



Bachelor of Business (FASHION AND GLOBAL BRAND MANAGEMENT)

100%

of our degree students
graduate with
industry experience

A photograph of a young woman with long brown hair, smiling and looking towards the camera. She is wearing a light-colored, possibly beige or cream, blazer over a matching skirt. She is standing next to a clothing rack that has several items of clothing hanging on it, including a dark blazer and a light-colored top. The background is a solid blue color with a subtle gradient. The entire image is framed by a thick red border.

Ashley van Raad,
Bachelor of Business
(Fashion and Global Brand Management)

We
Mentor. ICMS

“ICMS has allowed me to explore my own creativity and fashion interests whilst allowing me to branch out and learn about the world of business.”



QUICK FACTS

CRICOS Course Code:	106411M
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.*

BACHELOR OF BUSINESS (FASHION AND GLOBAL BRAND MANAGEMENT)

The ICMS Bachelor of Business (Fashion and Global Brand Management) is designed to place you at the junction of fashion, business and marketing for an exciting global career.

It takes more than great design to build a successful fashion brand. Experts in marketing, merchandising, logistics, sales, retailing and more, contribute to bringing a product from the runway to racks of our favourite stores. You don't need to be the next Anna Wintour or Gianni Versace to make an impact though; if you're passionate about fashion, studying fashion and global brand management is the best way to learn about what fuels this fascinating, multi-trillion dollar industry.

Whether you dream of managing a boutique brand, creating visual merchandising strategies for world-renowned fashion houses or marketing new product lines for online fashion retail giants, this degree will equip you with the knowledge and skills needed to carve a niche for yourself in the industry.

The ICMS Bachelor of Business (Fashion and Global Brand Management) degree blends core business subjects with specialised subjects relating to fashion and brand management. Business subjects include sales and marketing; collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will be able to develop to the perfect foundation for a successful career in fashion, retail or brand management.

Core business and specialised fashion and brand management subjects are supplemented by elective subjects from a range of business areas. This allows you to enhance your degree with subjects that reflect 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.*

In your final year of the Bachelor of Business (Fashion and Global Brand Management), you will have the opportunity to participate in a 'capstone' subject which allows you to choose a special area of focus within fashion and global brand management as a major project and test your abilities in addressing contemporary issues or problems within this area of interest.

With the Bachelor of Business (Fashion and Global Brand Management) you will discover how successful fashion and luxury brands are built, managed and experienced. Learning from business experts, and through extensive industry exposure, you will master the latest marketing and retailing strategies used to engage customers and sell products both in Australia and across the globe.

*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.

BE YOUR OWN BRAND

The Bachelor of Business (Fashion and Global Brand Management) has been designed to develop the following graduate capabilities:



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*



Team Work

Able to work collaboratively within and across teams.



Proactivity

Independent, self-directed and lifelong learners, reflective in their practice.



Innovative Problem Solving

Innovative, ethical and critical thinkers with highly developed leadership and problem-solving skills.



Communication Skills

Effective communicators of knowledge and ideas within and across professional and cultural boundaries.



Experience Matters

Work-ready with the intellectual rigour to make effective contributions to their discipline and/or profession.



Socially Aware

Culturally and socially aware with the capacity to apply their knowledge in local, national and international contexts.



Digital Knowledge

Equipped with digital literacies for living and working in a technology-reliant society.



Management Discipline

Capable of implementing sustainable management practices.

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

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 - 600 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 600 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

FBM102A STYLING AND CREATIVE DIRECTION

The aim of this subject is to deliver a range and brand image that is loved by consumers which requires a strong understanding of not only the latest trends, but understanding the needs of the consumer and how they plan to work, eat and live in your range. This subject looks into how to build a creative direction for your fashion brand including developing stories, delivering to a consumer's lifestyle as well as styling effectively to drive intrigue and eventual purchase.

FBM201A BRAND MANAGEMENT AND PRODUCT INNOVATION

Great fashion brands are carefully planned and meticulously managed. This subject will provide a meaningful understanding of what brands are, how they work, and how to apply sophisticated brand knowledge to managerial situations. You will dissect the strategies of leading brands to learn how they differentiate themselves, create emotional attachment and sustain competitive market position.

FBM202A FASHION PLANNING AND BUYING

The aim of this subject is to provide students with a knowledge and understanding of working in fashion and trend orientated retail, such as clothing, accessories and homeware. Topics include: Industry Trends, Product Stock Keeping Unit Planning, Global Retail Buying Management, Product Trend Analysis, Product Design Process, Seasonality, Product and Category Buying, Waste Management, Profitability Management and Category Analysis.



