

EVENT ORGANISER

AIRLINE REPRESENTATIVE

FRONT DESK ADMINISTRATOR

LEADS TO A CAREER IN THE AVIATION INDUSTRY

HOTEL RESERVATIONS

RENTAL VEHICLE OPERATIONS

RESERVATION CONSULTANT (WHOLESALE, RETAIL, CORPORATE, AIRLINES)

JUNIOR TRAVEL CONSULTANT

FURTHER STUDY

Students who successfully complete this course may wish to continue their studies in any of the following:

New Zealand
Diploma in
Tourism & Travel
Level 5

New Zealand Certificate
in Business Level 4 (Small
Business and Administration
& Technology)

New Zealand Diploma
in Hospitality
Management
Level 5

LEVEL 05

New Zealand Diploma in Travel and Tourism

COURSE
LENGTH

40
WEEKS

30 HOURS PER WEEK

MONDAY — THURSDAY: 9AM–4.30PM
FRIDAY : SELF-DIRECTED LEARNING
AND WORK EXPERIENCE

Intakes are
every 5 weeks.
The upcoming
intake dates are:

24 AUG 2020 – 27 AUG 2021

12 OCT 2020 – 1 OCT 2021

16 NOV 2020 – 19 NOV 2021

9 FEB 2021 – 24 DEC 2022

15 MAR 2021 – 11 MAR 2022

3 MAY 2021 – 14 APR 2022

8 JUN 2021 – 3 JUN 2022

26 JUL 2021 – 8 JUL 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

This diploma-level course provides a broad overview of the NZ Tourism Industry, with emphasis placed on developing strong business management and communication skills for future leaders of the industry. Graduates will have excellent knowledge of industry operations, be able to spot trends and understand market changes in the Tourism and Travel industry.

The course
consists of
8 modules,
which cover:



Effective
Communication in
Travel and Tourism



Workplace
Management and
Personal Work Ethics



NZ Tourism Sector:
Region-by-Region



Trends in the
International
Tourism
Environment



Finance and
Budgeting



Business Systems
Development



Commercial
Aviation



Tourism Venture
Improvements

Students are assessed by a combination of written work (such as research assessments and case studies) and presentations, with regular seminars and visits to hotels and tourism operators within the North Island to observe their operations. In addition, a 60-hour internship is included in the course, it will equip you with practical experience and may lead to future employment in the industry.

ADDITIONAL QUALIFICATIONS AVAILABLE (OPTIONAL):

- Crown Certificate in Cabin Crew
- Blue Lagoon Cruises Certificate
- Pure New Zealand Specialist Certificate
- Hawaii Tourism Certificate
- Hong Kong Specialist Certificate
- Tiare Tahiti Specialist Certificate
- Pierre & Vacances Expert in Mountains in France Diploma
- Online Travel Training (OTT) courses

ENTRY REQUIREMENTS

- **Travel Level 4** or **NCEA Level 3**, (if you have **12 months or more work experience in a Travel or Tourism business**) or **special circumstances, at the discretion of the Academic Head**. You will need to demonstrate excellent results in a similar subject, or practical experience that is relevant to Travel and Tourism.
- **You also need to demonstrate that you have the literacy and numeracy to complete this course.**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be aged 18 years or older when you start the course.**
- **IELTS (Academic) 5.5** with no band lower than 5.0 (or NZQA approved equivalent)
- **4 years** of secondary school or equivalent work experience

CAREER OPTIONS

TRADE
DEVELOPMENT
ADVISORS

MARKETING
AND
PROMOTION
ROLES

BUSINESS
DEVELOPMENT
COORDINATORS

TOURISM
OPERATIONS
ADVISORS

FURTHER STUDY

Students with this qualification may be eligible to continue their studies at Bachelor level. You may be able to cross-credit your studies, at the discretion of the tertiary education provider.



Hospitality

LEVEL 03

New Zealand Certificate in Food and Beverage (Café and Bar)

COURSE
LENGTH

20
WEEKS

20 HOURS PER WEEK

9AM – 1.30PM | MONDAY – FRIDAY

Afternoon classes are available, Crown will have the final decision on the timetables.

*Come and join New Zealand's booming hospitality industry!
This course will give you the skills to hit the ground running.*

You will learn practical skills such as making coffee and cocktails, gain knowledge about food safety, wine and beer (with an emphasis on New Zealand wines). We will also cover the legislation that will be applicable to you in hospitality, and the health and safety aspects that are crucial to working effectively and without injury. You will complete the license controller qualification (LCQ), which enables you to work as a manager in any businesses that sells alcohol.

This programme is designed for people looking to enter the hospitality industry with no prior knowledge or experience. We take class trips to restaurants, hotels and food festivals to see new trends in the industry.

You will need to complete an internship of 40 hours during this course, we can help you organise this through our strong links to the industry.



