

# ICMS



SYDNEY  
AUSTRALIA

P O S T G R A D U A T E



**RANKED  
NO#1**

for Good Teaching  
in Postgraduate  
Management and  
Commerce\*\*

**TOP  
GRADUATE  
EMPLOYMENT  
SUCCESS**

100% of  
ICMS international students  
graduate with a job\*

100% of ICMS graduates  
have a job or had a job within six  
months of graduation\*

98% of ICMS graduates have a job\*



\*Graduates who are engaged in or available for work (in the workforce). Those that stated they did not want a job were excluded from the results. Internal March Graduate Survey 2023.

\*\*NSW QILT Rankings 2021



# The ICMS Difference

The International College of Management, Sydney (ICMS) is a leader in career-focused education that offers a wide range of undergraduate and postgraduate degrees and courses.

**What Does Success Mean to You?**

Everyone has a different idea of what success means to them. That's why we start with YOU. We'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

**Global Business Leadership**

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 education positions you for leadership in a rapidly changing world. That's one of the reasons why 100% of ICMS students graduate with a job.\*

**Active Learning**

Nothing can prepare you for career success like active learning can. Our faculty have extensive industry experience, high-level qualifications and a passion for helping you to succeed. ICMS degrees are designed to develop 21st Century graduate capabilities through applied learning experiences and work-relevant assessments.

**It's a Partnership**

We believe that by partnering with you we both grow stronger. That's why our courses and student support services aim to build your collaboration skills, whilst encouraging independent self-management. When you study at ICMS you will become part of an empowering and nurturing community that values long-lasting connections; between students, lecturers, industry partners and alumni.

**Your Student Experience**

You're career-focused but you still want a memorable, fun campus experience. ICMS offers everything that you'd expect from a higher education institution – such as sporting teams, student clubs, modern facilities and residence options.

ICMS has two campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill' with sweeping views over Manly Beach; and the modern City Campus located in the heart of bustling Sydney.

You could also choose to study online. Virtual classes offer the same small class sizes, individual attention and career-focus that you'd get on campus. Your student experience at ICMS would be hard to beat anywhere in the world.

\*Graduates who are engaged in or available for work (In the Labour force). Internal March Graduate Survey 2023.

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# Campuses

## CITY CAMPUS

Level 4, 451 Pitt Street,  
Haymarket NSW 2000

## NORTHERN BEACHES CAMPUS

151 Darley Road, Manly, Sydney

## MANLY BEACH

10 minute walk from  
Northern Beaches Campus



# The Northern Beaches Campus

From its origins in 1996 as a specialised management college, today ICMS has four campuses and more than 2300 students from around the world gaining qualifications in a diverse range of fields.

Fondly known as “the castle on the hill” (where the Hollywood blockbuster *The Great Gatsby* was filmed and where Nicole Kidman and Keith Urban were married), the ICMS castle is a Sydney landmark dating back to the 19th Century. The imposing structure dominating the northern Sydney’s beachside suburb’s landscape won worldwide acclaim when it was built by the Catholic Church between 1885 and 1889. The building, with its Gothic style and romantic central bell tower, holds a commanding position overlooking the azure blue of Sydney Harbour and the Pacific Ocean. The entire estate covers 20 hectares of parkland.

The campus is a five-minute walk to the famous Manly Beach and Manly’s CBD, which is well known for its shopping precinct, cafés, restaurants and beachside lifestyle. A few minutes’ walk in the other direction will lead you to the foreshores of the harbour. There are harbourside bush walks to explore, extending more than 50 kilometres north and south. ICMS is also close to access points to Sydney city – it’s a pleasant 17 minutes by fast ferry from Manly ferry wharf.

## Learning options

Lectures are held at the Northern Beaches Campus for the following courses:

- Diploma courses
- Bachelor degrees
- Graduate Certificate courses
- Master’s degrees

## Facilities

From entertainment options to an onsite restaurant to learning support, the Northern Beaches Campus has all you need for a complete education experience.

- Accommodation
- Bar
- Kitchen & canteen for on-campus students
- Courtyard cafe (open to public)
- First Aid Room (Manager on Duty’s Office)
- Reception
- Computer laboratories
- Library
- Student Success Centre
- Sports, tennis and basketball courts
- Free wireless internet

## Getting there

The Northern Beaches Campus is in one of Sydney’s favourite beachside suburbs so there are plenty of ways to travel in, out and around Manly. Regular transport services to the campus are available via Sydney ferries, buses and taxis.

**On foot:** The Northern Beaches Campus is a 5 – 10 minute short stroll from the Manly Village CBD.

**By bus:** ICMS runs a free regular shuttle bus service during teaching weeks for ICMS students from the main Manly precinct up to the campus. Sydney buses operate regularly around Manly.

**By car:** Free parking is available on campus for our ICMS students and visitors.

**By ferry:** The most scenic way to travel to this campus is by ferry. Fast ferries travel between Manly and Circular Quay in the CBD and take just 17 minutes each way. Or you can take a little more time to enjoy the view. The normal ferry service leaves approximately every half hour from Circular Quay (Wharf 3) or Manly and takes 30 minutes. Visit the Manly Fast Ferry and Transport NSW websites for more information.



# The City Campus

The ICMS City Campus is located in the beautiful Manning Building, right in the heart of Sydney's business district. The area boasts the highest residential density in Australia and is one of the liveliest precincts in the Sydney CBD. The building is close to World Square Shopping Centre and is only a few minutes walk from great transport links via train at Central Station and a nearby Light Rail (tram) stop at Capitol Square. A short walk will take students to the entertainment areas of Chinatown, Darling Harbour and Barangaroo Waterfront, all offering endless options for eateries from cafes and bars to world-class five-star dining - and everything in between.

The Manning Building has high historic significance and is an important building to the City of Sydney. The facade dates to 1892 and, at the time it was built, made a significant contribution to the surrounding precinct, including the recently restored Capitol Theatre, which is in the same block.

Internally, the Manning Building has been extensively modified and renovated. Entering through the impressive lobby, students have high security access to state-of-the-art facilities. Lectures are offered on the 4th floor in ICMS' contemporary training and executive education centre, which showcases a vibrant and innovative

learning environment, with expansive classrooms, modern study areas and an abundance of natural light, as well as complimentary refreshment facilities.

Studying at the ICMS City Campus, within the heart of Sydney, offers students the most exciting start to a successful business career.

## Learning options

Lectures are held at the city campus for the following courses:

- Graduate Certificate courses
- Master's degrees
- Bachelor of Business
- Diploma of Business

Certain core business subjects offered within other diplomas and bachelor degrees are offered at this campus, subject to availability.

## Facilities

The City Campus has a small collection of useful resources for students as well as many study areas suitable for quiet study or group work.

Alternatively, large public libraries nearby include:

- State Library of NSW - Monday to Friday from 9am to 8pm
- Customs House Library (opposite Circular Quay wharves) - Monday to Friday from 10am to 7pm

You may bring your own food to eat in the dining area on level 4. There are also several cafes within walking distance of the venue.

You will be given an account to access the wi-fi network before classes begin.

