

# BUSINESS MANAGEMENT

**AN ICMS EDUCATION BUILDS  
YOUR FUTURE FASTER**

Sean Lee

April 2009 ICMS Graduate

May 2009 Business Analyst, Westpac Bank

## HOW ICMS HELPS YOU BUILD A BETTER FUTURE, FASTER.

- ... when you graduate you are career ready
- ... you gain professional Industry Training during your undergraduate study
- ... you learn from 'industry experienced' professionals
- ... you study alongside students from more than 40 countries
- ... you're part of an active and social student body
- ... you will live and study in one of Sydney's best beachside locations



**STUDY + EXPERIENCE = SUCCESS**

# SAMPLE SUBJECTS

## Principles of Marketing

Learn the techniques, tools and concepts that practicing marketers use to develop products and successful marketing campaigns through a series of exciting and interactive tutorials. You will look closely at what constitutes a market and how to identify, segment and target customers using all elements of the marketing mix.

## Accounting Fundamentals

The introductory theoretical base and meaningful practical applications to business scenarios combine to make this unit a realistic and useful learning experience. Examine and understand the basic framework of the accounting information system for meaningful interpretation and use in management decision-making.

## Strategic Management

Develop the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager. Topics addressed include financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation, social responsibility and stakeholder management.

## Business Law

With the increasing legal liability imposed upon individuals and businesses in the current commercial world, managers need to understand the significance and impact of legal implications in their field. Explore industry scenarios and case studies to develop an awareness of contemporary legal issues.

## YOUR FUTURE. YOUR BUSINESS.

Every organisation, regardless of industry, relies on business and management principles to meet its goals. Individuals who have a solid and well rounded business education are in high demand and have the skills needed to excel in a variety of roles and industries.

If you know you want to study business management but don't want to limit yourself to one specialisation just yet, then the Bachelor of Business Management (BBM) is ideal. It is a broad business qualification which you can flavour through your choice of electives to suit your interests and career goals. By combining this flexible business education with nine months of industry training you have the practical and academic foundations for a successful business career.

## BECOME A BUSINESS PROFESSIONAL

### The business degree with flexibility

Alongside the core subjects in business, accounting and finance, strategic management, and marketing you will choose from electives in international tourism, hospitality management, event management, sports management or property management. After you start the BBM, if you decide to specialise in just one of our major areas, you can complete all of your electives in just one specialisation and graduate with your major area of specialisation named on your degree.

## FAST-TRACK YOUR LEARNING

Because the College teaches in three terms a year, not two, your degree is fast-tracked, and can be completed in less than three years full time, including your period of industry training. Your study will culminate in an applied research project in which you will work with business to find a solution to a real-world problem.

ICMS also offers you the opportunity to complete a double degree in two – three

terms of additional study. So, in just over three and a half years, you'll have two degrees significantly broadening your skill set and career options.

## ENJOY GREATER EMPLOYMENT POTENTIAL WITH ICMS

When you graduate from the BBM at ICMS you will find that the experience you gain during your nine months of professional Industry Training, and our practical, real-world way of teaching, gives you an edge over other graduates. A business management degree opens the door to a range of careers, including marketing, business analysis, business consulting, management and human resource management.

## YOUR FIRST CV AFTER YOU GRADUATE WITH YOUR ICMS DEGREE

When you complete a business management qualification at ICMS you will have knowledge and understanding of:

- Business operations through subjects such as accounting, marketing, law, human resource management.
- The principles of organisations and the management of their resources and operations.
- The political, environmental, social and technological characteristics of business in a global economy.
- The moral, ethical, environmental and legal issues which underpin best practice in business and management.
- Professional practice in business gained from up to 9 months industry experience and the integration of that experience into the classroom.

## FOR MORE INFORMATION AND TO APPLY

Web: [www.icms.edu.au](http://www.icms.edu.au)  
Email: [info@icms.edu.au](mailto:info@icms.edu.au)

CRICOS

Program Length

Professional Industry Training

### ICMS UNDERGRADUATE PROGRAMS

Bachelor of Business Management

068149F

2.5 years full time\*\*

9 months

Diploma of Business Management

072938J

1 year full time

3-4 months

### DOUBLE DEGREES

Bachelor of Business Management  
combined with an ICMS specialist degree

068149F  
plus the code of your chosen specialisation

3.5 years full time\*

9 months

\* 3 years and 2 trimesters, length depends on subjects selected. \*\*2 years and 2 trimesters, length depends on subjects selected.