Food Safety,
Health and Safety



Customer Service,
CV and
interview skills



Standard
Operating Procedures
and Legislation



Barista
and
Café service



Wine, beer, spirits and
cocktails.

Assessment is done through a combination of written and practical tasks, such as coffee making, serving tables and making cocktails.

ADDITIONAL QUALIFICATIONS AVAILABLE

- Licence Controller Qualification

The upcoming intake dates are:

24 AUG 2020 – 12 MAR 2021

12 OCT 2020 – 16 APR 2021

16 NOV 2020 – 4 JUN 2021

9 FEB – 9 JUL 2021

15 MAR – 27 AUG 2021

3 MAY – 1 OCT 2021

26 JUL – 24 DEC 2021

18 OCT – 14 APR 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

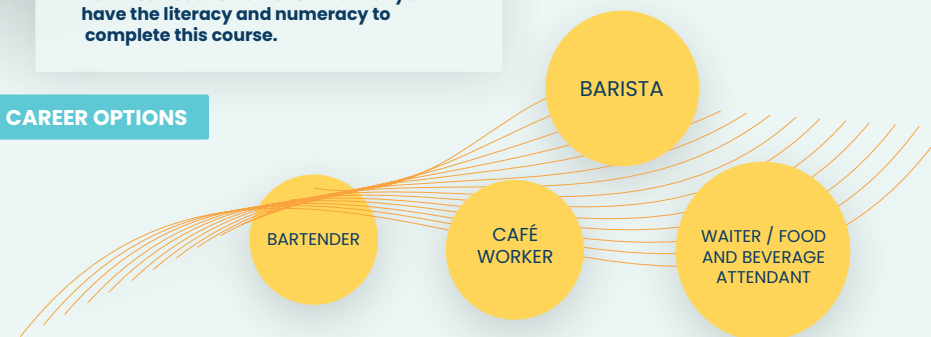
ENTRY REQUIREMENTS

- **Age: You must be aged 16 years or older when you start the course. Note: Some activities in this course may include alcohol. If you are under the age of 18, you will need to provide parental or caregiver permission to participate in these activities.**
- **NCEA Level 2 or special circumstances, at the discretion of the Academic Head.** You will need to demonstrate excellent results in a similar subject, or practical experience that is relevant to Hospitality.
- **You also need to demonstrate that you have the literacy and numeracy to complete this course.**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be aged 18 years or older when you start the course.**
- **IELTS 5.0 (General or Academic)** with no band lower than 5.0 (or NZQA approved equivalent).
- **3 years** of secondary school or equivalent work experience.

CAREER OPTIONS



FURTHER STUDY

Students who successfully complete this course may wish to continue their studies in any of the following:

New Zealand
Certificate in
Travel (Level 4)

New Zealand Certificate
in Business Level 4 (Small
Business and Administration
& Technology)

New Zealand Certificate
in Advanced Food
and Beverage
Service (Level 4)

LEVEL 05

New Zealand Diploma in Hospitality Management

COURSE
LENGTH

40
WEEKS

30 HOURS PER WEEK
MONDAY — THURSDAY: 9AM–4.30PM
FRIDAY : SELF-DIRECTED LEARNING
AND WORK EXPERIENCE

This course builds upon your existing skills and knowledge in hospitality and helps you to 'think like a manager'.

People are at the heart of the Hospitality industry, and you will learn not only how to manage staff, but also how to provide amazing experiences for your guests. You will learn the legal and financial framework that governs the industry, and how to adapt your business as the market changes.

Assessment is through written case studies, industry research, presentations and Q&A sessions with the tutor. In addition, you will be required to do a 60 hour internship where you supervise other staff. You will visit hotels and restaurants to see theory put into practice.

The course consists of 8 modules, which cover:



Facilities and Revenue Management



Compliance and Legal Requirements



Leadership



Customer Service



Human Resources



Market Variability



Supervision in Food and Beverage



Supervision in Accommodation

Students are assessed through a combination of written assessments, case studies and practical assessments.

ADDITIONAL QUALIFICATIONS AVAILABLE

- Licence Controller Qualification

Intakes are every 5 weeks. The upcoming intake dates are:

24 AUG 2020 – 27 AUG 2021

12 OCT 2020 – 1 OCT 2021

16 NOV 2020 – 19 NOV 2021

9 FEB 2021 – 24 DEC 2022

15 MAR 2021 – 11 MAR 2022

3 MAY 2021 – 14 APR 2022

8 JUN 2021 – 3 JUN 2022

26 JUL 2021 – 8 JUL 2022

HOLIDAY BREAKS

28 SEP – 9 OCT 2020

19 APR – 30 APR 2021

12 JUL – 23 JUL 2021

4 OCT – 15 OCT 2021

SUMMER BREAK

21 DEC 2020 – 8 FEB 2021

ENTRY REQUIREMENTS

- You must be at least 17 years old when you start the course. **Note:** Some activities in this course may include alcohol. If you are under the age of 18, you will need to provide parental or caregiver permission to participate in these activities.
- Advanced Food & Beverage Level 4 or NCEA Level 3, (if you have 12 months or more work experience in a Hospitality business) or special circumstances, at the discretion of the Academic Head. You will need to demonstrate excellent results in a similar subject, or practical experience that is relevant to Hospitality.
- You also need to demonstrate that you have the literacy and numeracy to complete this course.