## Getting there

**By train:** From Central Station exit towards Eddy Avenue to the north. Cross over Eddy Avenue and walk through Belmont Park. As you exit the park, you will see the historic brick building diagonally across the road on the intersection of Hay Street and Pitt Street.

**By light rail:** Light Rail stops next to the Capitol Theatre in Capitol Square.

**By bus:** The nearest stops are: Pitt St near Campbell St, Hay St near Pitt St and Pitt St near Eddy Avenue

**Parking:** We suggest parking at Market City Car Park or Goulburn Street Parking Station





# Leading from the Front

Dear Future ICMS students,

It gives me great pleasure to share with you more about Australia's leading industry-focused higher education institution.

Within these pages you will find out more about how, at ICMS, it is our mission to support, mentor and empower you through your journey towards personal and professional fulfilment.

You will read how:

- Our courses are designed with the most in-demand industries in mind, ensuring you have the practical expertise and industry-specific insights necessary to excel in your chosen field.
- We believe in a hands-on approach to learning and offer Work Integrated Learning (WIL), otherwise known as internships and industry training, as an integral part of every undergraduate and postgraduate program.
- ICMS graduates are highly sought after by employers, well-prepared and equipped with the skills that employers are looking for, and fully prepared for the real-world challenges they will encounter in their careers.

This year has been an exciting one for us here at ICMS, especially with the launch of our new suite of Master of Business Administration (MBA) degrees. Alongside our established range of postgraduate and undergraduate degrees, our MBA program is specifically designed for individuals who know they have untapped potential and want to unlock their full capabilities.

Within two years, students will find out who they can really be, but they will leave with so much more than that. They will be a confident, competent, and connected leader, with an international network that will support them on their journey wherever it takes them.

We are also proud to have a strong focus on scholarship activity here at ICMS, and we make sure that our lecturers' contributions are showcased for the benefit of all. Most importantly, the knowledge, practices and advancements from our Academics and Industry experts translates straight into our classroom for the value of our students.

As the world changes and new technologies emerge, it is essential that we stay up to date with the latest developments.

ICMS considered the academic integrity response to artificial intelligence (AI) tools in 2022 and revised our academic integrity policies and procedures to ensure the integrity of our degrees. As our context is constantly evolving, we are staying up to date and will implement further meaningful measures as and when needed.

Our focus on active learning philosophies is in support of the ICMS value of providing a connected and engaged curriculum for our students. Given that we have small classes at ICMS, we can respond swiftly and tailor our delivery to students' needs. Mentoring is part of our ethos and woven into the overall ICMS experience.

We look forward to welcoming you onto either one of our campuses – whether it be our Northern Beaches campus with the 'castle on the hill' overlooking gorgeous Manly Beach, or in our state-of-the-art City Campus in dynamic Sydney, NSW.

Dr Le Sueur holds a PhD in the field of organisational behaviour and personnel development from the Faculty of Education at the University Bielefeld, Germany; a Master's degree Business Administration (MBA) from the University of Cape Town, South Africa; a Master's degree in Education and Pedagogy from the University of Applied Sciences Cologne, Germany.

As well as overseeing the pedagogy and curriculum of all programs of study offered by ICMS and the Aspire Institute, Dr Le Sueur is a member of the Executive Management Group, Academic Board, Learning and Teaching Committee and Senior Academic Team.

Since joining ICMS, Dr Le Sueur has been a driving force behind the development of active learning at ICMS, brought a stronger focus on scholarship activity by faculty, and, most recently, led the launch of a new ICMS Master of Business Administration (MBA) degree, with associated specialisations.

“It is our mission to support, mentor and empower you through your journey towards personal and professional fulfilment”

**Dr Heidi Le Sueur**  
Deputy Vice Chancellor  
(Learning and Teaching)





# Learn from the Best

Dr Leonid Petrov is Dean (Postgraduate) at ICMS. He graduated from the Department of Oriental Studies, St Petersburg National University in Russia, where he majored in Korean History and Language.

Between 1996 and 2002, Dr Petrov worked on his doctoral thesis, Socioeconomic School and the Formation of North Korean Official Historiography, at the Australian National University in Canberra.

Dr Petrov's academic interests include North and South Korea (DPRK and ROK); Traditional, Modern and Contemporary Asian Societies and Cultures; USSR, Russia, Commonwealth of Independent States, Central Asia, Immigration, Border Control, and Human Rights. He has been teaching Cross-Cultural Management, Strategic Intelligence, International Tourism and other business-related postgraduate courses at ICMS since 2013.

The insight he brings to these subjects, especially the internationally focused and cross-cultural subjects, has been met with great enthusiasm from his students who appreciate Dr Petrov's experience and expertise.

"Postgraduate students are a pleasure to teach; they have first-hand experience and enjoy contextualising this knowledge in theoretical frameworks," Dr Petrov said.

"In undergraduate studies, the discussion is usually about the learned material, but in postgraduate there is more discussion around why things happen. There is more fine-tuning of students' understanding and delving into nuances."

Dr Petrov also enjoys teaching at ICMS because of its strong emphasis on comprehensive professional experience.

As in the case for all ICMS undergraduate programs, work integrated learning is a key component of postgraduate study. All Masters students must complete 600 hours of work related to their studies. This may be based on either a real-world problem identified by an ICMS industry partner, or an in-depth research assignment that allows the student to apply the skills or knowledge learnt during postgraduate studies.

An industry experienced ICMS supervisor oversees every student's placement and project, guiding them in their development. Master's graduates then leave ICMS with industry connections and experience so they are ready to move directly into management roles. Work integrated learning is also part of the development behind each subject.

"In many other universities there are frequently gaps between practical application and learning. So students study, graduate and then find themselves unemployed; it can be very demotivating. At ICMS, however, every subject we teach has a purpose. We explain why we are studying that particular subject; why the student is there," Dr Petrov explained.

"Our graduates are analytical problem solvers with a depth of industry knowledge and professional industry experience. Our graduates leave ICMS ready to succeed as outstanding business leaders."

**Dr Leonid Petrov**  
Dean (Postgraduate)





UP TO  
**5\***  
**YEAR**  
POST-STUDY  
WORK VISA



# Why Postgraduate study at ICMS?

## Work Integrated Learning

Professional Placements and analytical report writing are experiences that will differentiate you from other graduates in the competitive job market. All Master's students get to complete a Professional Placement of 600 hours related to their studies. ICMS will work with you and our industry partners to tailor your Professional Placement to your interests, skills and expertise. An industry experienced ICMS academic supervisor will oversee your placement, guiding you in your professional development. Our Master's graduates leave ICMS with the industry connections and experience they need to move directly into managerial roles.

## Genuine Diversity of International Students

ICMS is a global community. Our ICMS students come from more than 50 countries and our graduates go on to work as industry professionals worldwide. We are proud of our diverse student population, which includes experienced professionals as well as recent graduates seeking a leap forward in their career through further studies. This diversity adds to the vibrancy and intellectual vitality of the student experience.

## Quality and Contemporary Curriculum

At ICMS you will experience our next generation education. We believe in a curriculum that blends a thorough understanding of the theoretical principles of management, with innovations in hands-on, practical education. We work closely with industry to deliver a highly relevant postgraduate curriculum that includes the latest conceptual tools and innovative approaches to contemporary business.