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 or an Internship). 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?

When you graduate with an ICMS Bachelor of Business (Fashion and Global Brand Management) 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:



TURNING VISION INTO VALUE

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




BRAND MANAGER

Brand Managers are responsible for the public image and perception of a brand or business. They ensure that products and services are aligned to consumer demands, and develop and monitor marketing strategies including branding campaigns, sponsorship procurement, advertising campaigns, social media campaigns, and radio, print and television advertising campaigns.

4.4/5	21.1%	4.1/5	4.1/5	4.2/5
JOB SATISFACTION*	PROJECTED JOB GROWTH IN FIVE YEARS*	CAREER PROGRESSION OPPORTUNITIES	VARIETY OF WORK*	WORK/LIFE BALANCE*

* Brand Manager Job Opportunities on SEEK March 2022: 2150 / *Statistics from seek.com.au March 2022




VISUAL MERCHANDISER

Visual Merchandisers create floor plans and displays of products in shops and stores with the aim of creating displays that appeal to customers.

4/5	4.2/5	4.2/5
JOB SATISFACTION*	VARIETY OF WORK*	WORK LIFE BALANCE*

* Visual Merchandiser Job Opportunities on SEEK March 2022: 2541 / *Statistics from seek.com.au March 2022




STYLIST

A Stylist tells a story visually. They work with individuals and brands to understand what they want to convey, and then curate an image as part of a wardrobe refresh, an editorial photoshoot or a creative installation.

4.4/5	4.2/5
JOB SATISFACTION*	VARIETY OF WORK*

* Stylist Job Opportunities on SEEK March 2022: 2056 / *Statistics from seek.com.au March 2022



FASHION BUYER

A fashion buyer selects which items are stocked by a clothing retailer. Buyers work closely with designers and sales representatives, attending trade fairs, wholesale showrooms and fashion shows to observe trends that will appeal to the brand's target market.

*Statistics and definition from seek.com.au Nov 2019



CURRICULUM SUMMARY

BACHELOR OF BUSINESS (FASHION AND GLOBAL BRAND MANAGEMENT)
<p>The course structure consists of 12 core business subjects, 6 elective subjects, 6 specialisations and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300 as follows:</p> <p>Level 100: 6 core subjects and 2 specialisation subjects</p> <p>Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject</p> <p>Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subject</p> <p>All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit</p> <p>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.</p> <p>To be awarded the Bachelor of Business (Fashion and Global Branding) students must complete all 26 subjects (84 credit points) as outlined below.</p> <p>A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)</p>

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
FBM101A	Introduction to the Fashion and Retail Industry	Specialisation	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
FBM102A	Styling and Creative Direction	Specialisation	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	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 to 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	None	F2F	3
LAW201A	Business Law for Managers	Core	None	F2F	3
ENT201A	Creativity and Innovation for Business	Core	None	F2F	3
FBM201A	Brand Management and Product Innovation	Specialisation	None	F2F	3
MGT201A	Unlocking your Leadership Potential	Core	None	F2F	3
FBM202A	Fashion Planning and Buying	Specialisation	None	F2F	3
	200 Elective	Elective	None	F2F	3
	200 Elective	Elective	None	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30CPs**	F2F	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
MGT301A	Ethics, Sustainability and Profit	Core	None	F2F	3
	300 Elective	Elective	None	F2F	3
FBM301A	Retail Strategy and Operations	Specialisation	None	F2F	3
FBM302A	Visual Merchandising and Design	Specialisation	None	F2F	3
	300 Elective	Elective	None	F2F	3
	300 Elective	Elective	None	F2F	3
	300 Elective	Elective	None	F2F	3
BUS301A	Capstone	Core	None	F2F	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.



“What I like about this particular degree is that it blends business and high-end fashion into one degree; the perfect degree for the future industry leaders to undertake.”

Christopher Watney
Ambassador forBachelor of Business
(Fashion and Global Brand Management),
House of Dior Boutique Director

“The ICMS degree has allowed me to develop a broad range of skills and attributes that have enabled me to comprehensively meet the business’s needs.”

Natasha Bridges
ICMS Graduate

ICMS



ICMS
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Provider Code: 01484M, TEQSA ID: PRV12025
CRICOS Course Code: 106411M 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
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The College reserves the right to change the content,
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limitations on enrolment in any subject or program of
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