

ICMS



Bachelor of **BUSINESS**

Overall graduate
employment rate

**HIGHER THAN
THE Go8 AUSTRALIAN
UNIVERSITIES**

QILT Graduate Survey 2017

Saga Svensson,
Bachelor of Business



**We
Mentor.** ICMS



“I love the smaller size of ICMS. It means it’s possible to get to know everyone and we enjoy a great balance between our social lives and our studies.”

BACHELOR OF BUSINESS

Business continues to be one of the most popular qualifications – and for good reason. A qualification in business equips graduates with universally sought-after skills and offers opportunities in so many diverse roles and industries.

The Bachelor of Business is ideal for those who want to make a tangible contribution to the success and growth of a business, push boundaries and challenge the status quo. Designed to position students for a successful career as professionals in any industry, this is a qualification with a focus on future-proofing you for adaptability in a rapidly changing world.

Whether you chose to stay local or are ready to go global, a degree in business can fast-track your climb up the corporate ladder in any sector.

Subjects focus on developing core business skills such as sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving, and, of course, financial literacy. Our goal is to develop business leaders ready to take advantage of all that an international business career offers.

Business subjects are supplemented by elective subjects from a range of business areas. Your choices include electives in marketing, international tourism, entrepreneurship, hospitality management, sports management and event management. This allows you to build a personalised educational experience that reflects your interests and ambitions.

At ICMS we believe that the best learning experience combines practical and ‘real world’ experience with a strong academic foundation. Work Integrated Learning (WIL) subjects are built into your degree, meaning you graduate with more than a degree – you’ll graduate with real world experience – and will have gained invaluable industry connections.*

The teaching of this course integrates the practical experience of industry specialists with a more formal academic approach, providing you with a practical perspective on today’s business sector.

In your final year of the Bachelor of Business, you will have the opportunity to participate in a ‘capstone’ subject, which allows you to choose a special area of focus within business, as a major project to test your abilities in addressing contemporary issues or problems in your area of interest.

There is no better preparation to make your mark in any sector of the business arena than with a Bachelor of Business.

*See page 8 for more on WIL

QUICK FACTS

| | |
|-----------------------|--|
| CRICOS Course Code: | 0101110 |
| Accreditation Status: | Active |
| AQF Level: | 7 |
| Campus: | Northern Beaches Campus, Manly |
| WIL: | Minimum of 600 hours industry experience + 180 hours of self-study |
| FEE-Help: | Yes (domestic students only) |
| Study Mode: | On-campus / Online* |
| Start: | Feb / Mar / May / Jul / Aug / Oct / Dec |
| Course Duration: | Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters |

**Selected subjects and qualifications are offered online. Please check the website for more information.*

A UNIQUE EXPERIENCE

You are pursuing a bachelor's or master's degree, but you still want a memorable, fun campus experience. ICMS offers everything that you'd expect from Australia's leader in career-focused higher education, and more. Alongside your academic journey, you will have the opportunity to join such as sporting teams, student clubs, enjoy modern facilities and choose from several residence options.

ICMS has two campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill', which offers sweeping views over Manly Beach, and the new modern, vibrant and centrally-located City Campus. These spectacular locations offer a student experience that would be hard to beat anywhere in the world.

YOUR JOURNEY TO CEO

The Bachelor of Business has been designed to develop the following Graduate Capabilities:



Professional Expertise

The skills and knowledge necessary to demonstrate confidence, competence and innovation in business and across disciplines.



Agile Leadership

The capability to initiate, embrace and lead innovation and change, as well as engaging and enabling others to do so.



Innovative Problem Solving

Initiative and enterprise skills that contribute to innovative problem solving of dynamic, real world challenges.



Technology and Information Literacy

Up-to-date technology skills to interact and collaborate with others in a rapidly changing world, with the ability to gather and interpret relevant information in order to develop accurate judgements in an ethical and practical manner.



Global Citizenship

The skills to work productively and collaboratively in diverse global environments and to make ethical and sustainable decisions that consider the impact on others across boundaries.



Skilled Collaboration

The ability to work effectively within teams from diverse backgrounds, display effective leadership behaviours and effectively communicate knowledge and information to deliver measurable outcomes.



Independent Self-management

A sense of self-awareness and self-belief to develop a personal culture of continuous self-directed learning, enabling ongoing personal and professional development.



Global Community

You will build life-long friendships and connections with students from over 55 different countries.



Small Class Sizes

Small interactive classes mean you will develop strong relationships with fellow students and teachers.



Industry Training (Work Integrated Learning)

Your degree includes a minimum of 600 hours real-world industry placement.



Extra Learning & English Support

We give you every chance to succeed so you get access to personal study assistance and wellness support.



Campus Accommodation

Choose to make the most of college life by living in student accommodation on or off campus.