## Teaching Faculty

Ranked #1, the supportive, expert internationally-recognised faculty have placed ICMS at the top of the rankings for Postgraduate Management and Commerce on the 'Good Teaching Scale'. The Quality Indicators for Learning and Teaching 2021 (QILT) survey put ICMS in the top ranked position in New South Wales. The collective expertise of our ICMS teaching faculty spans a variety of industries, countries and careers. Our faculty have worked in roles such as sales and marketing directors, financial analysts, destination marketers, CEOs, management consultants and corporate trainers. Our teaching staff are industry professionals and many maintain professional roles outside academia. They are committed to the teaching and learning of our students, delivering a challenging, engaging and cutting-edge education. They are joined by guest speakers who bring their own perspectives on the latest trends in industry and share current industry best practices.

## Flexible and Relevant Classes

As industry specialists, we understand the demands of working professionals. Our flexible timetabling lets you choose subjects to suit your lifestyle. We offer regular weekly classes in the day or evening. You may also 'catch up' online if you miss a class. We have found that interactive classes are the best way for students to gain a deeper understanding of business and management trends as they collectively examine and discuss key issues in industry. Our classes also strengthen the working relationship between students, teaching staff and guest speakers.

## Emphasis on Individual Skills Development

Skills in analytical thinking, negotiation and persuasion are what makes a Master's graduate a business leader. These are the soft skills of business that we embed into our subjects. Combined with your academic knowledge and practical Professional Placements, these skills will differentiate you from others in a competitive job market.

## Friendly and Supportive Campus Experience

Postgraduate students can sometimes forget the importance of a well-rounded work-life balance. Our Student Experience Team organise social events to help you maintain that balance. We organise surfing trips, skiing trips and theatre visits so you can take advantage of everything Manly, Sydney and Australia has to offer. ICMS has several student clubs and associations as well as rugby, netball and futsal teams. Our staff and students are connected in a way that just wouldn't be possible in a large tertiary institution, making for a unique campus experience.

## Up to 5 Years Post-Study Work Visa

This visa is for international students who have recently graduated with a degree from an Australian institution. It lets you live, work and study in Australia, temporarily. The visa duration may be up to 5 years, depending on your qualification and country of origin.\*

\*For full details and to determine eligibility visit <https://immi.homeaffairs.gov.au/>. Visa requirements and freedoms are subject to change by the Australian Government at any point.



# Your Competitive Advantage

## Work Integrated Learning (WIL) Professional Placement

ICMS postgraduate students have a distinct advantage over graduates from other higher education institutions.

As Australia's leader of career-focused education, Professional Placement (Work Integrated Learning) is an important part of the ICMS experience. We recognise that graduates need more than a qualification to be competitive in a challenging job market.

When you graduate with an ICMS postgraduate qualification you will not only have an accredited and recognised qualification from one of Australia's most prestigious institutions, you will also have gained work experience within your chosen field; built a network of professional contacts; and developed the confidence to fast-track your management career.

Professional placements provide students with an invaluable opportunity to put theory into a real-world context, broaden skills learned at college and clarify their post-degree professional goals. Many of our students gain on-going roles with their host organisation following the completion of their Professional Placements.

### How it Works

Master's students undertake a Professional Placement with one of our leading Industry Partners

Students completing Work Integrated Learning I and II subjects accrue approximately 600 hours of relevant work experience on their Professional Placement (averaging approximately 30 hours per week with the host organisation). Students leverage this experience as a learning platform to produce an academically supervised report which addresses real-world business challenges at their host organisation.

ICMS has a dedicated Work Integrated Learning (WIL) team, with Professional Placement consultants responsible for assisting students in securing industry placements and the delivery of preparation programs including workshops, mentoring and mock scenarios that prepare students for placement.

### Step One (placement preparation):

In the study period prior to placement, students receive guidance and support in preparing for industry placement. Students are trained on resume writing, interview techniques and workplace behaviour. Students are also required to submit a resume and attend a mock interview with their Professional Placement consultants. The mock interview is an opportunity for students to practice their interview skills. During placement preparation, Professional Placement consultants work closely with

students to ascertain their skills and career goals and secure a placement for eligible students by facilitating interviews with industry partners.

### Step Two (Professional Placement):

Students begin their Professional Placement as part of their Work Integrated Learning (WIL) subjects, working with one of our leading industry partners. Students are supported throughout the process by their Professional Placement consultant. Students leverage this placement experience as a learning platform to produce the academically supervised report which addresses real-world business challenges at their host organisation.

Note that students do not pay tuition fees during their placement period.

Professional Placement roles may have some remuneration attached to the position. This remuneration can vary depending on previous experience and skill level of the position.

Professional Placement is an entry level position into an organisation or field, the purpose of this placement is to gain valuable experience and industry networking in your field of study. The ICMS team will negotiate on your behalf.





WE  
MEAN  
BUSINESS

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

“Both success and happiness comes from finding ways to dramatically improve the lives of others. Once you have done this, you become invaluable.”

**Dr Stephen Rodwell**  
ICMS Postgraduate Lecturer





# ICMS is the Professional Mentor

ICMS will be your Professional Mentor throughout your student journey, preparing you to achieve your future career ambitions.

"We're big enough to connect students, but small enough to really connect with each student that enrolls and goes on to graduate. We are proud of this approach and aim to continue to add and grow the professional ecosystem into the future. We have been doing this already and it shows in our alumni achieving success in their chosen fields not only from a career perspective, but also in their levels of satisfaction in their professional lives."  
- Stephen Dally, ICMS Vice President (Marketing)

**What is the ICMS Professional Mentor?**  
ICMS as the professional mentor aims to empower our students through a nurturing approach, using the vast amount of collective experience within our faculty, staff and student community.

As the professional mentor, ICMS is a connected and accountable advisor to our students. We have created a personal environment that includes both informal and formal transmission of knowledge to help our students to achieve personal success in their professional lives.

As an institute of higher education, at the heart of everything we do is the desire to equip each individual student with the educational and practical tools needed to be career-ready and to succeed in the industry in which each student has chosen to carve out a career.

ICMS is the sum of its parts. Whether or not a member of the ICMS community bears the official title of "Mentor", we all proudly add to the culture of mentorship – and the ICMS Professional Mentor Eco-System – that makes us Australia's leader of career focused education.

Being a 'Professional Mentor' to our students is not simply about providing Professional Placements within all our degrees.

It's a culture which is woven into all that we do, such as...

- The one-on-one placement session with your WIL placement mentor
- Wearing 'business attire' whilst in class
- Setting up a LinkedIn profile with the lectures
- Preparing a resume with the Work Integrated Learning Professional Placement consultants
- Practising interview skills
- Connecting with industry partners in the Professional Development Hub
- Learning how to make a great impression during Professional Placement
- Celebrating career success once graduated
- Sharing with current students through presentations, advice and mentoring
- 'Giving back' to current students through scholarships and internships

ICMS has a proud history as a provider of career-focused education to equip graduates with the knowledge and skills needed for success.

