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1. Introduction to Graphic Design

Modality: Face-to-Face	Time: 5:00 - 7:30 p.m.
Instruction days: Mondays & Wednesdays	Duration: 10 weeks (50 hours)
Cost: \$600.00	Location: Division of Technical and Vocational Education, Arnos Vale

Certificate to be Awarded: SVGCC Certificate of Completion in Introduction to Graphic Design

Course Description:

Unlock your creativity and build professional design skills in this 10-week, beginner-friendly Graphic Design course. Learn the fundamentals of design, typography, branding, and image editing, while mastering industry tools like Photoshop, Illustrator, Canva, and Figma. Explore emerging trends such as AI in design, and gain the confidence to create logos, brochures, infographics, websites, and social media campaigns.

At the end of the course, you will showcase a final professional project and walk away with a strong foundation in digital and print design—ready to apply your skills in business, marketing, or personal creative projects.

Who should take this course?

- Entrepreneurs, creatives, and anyone looking to start a career in design.

Course Requirement:

Access to a laptop is recommended.

2. Cost & Managerial Accounting

Modality: Online	Time: 6:00 -8:30 p.m.
Instruction days: Tuesday and Thursday	Cost: \$600.00
Duration: 10 weeks (50 Hrs.)	

Certificate to be Awarded: SVGCC Certificate of Completion in Cost and Managerial Accounting

Course Description:

This course introduces participants to the principles and practices of cost and managerial accounting.

Participants will be introduced to the practical side of managing and understanding business costs.

Learners will explore how to track, analyse, and use financial information to make smarter business decisions.

Students will learn how to record, analyse, and interpret financial data to support effective business decision-making.

Who should take this course?

- Anyone looking to gain hands-on skills in cost and managerial accounting
- Entrepreneurs
- Clerks and supervisors

3. Office Organisation & Management

Modality: Face-to-Face	Time: 5:00 - 7:30 p.m.
Instruction days: Monday and Thursday	Cost: \$600.00
Duration: 10 weeks (50 Hrs.)	Division of Technical & Vocational Studies, Arnos Vale

Certificate to be Awarded: SVGCC Certificate of Completion in Office Organisation & Management

Course Description:

This course equips trainees with the practical skills and confidence to manage people, processes, and resources effectively. Designed for individuals aspiring to supervisory or administrative roles, it blends theory with hands-on training in a simulated office environment.

What You'll Learn:

- How to create a professional, well-organised office environment that supports success.
- How to set up and manage efficient office systems and workflows.
- Strategies for scheduling, coordinating, and delegating tasks to keep operations running smoothly.
- Best practices in records management, accounting, and office controls.
- How to deliver excellent customer service and use effective communication systems.
- The essentials of office equipment and technology for productivity.
- Techniques for supervising staff, evaluating performance, and building strong workplace relationships.

Who should take this course?

- Office assistants, clerks, or secretaries who want to advance into supervisory roles
- New or aspiring supervisors looking to strengthen their leadership and organisational skills
- Individuals re-entering the workforce who wish to update their office management knowledge
- Entrepreneurs and small business owners who need to organise and manage office operations more effectively
- Anyone interested in building a career in administration, office management, or customer service

4. Small Business Management

Modality: Online	Instruction days: Tuesdays and Thursdays
Cost: \$600.00	Time: 6:00 p.m. - 8:30 p.m.
Duration: 10 weeks (50 Hrs.)	

Certificate to be Awarded: SVGCC Certificate of Completion in Introduction to Small Business Management

Course Description:

This course introduces students to the fundamentals of starting and managing a small business. Participants will learn how to identify entrepreneurial opportunities, assess ideas through feasibility analysis, and develop a sound business plan.

Core topics include:

- Financial Planning,
- Marketing
- Customer Service
- Human Resource Management
- Business Pitching

The course also explores the role of digital transformation in today's business environment, equipping learners with tools to adapt and compete.

Who should take this course?

- This course is ideal for aspiring entrepreneurs, current small business owners seeking to strengthen their operations, and individuals interested in developing practical business management skills to support future ventures.

5. Culinary Arts: Food Preparations 1

Modality: Face-to-face	Duration: 15 weeks (75 Hrs.)
Instruction days: Tuesdays & Thursdays	Time: 5:00 p.m. to 7:30 p.m.
Cost: \$800.00	Location: Hospitality and Maritime Training Institute (HMTI), Diamond

Certificate to be Awarded: SVGCC Certificate of Completion in Food Preparation 1

Course Description:

This introductory course provides students with both theoretical knowledge and practical experience in kitchen operations. Participants will develop an understanding of kitchen terminology, equipment use, food preparation techniques, and the safe and efficient operation of a professional kitchen.