'Castle' by the Beach

Study in the iconic 'castle on the hill' within walking distance to Manly and Shelly beach.



City CBD Campus

Use convenient and modern campus facilities close to transport and the business centre.



Sports, Clubs & Associations

Make friends and get involved in social and sporting activities both on and off campus.

ICMS IS ALL ABOUT YOUR CAREER SUCCESS

WHAT DOES SUCCESS MEAN TO YOU?

Everyone has a different idea of what success means to them. That's why we start with YOU. No matter what you study, we'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

BUSINESS LEADERSHIP IN A GLOBAL CONTEXT.

Like you, we recognise the importance of developing global professional expertise and business maturity. From professional attire to built-in Work Integrated Learning (WIL) subjects, an ICMS career-focused education positions you for leadership in a rapidly-changing world. That's one of the reasons why up to 90% of our graduates are already employed in their field when they graduate*.

**Internal Graduate Survey 2018*

DEGREE STRUCTURE

In addition to facilitated theoretical subjects, experiential learning is a foundation of this course. As such it is designed to provide learners with practical work experience which is undertaken over two subjects (and two study periods) WIL201A and WIL301A. This equates to a minimum of 600 hours of industry experience and 180 hours of self-study.

Note: One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment). There are normally a minimum of two weeks holidays after each study period. The accredited full-time study load is 3 years.

SAMPLE STUDY PATTERN

| | |
|----------|---|
| 1ST YEAR | TRIMESTER 1 (13 WEEKS) - 4 subjects taken |
| | TRIMESTER 2 (13 WEEKS) - 4 subjects taken |
| | TRIMESTER 3 (13 WEEKS) - 4 subjects taken |
| 2ND YEAR | TRIMESTER 4 (13 WEEKS - 300 hours) - work integrated learning |
| | TRIMESTER 5 (13 WEEKS - 300 hours) - work integrated learning |
| | TRIMESTER 6 (13 WEEKS) - 4 subjects taken |
| 3RD YEAR | TRIMESTER 7 (13 WEEKS) - 4 subjects taken |
| | TRIMESTER 8 (13 WEEKS) - 4 subjects taken |

Note: The course information in this brochure is indicative of a sample study pattern only and is subject to change. Enrolled students will be made aware of changes to their course structure or subjects. Not all subjects are offered every trimester. The Academic Consulting Office can assist you with subject selection and structuring your course. A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points).

SUBJECT SNAPSHOTS

BUS101A Pathway to Success

This subject takes a holistic approach in supporting you on your pathway to success. It focuses on supporting your smooth transition into the college and developing your academic skills and performance, so you can maximise success in your chosen program. Through engaging classroom activities, you'll get to test out your growing informational literacy and interpersonal skills; using them to clearly communicate to a given audience both orally and in writing. Towards the end of the subject, you'll focus on what lies ahead; developing an employability toolkit which will help you enter and succeed in the professional workplace.

MGT101A Management Solutions for a Changing World

This subject is an engaging and informative introduction to the disciplines of business and management. It introduces key perspectives and debates from a range of fields that inform the study of business and management while explaining the complexity of issues that shape contemporary business and management practices and future directions.

The focus is on managing groups and motivating staff, managing human resources and employee relations, strategic management and planning, leadership, decision-making, and international perspectives of management – all of which will be grounded in different management theories.

MGT102A Global Citizenship

Like many other countries, Australia has witnessed a growing population with people from a range of cultural backgrounds living and working in the country. Therefore, it is essential that leaders in modern-day business settings are equipped with skills and strategies to effectively manage this increasingly diverse workforce.

This subject is designed to expose students to some thought-provoking research and concepts on cross cultural communication and management; identified as one of the key competencies in business management today.

Students will explore and develop strategies on how to become a culturally competent global citizen whilst recognising the strengths and limitations of their own culture and behaviour in a global business environment.



REAL WORLD
PROFESSIONAL
PLACEMENT

ABOUT WORK
INTEGRATED
LEARNING (WIL)

All ICMS degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Professional Placement). Your placement is facilitated by our dedicated ICMS on-site WIL team who provide coaching and guidance throughout.

Your real-world industry experience prepares you for your future career in your chosen field of study. It allows you a unique opportunity to create a positive first impression with industry and develop strong professional and career networks; to demonstrate and further develop your real-world employability; and to fully explore your chosen industry to best inform your future career decisions.

There are two stages in the ICMS WIL program:

Pre-Placement Program

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, attend a career workshop, practice interview techniques and gain the necessary knowledge and skills to secure a placement.

Your Placement

Our on-site team of WIL facilitators work with over 1000 industry partners to find the right fit for you to learn the most about your future career. We find a suitable placement that is the best fit for your skills, interests and professional goals. Your professional placement could take you to a major city or regional area in Australia. You could even take up a position in an international city.