In order to drive quality and innovation at the institution, learning and teaching at ICMS is:

- Career focused, with courses developing contemporary knowledge and skills needed for success. This means: Strong industry relationships; Developing 21st century skills such as digital literacy; and Every student has a portfolio.
- Global, with courses exploring international perspectives. This means: Intercultural experiences from the first day of Orientation Week; All subjects have activities to build intercultural, ethical awareness and sustainability; and Graduate capabilities are honed and documented throughout courses.
- Connected, with courses fostering links between students, staff, our industry partners and the community. Connections between discipline knowledge and professional skills are made explicit; and Default layout in classrooms is clusters not rows.
- Empowering, with clarity and transparency so everyone knows what success looks like. This means: Support and rewards for excellence; Clear policies and procedures; and Assessment tasks have rubrics, templates and models to guide development.

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

**ICMS** 

X

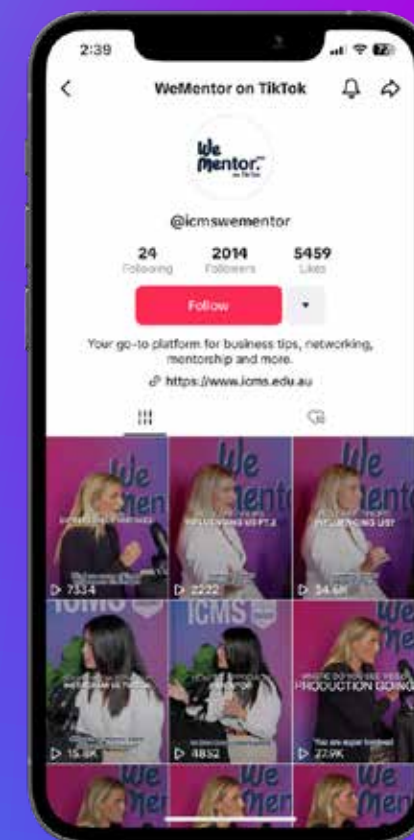
  
**TikTok**

With bite-sized videos showcasing fresh and crisp advice from industry experts, ICMS' TikTok channel **@ICMSWeMentor** is designed to help students connect with the people dominating their industries and changing the world.

From entrepreneurs to CEOs, business founders and industry experts, influential leaders in their corporate fields share what took them to the top, from the bottom up.

Aimed at ICMS students and the TikTok community, **@ICMSWeMentor** defines the ICMS maxim: **Our Connections are Your Connections.**

Covering everything from how to network like a boss, starting a business from scratch, to the science behind retail and more, whether you're a student, an entrepreneur or a professional, **@ICMSWeMentor** is the perfect place to level up your mindset, land that dream career, and build your business career.



**@ICMSWEMENTOR**



# 6 Reasons Why I chose to study a Master Degree at ICMS

“As I have experienced it, all aspects of ICMS, from admissions to faculty and support staff, are aimed towards empowering students like myself through a nurturing approach.”

**Samantha Hardiman**  
Master of International Business

South African International College of Management, Sydney (ICMS) Master of International Business student Samantha Hardiman will graduate in 2023. After completing her Professional Placement at ICMS as a marketing coordinator, she has been appointed full time in a similar capacity. She is involved in event planning, updating website, coordinating social media and community engagement.

Here Samantha shares her Top 6 Reasons why she chose to travel across the world to study at ICMS, located in Northern Beaches, Sydney, NSW, and in the city of Sydney.

## 1. The experience of ICMS as The Professional Mentor - even through a global pandemic!

“I have been nurtured as an ICMS student before I even enrolled, from being advised by the ICMS African country manager Sean Palmer, to receiving academic assistance from the Student Success Centre (SCC) and the Peer Assisted Learning (PAL) team,” Samantha said.

Samantha was one of the many students affected by the Covid-19 global pandemic, as she had enrolled in ICMS – located in Australia – while based in her home country of South Africa.

The closure of international borders and restriction on movements meant that she started her Master degree via online learning from South Africa, and what could have been a disconnected experience turned out to be a lesson in maintaining and cultivating connections even from afar.

“It was a rollercoaster of events when I started my postgraduate studies in July 2020 from South Africa, but I felt continuously supported by ICMS staff whilst studying via Zoom

“There were many false starts with new Covid variants, closed immigration offices and pending border openings, but I landed in Australia in early January 2022 and have not looked back.”

Once in Australia, the nurturing ethos of ICMS has continued to impress Samantha.

“As a student, I have been able to explore my career options and interests during the industry Masterclasses and have been advised by my Professional Placement consultant to find a suitable placement given my interests,” she said.

“As I have experienced it, all aspects of ICMS, from admissions to faculty and support staff, are aimed towards empowering students like myself through a nurturing approach. I have felt that at the heart of ICMS is the desire to equip each individual student with the educational and practical tools needed to be career-ready and to succeed in the industry in which each student has chosen to carve out a career.”

## 2. Industry experience built into every student's degree. [WIL]

“It was extremely important to me, when deciding where to study, that an internship was a part of every student's degree. In my experience, I found that at other higher education institutions only top students were accepted into internships,” Samantha said.

All ICMS undergraduate and postgraduate degrees include a WIL component of up to 600 hours, allowing students to gain valuable work experience before graduation.

“Being an international student, I wanted a practical degree that would encourage me to interact with businesses in Sydney and beyond. Through my internship at ICMS, I find myself interacting with businesses and pioneers across industries. I have gained vital marketing skills and been professionally mentored by my colleagues, empowering me to realise that I am capable of taking on new challenges.”

She loves her role showcasing award-winning career-focused ICMS to students whether from Australia, where ICMS is located in Northern Beaches, Sydney, NSW, and in the city of Sydney, or around the world.

“The best thing about working at ICMS in marketing is seeing people's dreams come true through studying here. There are so many opportunities and assistive measures to help students realise their personal and professional dreams.”

## 3. Multiple Intake Dates for Enrolment

The number of different intakes per year was a bonus, so when I decided to start my master's degree I didn't have to wait until the following year to enrol.

[ICMS offers three main intake dates: February, May and August; and 4 mid-term dates: March, July, October and December, meaning students can enrol throughout the year.]

## 4. Individual attention, smaller classes and a personalised approach

“Having studied at a larger higher education institution in South Africa I almost expected that not hearing back from student services or lecturers within a week was the norm. Even when researching where to study my Master degree in Australia, the attentiveness of the staff and faculty members at ICMS blew me away.”

## 5. A Master degree as the foundation upon which I will build my career

“I really appreciate the relevance of the course material and the breadth of the ICMS Master of International Business coursework. I did not want something that would make me feel pigeonholed into one career, so I chose something a bit broader with the ability to specialise in my actual career as opposed to my coursework.”

## 6. Opportunities for growth outside of academia

Studying at ICMS is not just about the degree you graduate with, it's about soaking up every experience that living and working in Sydney offers.

For students who like to make the absolute most of their Australian and student experience, opportunities to take part in events and activities that stretch and strengthen character and abilities are endless.