Core topics include:

- **Kitchen Orientation and Operations** – kitchen brigade structure, personnel responsibilities, kitchen areas, storage facilities, labelling, FIFO and LIFO
- **Kitchen Equipment and Measurement** – identification and operation of large and small equipment, hand tools, utensils, measuring devices, conversions, and equipment care
- **Kitchen Terminology and Knife Skills** – culinary terminology, knife identification, cutting techniques, safe knife handling, sharpening, and storage
- **Methods of Cooking** – wet and dry cooking methods, including boiling, steaming, roasting, baking, grilling, broiling, stewing, and braising
- **Herbs, Spices and Flavourings** – commonly used herbs and spices, flavour bases, bouquet garni, mirepoix, duxelle, and other basic flavouring techniques
- **Soups, Stocks and Sauces** – preparation of stocks, soups, mother sauces, gravies, cold sauces, and sauce derivatives
- **Breakfast Cookery and Appetisers** – preparation and service of eggs, breads, pancakes, breakfast pastries, cereals, cheeses, beverages, and simple appetisers
- **Vegetables, Fish, Meat and Poultry** – preparation, cooking and service of different types of vegetables, seafood, meat and poultry using appropriate cooking methods
- **Desserts, Pastry, Cakes and Cookies** – preparation of puddings, specialty desserts, pastry, cakes, frostings, icings, and basic cookies

Who should take this course?

- **Aspiring Culinary Professionals:** Individuals interested in developing foundational skills for a career in food preparation and the culinary industry

- **Hospitality and Tourism Students:** Learners seeking practical knowledge and skills in kitchen operations and food preparation
- **Individuals Interested in Culinary Skills:** Anyone looking to develop practical skills in preparing, cooking and presenting a variety of foods
- **Future Food Business Owners:** Individuals interested in developing foundational food preparation skills that can support future opportunities in catering, food service or other food-related ventures

6. Fundamentals of AI Marketing

Modality: Online	Instruction Days: Monday and Wednesday
Time: 6:00 p.m. to 8:30 p.m.	Cost: \$600.00
Duration: 10 Weeks (50 Hrs.)	

Certificate to be Awarded: SVGCC Certificate of Completion in Fundamentals of AI Marketing

Course Description:

This course examines how artificial intelligence is reshaping marketing strategy and practice — from consumer insight and segmentation to content creation, personalisation, media buying, and measurement. Students build practical fluency with contemporary AI marketing tools while developing the strategic judgment to deploy them responsibly.

Emphasis is placed on hands-on application, case analysis, and critical evaluation of the ethical, legal, and societal implications of AI-driven marketing. By the end of the course, students will be able to design, execute, and critique an AI-augmented marketing campaign.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Explain how generative and predictive AI technologies apply across the marketing funnel
- Evaluate and select appropriate AI tools for market research, segmentation, content, and optimisation
- Design AI-assisted marketing content and campaigns that maintain brand voice, accuracy, and legal compliance
- Analyse marketing performance data using AI-enabled analytics tools to draw sound conclusions
- Critically assess ethical risks of AI in marketing and propose governance safeguards
- Develop and present a complete AI-augmented marketing campaign to a professional standard

Core Content:

- Foundations: The AI-Transformed Marketing Landscape
- Consumer Insight & AI-Driven Market Research
- Segmentation, Targeting & Predictive Analytics
- AI-Generated Content & Brand Voice
- Personalisation at Scale & Recommendation Systems

- Programmatic Advertising & Media Optimisation
- Customer Journey Automation & Conversational AI
- Measurement, Experimentation & Marketing Analytics
- Ethics, Governance & the Future of AI in Marketing

Who Should Take This Course?

- Small Business Owners & Entrepreneurs: Individuals who want to use AI to improve marketing, attract customers, create content, and grow their businesses
- Marketing Professionals: Individuals working in marketing departments who want to develop practical skills in using AI for research, content creation, customer engagement, and campaign management
- Business & Marketing Managers: Managers responsible for developing marketing strategies and making data-driven decisions using emerging AI technologies
- Digital Marketing & Communications Professionals: Individuals involved in social media, advertising, branding, content creation, and digital campaigns
- Business Professionals Seeking AI Skills: Individuals who want to understand how AI can be integrated into everyday marketing activities to improve efficiency and effectiveness