Whilst you are out on placement you can work throughout two study periods* (including the Christmas term break), which means you could gain up to 9 months of professional placement experience before you graduate. And because this is part of your degree, international students, like domestic students, may work full-time during their placement and during term breaks.

*One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)



WHERE CAN THE DEGREE TAKE YOU?

YOUR JOURNEY TO CEO

At ICMS we train you to be a leader in business. When you graduate with an ICMS Bachelor of Business you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice.

This will see you ready for a career that spans industries and continents.

The possible career opportunities can include but are not limited to:

BUSINESS ANALYST

Business Analysts are responsible for reviewing and analysing business processes, creating efficiencies, leading project teams and communicating technical information back to the business. They can be found across a range of business departments, where they work to map out company requirements.

4/5

JOB SATISFACTION*

4.3/5

WORK-LIFE BALANCE

29.6%

PROJECTED JOB GROWTH IN 5 YEARS

4/5

PAY/ SALARY*

4.1/5

VARIETY OF WORK*

* Business Analyst Job Opportunities on SEEK March 2022: 8946 / *Statistics from seek.com.au March 2022

MANAGEMENT CONSULTANT

Management Consultants help organisations to solve complex problems and work on a range of projects to help them improve their overall performance.

14.9%

JOB GROWTH PROJECTED IN 5 YEARS*

4.4/5

JOB SATISFACTION*

4.6/5

VARIETY OF WORK*

4.1/5

PAY/ SALARY*

* Management Consultant Job Opportunities on SEEK March 2022: 443* / *Statistics from seek.com.au March 2022

BUSINESS DEVELOPMENT MANAGER (BDM)

A Business Development Manager (BDM) develops and diversifies a business to ensure its future growth and its ability to attract new customers. BDMs identify new markets, new partnerships, and new ways to reach existing markets.

4.2/5

JOB SATISFACTION*

4.2/5

WORK-LIFE BALANCE

13.5%

PROJECTED JOB GROWTH IN 5 YEARS

3.8/5

PAY/ SALARY*

4/5

VARIETY OF WORK*

* BDM Job Opportunities on SEEK March 2022: 7271* / *Statistics from seek.com.au March 2022

CURRICULUM SUMMARY

BACHELOR OF BUSINESS

The course structure comprises of 12 core subjects, 12 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

Level 100: 6 core subjects and 2 elective subjects

Level 200: 4 core subjects, 4 elective subjects and 1 WIL subject

Level 300: 2 core subjects, 6 elective subjects and 1 WIL subject

All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.

To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.

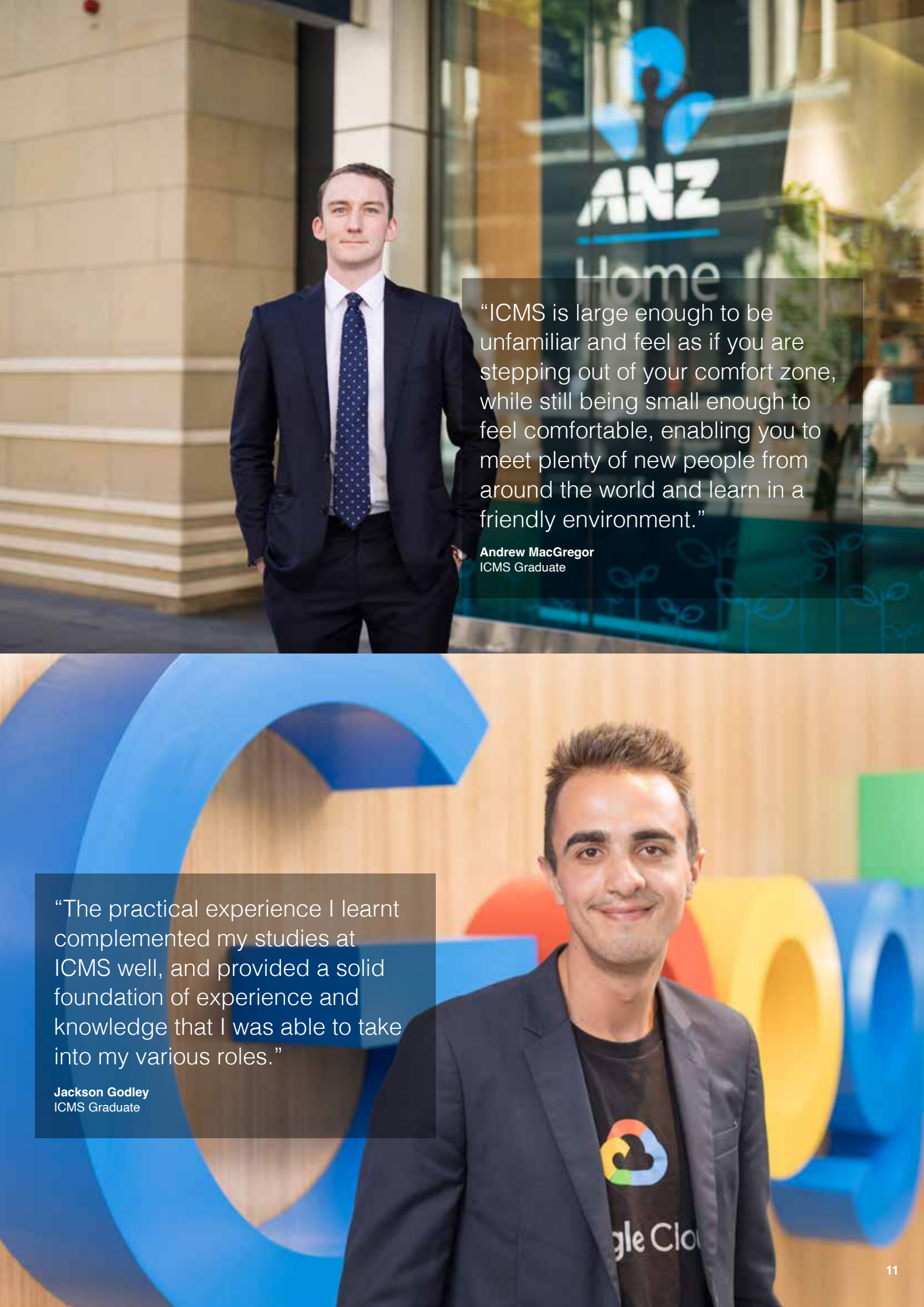
To be awarded the Bachelor of Business students must complete all 26 subjects (84 credit points) as outlined below:

A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)

| Subject code | Subject name | Subject type | Pre/Co-requisites | Mode of delivery | Credit points |
|---|---|--------------|-------------------|------------------|---------------|
| Level 100 | | | | | |
| BUS101A | Pathway to Success | Core | None | F2F / Online | 3 |
| MGT101A | Management Solutions for a Changing World | Core | None | F2F / Online | 3 |
| Elective | Elective | Elective | None | F2F / Online | 3 |
| ACC101A | Financial and Commercial Literacy | Core | None | F2F / Online | 3 |
| Elective | Elective | Elective | None | F2F / Online | 3 |
| MKT101A | Marketing | Core | None | F2F / Online | 3 |
| MGT102A | Global Citizenship | Core | None | F2F / Online | 3 |
| STA101A | Data Informed Decision Making | Core | None | F2F / Online | 3 |
| Level 200 | | | | | |
| *Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and **Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A | | | | | |
| ECO201A | Economics for Managers | Core | * | F2F / Online | 3 |
| ENT201A | Creativity & Innovation for Business | Core | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| LAW201A | Business Law for Managers | Core | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| MGT201A | Unlocking Your Leadership Potential | Core | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| WIL201A | Professional Placement I | Core (WIL) | 30 CPs** | F2F / Online | 6 |
| Level 300 | | | | | |
| *Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A | | | | | |
| WIL301A | Professional Placement II | Core (WIL) | WIL201A** | F2F | 6 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| BUS301A | Capstone | Core | * | F2F / Online | 3 |
| MGT301A | Ethics, Sustainability & Profit | Core | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |
| Elective | Elective | Elective | * | F2F / Online | 3 |

ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives available on the ICMS website.



“ICMS is large enough to be unfamiliar and feel as if you are stepping out of your comfort zone, while still being small enough to feel comfortable, enabling you to meet plenty of new people from around the world and learn in a friendly environment.”

Andrew MacGregor
ICMS Graduate

“The practical experience I learnt complemented my studies at ICMS well, and provided a solid foundation of experience and knowledge that I was able to take into my various roles.”

Jackson Godley
ICMS Graduate

ICMS



ICMS
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Provider Code: 01484M, TEQSA ID: PRV12025
CRICOS Course Code: 0101110
Provider category: Institute of Higher Education.

MORE INFORMATION FOUND AT ICMS.EDU.AU

Admission Criteria:

[future-students/application-information/admission-information](#)

Application Information:

[/future-students/application-information/how-apply](#)

Important Dates:

[/future-students/application-information/important-dates](#)

Fees:

[/future-students/application-information/tuition-fees](#)

Accommodation:

[/future-students/student-services/accommodation](#)

Student Support and Wellness:

[/future-students/student-services/wellness-support](#)

Living Costs:

[/study-in-Australia/](#)

Campuses:

[/contact/our-campuses/](#)

Policies and Procedures:

<https://policies.icms.edu.au>

Information on Education Services for Overseas Student (ESOS)

Framework:

<https://dese.gov.au/esos-framework>

Resources for Australian students

Youth allowance and AUStudy: www.humanservices.gov.au

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published April 2022.