Highlights so far, for Samantha, include co-hosting the prestigious Surf Life Saving Northern Beaches Annual Awards Evening, attending Fashion Week in Sydney with ICMS, and growing in confidence in her public speaking abilities as the postgraduate speaker for the postgraduate orientations and ICMS Open Day.

On a personal note for Samantha, running the iconic City to Surf, a 14km run from Bondi to Sydney, was a dream when visiting Australia on holiday prior to moving over to study. She was able to run the course this year as a resident of one of the world's most beautiful and bustling cities.

“I had always said, one day I am going to live in Sydney and run the City to Surf, and now I've achieved two of my major life's goals!” she said.



# The ICMS attraction: cultural diversity, hospitality education excellence

## Cultural Diversity

A reputation for excellence in hospitality higher education and the cultural diversity of the student body attracted International College of Management, Sydney (ICMS) Vietnamese student Nhat Minh Hoang to study his postgraduate degree in Australia.

Following a Duy Tan University Hospitality Administration / Management bachelor degree achieved in Vietnam, Nhat will graduate with an ICMS Master of International Business in 2023.

"I chose ICMS because of the cultural diversity and ICMS' reputation for excellent education in the hospitality industry," Nhat said.

Not only has ICMS consistently produced graduates who excel in the hospitality industry, but the higher education institute was ranked #1 for Event Management and Hospitality Management in Australia (based on graduate employability)\*. It was also ranked #1 for Bachelor of Event Management and Bachelor of Hospitality Management in Australia (based on longest continuous industry placement, student professionalism, work ready students and customer care).\*

## Diverse International student community

With over 50 nationalities represented in ICMS' student community, Nhat's appreciation of cultural diversity led him to study at the career-focused higher education institute.

With campuses located in Northern Beaches, Sydney, NSW, and in the city of Sydney, choosing to study away from his home country of Vietnam was made easier by the opportunity to meet and mingle with international and domestic students on campus.

"Meeting and talking to many people from many cultures and nations teaches me a lot of things in both my student experience and personal life," he said.

## Working while studying

While Nhat has not yet started his 600 hours of ICMS Work Integrated Learning (WIL) Professional Placement – where each student is placed in an internship within the industry in which they will one day make a career – he has, since February 2022, been working at the Sydney Harbour Marriot Hotel as a Food and Beverage Associate.

When Nhat is placed by the WIL team in his ICMS degree-related internship, it could be with any one of over 1000 industry partners aligned with ICMS.

Hospitality-focused industry partners include Marriott International, the Four Seasons Hotel Sydney, Hilton Hotels and Resorts, Meriton Suites, Shangri-La Hotels and Resorts, El Camino Cantina and Sheraton Grand among others.


\*Kantar Millward Brown. Versus a set of key competitors based on n=46 leading industry brand partners of ICMS (from a list of 140 leading industry brand partners).

"I chose ICMS because of the cultural diversity and ICMS' reputation for excellent education in the hospitality industry."

**Nhat Minh Hoang**  
Master of International Business





A portrait of Wiranpatchara (Sandy) Wongchanapai, a young woman with long dark hair, smiling warmly. She is wearing a white blazer over a dark top and a necklace with a small pendant. The background is dark and out of focus.

“It’s often difficult for international students to find professional careers in overseas countries, especially in Australia. ICMS has put me in a place where everything is possible!”

**Wiranpatchara (Sandy) Wongchanapai**  
Master of International Business

## Making a career out of creativity after ICMS internship

It was only when Thai postgraduate alumna Wiranpatchara (Sandy) Wongchanapai began her internship while studying her ICMS master degree that she discovered she could make a career out of her creative streak.

Sandy graduated from the International College of Management, Sydney (ICMS) in 2021 with a Master of International Business following a Bachelor in Liberal Arts from Prince of Songkla University in Thailand.

The work experience built into every degree offered at ICMS attracted Sandy to study here in Australia.

“It’s often difficult for international students to find professional careers in overseas countries, especially in Australia. ICMS has put me in a place where everything is possible!”

The Work Integrated Learning (WIL) program placement in the ICMS Marketing department allowed her to discover her talent for design and she has since been appointed fulltime as ICMS Marketing Coordinator (Creative) and Graphic Designer.

“At ICMS, I found myself through an internship,” Sandy said.

“I always loved art and craft, but I never thought that I would one day work in the creative field until I had the opportunity to work in the industry through my ICMS internship. I’ve gained so much from the internship, and it has helped me prepare myself for real-life work experience.”

### Talent and Positive Energy Impresses ICMS Mentor

At ICMS, coursework and professional placement are geared towards developing 21st Century Graduate Capabilities that set ICMS students and graduates apart from the rest.

These capabilities are the skills and knowledge necessary to demonstrate confidence, competence and innovation, and cultivating them are at the heart of what an ICMS career—focused education means.

Sandy’s manager and mentor Toniel Leung found her to have excelled in exhibiting these capabilities; so much so that at the end of her ICMS internship Sandy had become an integral part of the Creative team.

“When Sandy began her internship she had no experience at all in the design/creative space, let alone having any knowledge in the Adobe Creative Suite. Because of Sandy’s positive energy and her thirst to grow in the creative world, she picked up all the skills she needed to know in such a short time-frame, and she is now a huge asset to the organisation,” Leung said.

“Over the last two years that she’s been with us, she has taken on many major projects, maintaining excellent brand standards, and most importantly, working extremely well with everyone in the organisation. She has embraced excellence and owned it, and I’m so proud of her.”

### Move from Thailand to Australia to Study Worth it

As much as Sandy’s mentor has been impressed by her progress and work ethic, Sandy found the mentorship from Leung and ICMS as a collective to have helped her in many areas of her personal and professional life.

“Since working at ICMS until now, my manager has helped and guided me along the way, mentoring me on how to work productively or how to communicate with colleagues professionally, as well as offering welcome life advice,” Sandy said.

“I have found that ICMS is not just a place for studying or working. It is where everyone gathers to help each other succeed in their dream goals.”



# High Expectations Exceeded

Dhairyaraj Jhala is an international student and ICMS brand ambassador from Gujarat in India. Dhairyaraj is studying his Master of Management (Tourism & Hospitality) at the International College of Management in Sydney, Australia.

## Life for an International Student in Australia

Studying at ICMS in Sydney has “far exceeded my expectations, in fact, I look forward to Monday when I can start my week off studying in Manly”.

Dhairyaraj takes the ferry from Circular Quay, arrives at Manly Wharf and takes the free ICMS shuttle bus up to the picturesque castle on the hill. Dhairyaraj has become involved in the castle life as a brand ambassador, candidly sharing his experience of being an Indian student in Australia on his Instagram profile @ ayyitsjalala.

## Embracing an Entrepreneurial Spirit

Coming from a family of entrepreneurs in the banking and snack foods industries, Dhairyaraj has been brought up to look for opportunities wherever they present themselves. It was his passion for making people happy, coupled with his culture that influenced his decision to study a hospitality related degree at ICMS in Australia.

“Hospitality is like a culture in India and Australia is renowned for its tourism and hospitality industry so I thought with my culture and the experience I could gain; it was a great fit.”

