



# Bachelor of Business (**ENTREPRENEURSHIP**)

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# 100%

of our degree students  
graduate with  
industry experience

Brynn Friedmann,  
**Bachelor of Business  
(Entrepreneurship)**



**We**  
**Mentor.** <sup>ICMS</sup>



#### QUICK FACTS

CRICOS Course Code:	0101115
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.*

“ICMS offers an unforgettable experience. I have most enjoyed meeting new friends and gaining career-relevant skills and knowledge.”

## BACHELOR OF BUSINESS (ENTREPRENEURSHIP)

As leaders in the business and corporate world, entrepreneurs know how to look at things differently, to identify opportunities and balance calculated risk with the potential rewards.

Entrepreneurship is a skill that can be taught. As an entrepreneur you'll challenge convention, disrupt the status quo and seek solutions where others see none. You'll need to be energetic, goal oriented and driven - not afraid to chase your dreams.

With entrepreneurial skills you could become founder of your own start-up, be part of a larger organisation driving change, or simply create a balanced lifestyle where you choose to work on things that light you up, that motivate you and where you get to live by your own rules.

The Bachelor of Business (Entrepreneurship) is designed to position you for success as an entrepreneur in any industry, with a focus on future-proofing you for adaptability in a rapidly changing world.

You will learn how to build, promote and manage your own business by understanding the processes used by start-ups and rapid growth small firms, as well as large corporations and non-profits. The elective subjects available come from a range of business areas including marketing, international tourism, hospitality management, sports management and event management. These subjects will help you to think creatively and to open opportunities to become an economic innovator.

The Bachelor of Business (Entrepreneurship) is underpinned by core business subjects, together with specialised entrepreneurship subjects.

At ICMS we believe that the best learning experience combines practical and 'real world' experience with a strong academic foundation. Our Work Integrated Learning (WIL) is built into your degree and will prepare you for future success in the business world. \*

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, you will have the opportunity to participate in a 'capstone' subject to test your abilities in addressing contemporary issues or problems in the area in which you may forge a career.

There is no better preparation to steer your own destiny in any sector of the business arena than with a Bachelor of Business (Entrepreneurship).

\*See page 8 for more on WIL



# 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.



### 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.

# BUILDING BUSINESS CAPABILITIES

The Bachelor of Business (Entrepreneurship) 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.

# 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

### ENT101A Entrepreneurship Foundations and Mindset

The subject aims to introduce the theory and practice of entrepreneurship, the characteristics of entrepreneurs, and the “mindset” of entrepreneurship in individuals and organisations. Students can gain an overview of the lean business start-up process, assess their own “mindset” for entrepreneurship and map out their journey to develop their mindset and skillset as entrepreneurs. The aim of the subject is for students to learn about themselves as people and thus identify what type of entrepreneur they would be.

### ENT201A Entrepreneurial Business Model and Launch

In today’s competitive world, business success depends increasingly on the ability to innovate. Business leaders are already recognising the importance of how creative practice and process can improve product and service development and design thinking in shaping business strategy.

This subject focuses on the importance of innovation and creative thinking in achieving business success. Innovation is not an end result. Rather, through creativity and foresight, it is a way of thinking that enables individuals and organisations to more effectively define critical problems, possible solutions and foster positive change.

The ultimate goal is to provide a set of proven creativity methods, skills and strategies that enable innovative breakthroughs to occur in a deliberate and predictive manner.

### ENT301A Funding and Financial Modelling

Many start-ups fail because aspiring entrepreneurs do not grasp the funding and financial modelling.

In order to successfully pitch to investors and Venture Capitalists (VCs), it is important to establish a strong business organisation that projects growth. To do this, it is crucial that the budding entrepreneurs can manage finances effectively by creating a financial model that allows them to make a profit and plan for growth.

The subject aims to help students understand the financial decision-making process largely from the point of view of the founder of an entrepreneurial venture. Students will learn to apply corporate finance tools and concepts related to modelling, valuation, control, and investment decisions within an entrepreneurial context. They will use cases with firms at different stages of their life cycles from initial angel or venture capital investments through exit decisions. Finally, students will explore new developments in entrepreneurial finance such as crowdfunding and early liquidity provisions.



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?

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Entrepreneurship) 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. You could work in a multinational company locally or take your skills and experience around the world.

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



**BUSINESS OWNER**

Build a business around selling products and proving value. As a business owner you choose to be your own boss and work on your own goals. You'll work in an industry of your choice that aligns with your interests. You will have the opportunity to create jobs for others and make a positive impact on your community.



**OPERATIONS MANAGER**

As an Operations Manager you will play a leading role in managing the production of goods and/or the provision of services

4/5

JOB SATISFACTION\*

4/5

JOB SECURITY\*

4.3/5

VARIETY OF WORK\*

\* Operations Manager Job Opportunities on SEEK March 2022: 4512 / \*Statistics from seek.com.au March 2022



**BUSINESS CONSULTANT**

Business Consultants are responsible for identifying areas of a business model that could be improved, and strategising how that improvement could be executed. They often work for larger consulting companies, but can sometimes be found working internally in an organisation or on their own as freelancers.

14.9%

JOB GROWTH PROJECTED IN 5 YEARS \*

4.3/5

JOB SATISFACTION\*

4/5

CAREER PROGRESSION OPPORTUNITIES

4.4/5

VARIETY OF WORK\*

4/5

PAY/SALARY

4/5

WORK/LIFE BALANCE\*

\* Business Consultant Job Opportunities on SEEK March 2022: 271\* / \*Statistics from seek.com.au March 2022





# CURRICULUM SUMMARY

**BACHELOR OF BUSINESS (ENTREPRENEURSHIP)**

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

**Level 100: 6 core subjects and 2 specialisation subjects**

**Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject**

**Level 300: 2 core subjects, 2 specialisation subjects, 4 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 (Entrepreneurship) 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
ENT101A	Entrepreneurship Foundations & Mindset	Specialisation	None	F2F / Online	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F / Online	3
ENT102A	Venture Ideation & Validation	Specialisation	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
ENT202A	Entrepreneurial Business Model & Launch	Specialisation	*	F2F / Online	3
LAW201A	Business Law for Managers	Core	*	F2F / Online	3
ENT203A	Guerrilla Marketing	Specialisation	*	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
ENT301A	Funding & Financial Modelling	Specialisation	*	F2F/ Online	3
ENT302A	Entrepreneurial Operations & Growth	Specialisation	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F/ Online	3
Elective	Elective	Elective	*	F2F/ Online	3
BUS301A	Capstone	Core	*	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.



“My ICMS degree gave me a sound understanding of the basic principles upon which businesses operate... everything I learned has come in handy!”

**Brenden Hartmann**  
ICMS Graduate  
General Manager at Budgy Smuggler Swimwear

“I had the time of my life at ICMS. Even though the campus is only metres away from the beach, ICMS is an environment focused on professionalism and success. At ICMS I learnt from industry professionals, and there were lots of networking opportunities.”

**Alejandro Jara**  
ICMS Graduate  
Director and Founder - Black and White Waiters



# ICMS



**ICMS**  
**INTERNATIONAL COLLEGE OF**  
**MANAGEMENT, SYDNEY**

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Ltd ACN 003 144 045 ATF The ICTHM Trust ABN  
54 174 259 919, trading as International College of  
Management, Sydney and Aspire Institute, CRICOS  
Provider Code: 01484M, TEQSA ID: PRV12025  
CRICOS Course Code: 0101115  
Provider category: Institute of Higher Education.

**MORE INFORMATION FOUND AT [ICMS.EDU.AU](http://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](http://www.humanservices.gov.au)

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