9 months Industry Training equates to a minimum of 1200 hours. 3 months Industry Training equates to a minimum of 600 hours.

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. Sydney English Language Centre [SELC]: 00051M.

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any unit of study, or to withdraw any unit or program of study which it offers, or to impose limitations on enrolment in any unit or program of study. College fees are subject to change.

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# Business Management

## Typical Study Pattern

Electives

Bachelor of Business Management		
Subject Name		
Year One	Trimester One	
	Business Economics	
	Business Communication	
	Introduction to Information Systems	
Year One	Trimester Two	
	Managing People and Organisations	
	Accounting Fundamentals	
	Principles of Marketing	
Year One	Trimester Three	
	Business Statistics	
	Academic Writing and Research Skills	
	Business Law	
Year One	Trimester Four	
	INDUSTRY TRAINING*	
	Year Two	Trimester Five
		INDUSTRY TRAINING*
Year Two		Trimester Six
		Management, Philosophy and Performance
	Business Finance I	
	Human Resource Planning and Performance	
Year Two	Trimester Seven	
	Research Methods	
	Strategic Marketing Management	
	Elective - 200 or 300 level	
Year Three	Trimester Eight	
	Business Project	
	Strategic Management	
	Elective - 200 or 300 level	
Year Three	Trimester Eight	
	Elective - 300 level	

### Electives may be chosen from

Any ICMS subject may be chosen as an elective provided pre-requisites are met. Specialist subjects may be chosen from the following list.

Subject	Level
<b>Event Management</b>	
Introduction to Event Management	100
Event Operations and Logistics	100
Venue and Hospitality Operations	100
Event Production and Design	200
Exhibition Services	200
Legal Issues in Event Management	200
Event Practicum	200
Event Promotions and Sponsorship	300
International Events	300
<b>International Tourism</b>	
Introduction to Tourism Management	100
Travel Industry Services	100
Attraction and Resort Operations	100
Destination Sales and Marketing	200
Tourism Governance and Policy	200
Destination Management Issues	200
Tourism Technology and Service Innovation	200
Environmental Planning and Sustainability	300
Global Trends in Tourism	300
<b>Property Management</b>	
Introduction to Property Management	100
Principles of Valuation	100
Building Construction and Technology	100
Commercial Building and Hotel Valuation	200
Land and Property Law	200
Computer Based Property Management & Maintenance	200
Property Finance & Portfolio/Trust Management	300
Strategic Facilities Management	300
Corporate Real Estate	300
<b>Sports Management</b>	
Introduction to Sports Management	100
Contemporary Health Issues	100
Psychology and Sociology of Sport and Leisure	100
Introduction to Sport Law	200
Player and Performance Management	200
Sports Promotion and Sponsorship	200
Innovation in Sports Management	300
Sports Media Management	300
<b>Hospitality Management</b>	
Introduction to Hospitality Management	100
Facilities Management	100
Hospitality Operations 1	100
Hospitality Operations 2	100
Rooms Division Operations	100
Rooms Division Management	200
Operational Management and Cost Control	200
Hotel Management Simulations (HOTS)	300
Globalisation in the Hospitality Industry	300

The above Study Pattern is to be used as guide only. Subjects and curriculum are subject to change.

CRICOS CODES: Diploma of Business Management: 072938J. Bachelor of Business Management: 068149F

\*Industry Training may be deferred or taken part time. Industry Training may only be taken provided all prerequisites are met. Students will be assisted by an Academic Advisor when choosing their electives.

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## **ICMS PROGRAMS**

**BUSINESS MANAGEMENT**

**SPORTS MANAGEMENT**

**INTERNATIONAL TOURISM**

**EVENT MANAGEMENT**

**PROPERTY SERVICES MANAGEMENT**

**HOSPITALITY MANAGEMENT**



## **INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY**

ABN 54 174 259 919

Tollfree 1800 657 572 (Within Australia)

T +61 2 9977 0333

F +61 2 9977 0555

E [info@icms.edu.au](mailto:info@icms.edu.au)

151 Darley Road, Manly, Sydney NSW 2095 Australia

**[WWW.ICMS.EDU.AU](http://WWW.ICMS.EDU.AU)**



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