## Why Dhairyaraj Decided to Pursue His Masters

In 2019, Dhairyaraj realised that his Bachelor of Commerce from Ahmedabad University was highly theoretical. Whilst the degree specialised in banking, finance and insurance Dhairyaraj felt that the degree lacked the practical experience that was necessary to gain a competitive edge over his peers and advance his career in the hospitality industry. Therefore, he chose to study a masters because it is more ‘goal oriented’.

## Why Choose ICMS to Complete Your Masters?

“I had put a lot of time and effort into researching where I wanted to study my Master’s, but I was attracted to study my master’s degree in Australia over the UK or Canada because of its temperate climate. I then came across a website called the Master’s Portal where I first saw the Castle. I instantly clicked on the link when I saw the castle, then I saw the words ‘beach campus’.

It had never struck me that I could get my master’s in such a beautiful location. When I browsed through the ICMS website I quickly realised that this was the ideal place for me to study. The website highlighted student stories, it showed the real people and real lives that were impacted by studying at ICMS. I realised that ICMS would not just advance my career but also build my network of friends, peers, colleagues, and classmates too.”

## Personalised Learning and Experiential Learning

Dhairyaraj chose ICMS for its personalised learning and the opportunities it presented him now and in the future.

“What impressed me about ICMS was its class sizes that were conducive to very attentive and personalised learning. I was put off by other higher education institutions and their classes of more than fifty people, I just do not see how a lecturer can pay any attention to you in a class that big.”

## ICMS Is the Professional Mentor

“I have been so blown away by the lecturers at ICMS, I don’t think I have ever waited for a reply for more than 24 hours from them. They really care about me and my success, and my wellbeing.

I truly feel that ICMS is preparing me throughout my degree to develop as a professional. From the way we are expected to dress to the Work Integrated Learning (WIL) training we go through and the relevant materials we learn in our course. In fact, in one of my classes ‘Visitor’s behaviour and mindset’, I have learned about tourist’s motives to travel which benefits me as a future business owner in the tourism industry because I will learn how to investigate what makes tourists ‘tick’.

## ICMS, Big Enough to Connect You, Small Enough to Connect With You

On the days he is not studying, Dhairyaraj works as a front desk associate at the Crown Sydney, a five-star luxury hotel based in Barangaroo.

“I applied to Crown Sydney within the first few weeks of my arrival. I chose to work at Crown because of its reputation and realised that the team is the cause of its immaculate reputation.

The application process took about 45 days (about 1 and a half months), which involved police checks, Australian National police check, and background references check. Since then, I have felt so welcomed by Crown, every team was so welcoming to me,” Dhairyaraj shared.

“I can study and work at the same time because I set my availability with my manager depending on when my classes are, and they are very understanding of this.”

“I have also been in touch with many alumni about their experiences finding work during and once they have completed their studies. I am pleased to share that from their experience they have either been hired by the company they interned at or, because of their experience of working at this prestigious ICMS industry partner, that their experience made for an impressive CV when seeking a job elsewhere.”

“What impressed me about ICMS was its smaller class sizes that were conducive to very attentive and personalised learning.”

**Dhairyaraj Jhala**  
Master of Management  
(Tourism and Hospitality)





“The courses, Professional Placement, student life and the sight of the beautiful castle on the hill convinced me to pursue my master degree here at ICMS.”

**Claudia Gross**  
ICMS Master of Management  
(Tourism and Hospitality)

# Love of travel brings German postgraduate to ICMS

Living in a castle overlooking the ocean with the city of Sydney on the horizon is all part of German ICMS postgraduate student Claudia Gross' Australian dream.

Claudia is currently enrolled in an ICMS Master of Management (Tourism and Hospitality) and will graduate in 2024. She is the recipient of an ICMS Innovation Scholarship, and also works in the ICMS Marketing department.

## Australian dream come true

“I chose to study at ICMS because it has always been my dream to study in Australia,” Claudia said.

“When searching for a suitable institution for my academic goals, ICMS was one of the first institutions to come up when looking for master degrees in Australia with the specialisation of tourism combined with an internship in Australia,” Claudia said.

Every ICMS postgraduate, and undergraduate, degree includes up to 600 hours on Professional Placement or internship as part of the ICMS Work Integrated Learning (WIL) program.

“The courses, Professional Placement, student life and the sight of the beautiful castle on the hill convinced me to pursue my master degree here at ICMS. ICMS was just right for my goal of completing a master degree in management, specialising in Tourism and Hospitality, with work experience in one of the most beautiful places in the world: Manly.”

## Working while studying

Claudia hasn't yet started her Professional Placement, but is working while studying as she was employed by the ICMS Marketing Department soon after she arrived in Australia.

She was hired on the back of marketing experience she gained while working in Germany before she decided to pursue a postgraduate degree at ICMS, located in Northern Beaches, Sydney, NSW, and in the city of Sydney, Australia.

“I have already worked in marketing in Germany, and I am grateful that I have the chance to work in the marketing department of ICMS to expand my knowledge and contribute to the student community,” Claudia said.

“I have also taken on various tasks and positions on campus to help international students especially to settle in and to strengthen the cohesion of the students on campus.”

These tasks include helping with various events or giving campus tours, a way for Claudia to connect with students like herself who have traded the familiarity of home for the excitement and learning experience of studying abroad.

“I know it can be hard for international students to take the plunge and move away from home, but I personally think it's worth it, especially for personal development. It's great to be able to show new international students what possibilities and opportunities ICMS has to offer and to see how they take these opportunities and grow.”

## Castle Life

Claudia especially enjoys living on campus in Manly in the iconic 'castle on the hill', as ICMS' Northern Beaches Campus is known.

The castle is a landmark in the area, a heritage treasure, and the set of Hollywood Blockbuster The Great Gatsby as well as other films.

With nine beaches within walking distance, including world famous Manly beach, students are spoiled for choice when it comes to surfing, snorkelling or just relaxing on the shore.

More than just the beautiful surroundings, for Claudia it is the friendly environment on campus that makes her student experience so special.

“It was crazy for me to actually live in a castle, but now that I've been doing it for almost half a year, I can say that it's a great environment to live and study, and especially to meet people from different countries,” Claudia said.

“You are never alone on campus, which is great for people from abroad who come to Australia not knowing anyone. It's a fantastic experience to live with many different people, from Australia and from around the world.”

## Turning a passion for travel into a career

As an aspiring globetrotter, moving from Germany to Australia to study at ICMS is part of Claudia's broader career ambitions.

“I have travelled a lot and I hope to combine that passion of mine in a career that involves working in different places, experiencing different cultures and meeting different people,” Claudia said.

“ICMS has laid a good foundation for me to build a career that combines marketing, management and tourism. I hope my ICMS Master degree, the work experience I am gaining in my current job at ICMS, as well as the WIL internship I will complete before I graduate, will help me find the career that is right for me where I can express my interests and creativity.

“I have never regretted my decision to study at ICMS.”



INTERNATIONAL COLLEGE  
OF MANAGEMENT SYDNEY



# Our Postgraduate Degrees

ICMS Master's degrees work with one of over 1,000 Industry Partners as part of the ICMS Work Integrated Learning program, combine in-depth business and management coursework with specialist electives and a Work Integrated Learning Professional Placement to provide a practical and relevant learning experience.