INTERNATIONAL ENTRY REQUIREMENTS

- You must be aged 18 years or older when you start the course.
- IELTS (Academic) 5.5 with no band lower than 5.0 (or NZQA approved equivalent).
- 4 years of secondary school or equivalent work experience.

CAREER OPTIONS

With relevant experience, this qualification enables students to work as a:

TRAINEE
MANAGER

SHIFT
SUPERVISOR

MAÎTRE D

ANY OTHER
ENTRY-LEVEL
MANAGEMENT
POSITION

FURTHER STUDY

Students with this qualification may be eligible to continue their studies at Bachelor level. You may be able to cross-credit your studies, at the discretion of the tertiary education provider.

English and Internship

(In partnership with Worldwide School of English)

Study and Internship*

COURSE
LENGTH | **3-12
WEEKS**

STUDY
15 HOURS PER WEEK
9AM — 3.30PM
MONDAY — WEDNESDAY

INTERNSHIP
12 HOURS PER WEEK
9AM — 3.30PM
THURSDAY — FRIDAY
(6 hours per day, working hours may
vary depending on the internship provider)

Study and Internship is a unique short course that allows students to have a taste of what studying and working is like in New Zealand. Students will be studying at Crown on Monday to Wednesday and intern at a New Zealand organisation Thursday and Friday.

Study options include English (General, Business or Hospitality English), hospitality, travel, tourism and business, internship options include cafes, hotels, events, customer services and office administrative roles.

Students from a visa waiver country do not need a visa to take this course, those with a working holiday visa, work visa or visitor visa are also eligible to take this course. Internships are unpaid.

COURSE ACHIEVEMENT

- **Crown Certificate of completion**
- **Reference letter from internship organisation**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be at least 18 years old when you start the course**
- **IELTS (General or Academic) 4.0 or equivalent or we will give you a short Crown test and interview (online) to make sure your English level is suitable.**

INTAKES: STUDENTS CAN START EVERY MONDAY.

*Terms & Conditions apply

Crown Internship Programme

(30 or 42 weeks)*

COURSE
LENGTH | **30-42
WEEKS**

STUDY
25 HOURS PER WEEK
9AM — 3.30PM
MONDAY — FRIDAY

INTERNSHIP
15-30 HOURS PER WEEK
(Hours may vary and may include nights and weekends depending on the internship provider)

The Crown Internship Programme includes 3 components:

- **12 (30 weeks option) or 24 (42 weeks option) weeks English**
- **12 weeks of vocational studies in one of the following: Business, Hospitality, Travel and Tourism**
- **6 weeks of Internships (unpaid)**

This course is designed so that students will improve their English, learn about their selected vocational subjects and gain hands-on work experience in relevant industries.

This programme will benefit the students' future career greatly as they will acquire skills, valuable overseas work experience and knowledge of different cultures.

COURSE ACHIEVEMENT

- **Crown Certificate of completion**
- **Reference letter from internship organisation**

INTERNATIONAL ENTRY REQUIREMENTS

- **You must be at least 18 years old when you start the course**
- **IELTS (General or Academic) 4.0 or equivalent or we will give you a short Crown test and interview (online) to make sure your English level is suitable.**

INTAKES: STUDENTS CAN START EVERY MONDAY.

*Terms & Conditions apply



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Overseas Study Pathway

THE CROWN & HANG SENG UNIVERSITY OF HONG KONG PATHWAY PROGRAMME

About The Hang Seng University of Hong Kong



The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university in Hong Kong with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation), offering 17 undergraduate and 5 postgraduate programmes.

Adopting the “Liberal + Professional” education model which incorporates the iGPS “desired graduate attributes” framework, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities.

Aspiring to be a leading private liberal-arts-oriented university in the region, HSUHK features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, RGC-funded impactful research, and excellent student development/support services, with the aim of nurturing young talent to think critically, be innovative, and show a caring attitude, moral values and social responsibility.

Admission and Scholarships

Students that have completed our level 5 programmes will be eligible to apply for year 1 of the degree programmes of HSUHK, each application will be reviewed individually. Entrance Scholarships amounting to full and half tuition fees, will be offered by HSUHK on a merit and competitive basis.

Crown will also provide interested students with outstanding academic achievements with scholarships and other support, please contact us for more details.

Admission Enquiries

**Registry, The Hang Seng
University of Hong Kong**
ugadmission@hsu.edu.hk
<https://registry.hsu.edu.hk>

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WE CARE. WE TRAIN. WE CONNECT.

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