Whether you are looking to advance your career or give it a new direction, an ICMS Master's degree will help you achieve your professional objectives.

Your degree will include the insights of management, accounting, marketing, strategic intelligence and finance. You will develop your understanding of contemporary issues relating to services management, operations management, and leadership, including ethical and legal dimensions. When you graduate, you will have an advanced understanding of the complexities of decision making and strategic thinking. In two years or less, you'll have a postgraduate qualification and practical industry experience to fast-track your career.

## DEGREE STRUCTURE

All ICMS Master programs consist of the following:

- 12 x Subjects of in-depth coursework studies
- 2 x Subjects of Work Integrated Learning, where you undertake your Professional Placement with an organisation in your industry for 600 hours and apply your knowledge to real business issues. (Students who have already worked, or who are currently working, within their industry of study may be eligible to receive Recognition of Prior Learning for these subjects.)
- Delivery through a combination of small lectures, tutorials, workshops and industry research to cater for a range of learning styles.
- Australian and New Zealand students may wish to accelerate their course and complete in 1.3 years.
- Up to 5 years' post-study working visa, depending on qualification and country of origin.\*

\*Disclaimer: Please refer to Department of Home Affairs website for visa regulations - <https://www.homeaffairs.gov.au/>



# Master Leadership

## Master of Business Administration

The International College of Management, Sydney (ICMS) Master of Business Administration (MBA) is a next-level postgraduate degree experience for the ambitious, passionate, and driven - those who are serious about fast-tracking their careers to the next level.

With an emphasis towards mastery of leadership, the ICMS MBA focuses on personal leadership development and people-first development, transforming students into sought-after graduate leaders who will positively influence the culture of their organisation, and their industry of choice.

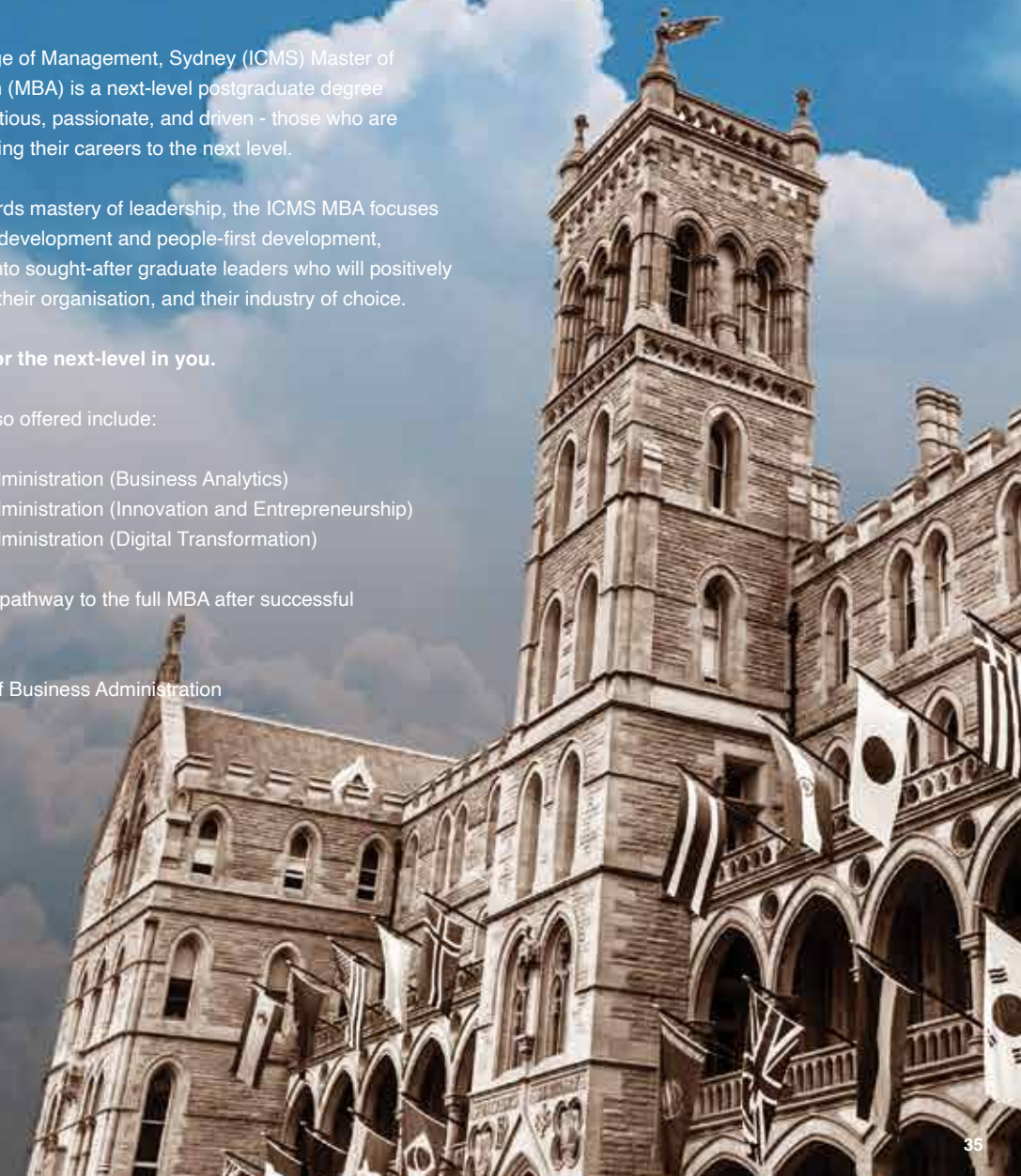
**The next-level MBA, for the next-level in you.**

Specialisation MBAs also offered include:

- Master of Business Administration (Business Analytics)
- Master of Business Administration (Innovation and Entrepreneurship)
- Master of Business Administration (Digital Transformation)

Alternatively, you could pathway to the full MBA after successful completion of the:

- Graduate Certificate of Business Administration





# Sought-After Global MBA Graduates

The ICMS MBA degree is designed to develop leaders who are truly sought-after in the business world. ICMS believes it is not just about gaining the letters - it's about your journey towards mastery in leadership - and positioning you for success in a highly competitive job market.

The MBA has been designed to equip future business leaders with the practical wisdom to enhance the effectiveness any organisation, ensuring your status as a highly sought-after graduate within a range of industries.

Preparing you to be future-oriented with the ability to confidently lead through change and transformation, achieved through the emphasis on four cross-cutting themes that are embedded across all subjects:

- Global Mindset
- Personalised Leadership Development
- Ethics, Responsibility & Sustainability (ERS)
- Future Orientation and Strategic Transformation

These high-level skills are relevant for a variety of roles in any industry and are the backbone of a successful competitive global economy.

ICMS MBA graduates will be sought-after for their ability to embrace change, foster a positive work culture, and transform global businesses, helping them to thrive in this ever-changing world.

| MBA QUICK FACTS   |   |
|---|---|
| Master of Business Administration                                   | CRICOS COURSE CODES: 112980E  |
| Master of Business Administration (Innovation and Entrepreneurship) | CRICOS COURSE CODES: 112982C  |
| Master of Business Administration (Digital Transformation)          | CRICOS COURSE CODES: 112981D  |
| Master of Business Administration (Business Analytics)              | CRICOS COURSE CODES: 112983B  |
| Australian Qualifications Framework Level                           | 9   |
| Campus Locations  | City Campus, Sydney, Australia<br>Northern Beaches Campus, Manly, Australia     |
| Study Mode  | On-Campus and Online*   |
| Full-time Duration  | 2 Years   |
| Accelerated Duration  | 1.3 Years (Domestic Students)   |
| Work Integrated Learning  | 2 x Subjects Included   |
| FEE-HELP  | DFEE (Domestic Students)  |
| Start   | Main Intakes: February, May, September   Mid-Term Intakes: March, June, October |

\* In accordance with the Australian Government ESOS National Code international students on a student visa can only undertake 33% of their total enrolment load online and must be enrolled in at least one (1) on-campus subject in each compulsory study period.

## Pathway to MBA

The ICMS Graduate Certificate of Business Administration is a postgraduate business qualification designed to propel your career to the next level, or can be a pathway to a Master of Business Administration (MBA) at ICMS.

The Graduate Certificate of Business Administration will provide you with transferable skills, industry exposure and knowledge of business practices positioning you for a potential leadership career.

## Course Structure

### Graduate Certificate of Business Administration

4 x Core Subjects

Upon successful completion of the Graduate Certificate of Business Administration, graduates may wish to continue their studies and progress to an MBA. Graduate Certificate of Business Administration graduates will need to complete the following remaining subjects as part of the Master of Business Administration:

- 6 x Core Subjects (required)
- 2 x Elective or Specialisation Subjects (required)
- 2 x Work Integrated Learning Subjects (required)



# MBA Career Accelerator

Graduating from an MBA results in career advancement in different ways for graduates. An MBA can be a career accelerator for graduates rising into managerial and leadership positions, typically resulting in higher levels of autonomy and responsibility. An MBA can also serve the purpose of changing a career track and to pivot into a different industry, role or to start a new career in a different country.

## C-Suite Positions

Job opportunities after you graduate with an MBA include those in the C-Suite, the pinnacle of the corporate ladder.

What is the C-Suite?

The C-Suite is for high level roles. These roles are in demand and are for industry leaders.

The three most notable roles are:

- Chief Executive Officer (CEO)
- Chief Financial Officer (CFO)
- Chief Operating Officer (COO)

Other C-suite roles include Chief Transformation Officer (CTO), Chief Marketing Officer (CMO), Chief Information Officer (CIO), Chief Human Resources Officer (CHRO), Chief Strategy Officer (CSO), and Chief Legal Officer, among others.

MBA graduate roles also include:

- General / Senior Manager
- Business/Management Consultant
- Industry Specialist Manager
- Marketing Manager
- Business Development Manager
- Operations Manager
- Product Manager
- Strategic Planner
- Business Analyst

In addition, the specialisation MBAs could also offer a future in the following positions:

Master of Business Administration (Business Analytics)

- Analytics Manager
- Market Research Analyst
- Business Intelligence Analyst
- Strategic Planner
- Operations Analyst
- Data Analyst

Master of Business Administration (Digital Transformation)

- Digital Transformation Lead

Master of Business Administration (Innovation and Entrepreneurship)

- Start-up Entrepreneur

## MBA Admission Criteria

At least three years' relevant professional work experience (or attend an interview with the relevant Program Manager to assess merit-based entry criteria if the applicant has at least two years of relevant professional work experience) \*

**AND**

Meet one of the following academic entry requirements:

- Successful completion of a bachelor's degree from an Australian higher education institution or overseas equivalent with a minimum grade average, GPA 3.0 (on a 5-point scale). **OR**
- Successful completion of a Graduate Certificate or Graduate Diploma from an Australian higher education institution or overseas equivalent. **OR**
- Successful completion of at least four award, or non-award, postgraduate subjects (at AQF Level 8 or above) from an Australian higher education institution or overseas equivalent. **OR**
- Successful completion of an approved Postgraduate Qualifying Program from an Australian higher education institution or overseas equivalent. **OR**
- For mature age entry (21+): successful completion of a diploma or associate degree qualification (or equivalent as recognised by the Australian Government's qualifications recognition tool) AND five years of relevant management experience.

Additional admission criteria for international students  
IELTS 6.5 overall (or equivalent) with no band lower than 6.  
\*refer to admission guidebook for further criteria.



MBA Degree Structure

| Year | Study period | Subject code | Subject name                                   | Subject type              | Pre/Co-requisites | Credit points |
|------|--------------|--------------|--|---------------------------|-------------------|---------------|
| 1    | T1           | MGT6011A     | Talent and the Future of Work                  | Core                      | n/a               | 4             |
|      |              | ECO6011A     | Economics for Leaders                          | Core                      | n/a               | 4             |
|      |              | FIN6011A     | Applied Financial Management                   | Core                      | n/a               | 4             |
|      | T2           | MKT6011A     | Strategic Marketing and Branding               | Core                      | n/a               | 4             |
|      |              | MGT7011A     | Managing for Sustainable Impact                | Core                      | n/a               | 4             |
|      |              | MGT7012A     | Leading for Change                             | Core                      | n/a               | 4             |
|      | T3           | LAW8011A     | Law, Governance and Enterprise Risk Management | Core                      | n/a               | 4             |
|      |              | MGT804A      | Operations and Value Chain Management          | Core                      | n/a               | 4             |
| 2    | T4           | -            | Elective or Specialisation Subject             | Elective / Specialisation | n/a               | 4             |
|      |              | -            | Elective or Specialisation Subject             | Elective / Specialisation | n/a               | 4             |
|      | T5           | RES800A      | Applied Business Research                      | Core                      | n/a               | 4             |
|      |              | MGT8013A     | Global Strategy and Innovation for Leaders     | Core                      | n/a               | 4             |
|      | T6           | WIL8011A     | Industry Action Learning Project               | Core                      | n/a               | 8             |
|      |              | WIL8012A     | Professional Placement                         | Core                      | **WIL8011A        | 8             |

Total: 64 credit points \*\*Individual subject pre-requisite:

MBA Specialisations

Master of Business Administration  
(Innovation and Entrepreneurship)

The Innovation and Entrepreneurship specialisation MBA will equip you with the skills, analytical tools, perspectives, and experiences to prepare you for a career as an autonomous entrepreneur, or as an intrapreneur in a global corporate setting. This specialisation option draws on the emerging body of research on entrepreneurial strategies, innovation and creativity. It combines theory with practice, providing you with the opportunity to test the theories, models, and strategies learned in the classroom by engaging with industry – through which you will gain access and insights from leaders in the entrepreneurial community.

Master of Business Administration  
(Digital Transformation)

The Digital Transformation specialisation MBA develops your capability to managing the design and execution of new structures and processes to assist organisations to manage the waves of digital disruption sweeping industry. You will explore new competitive digital business models and platform-based product offerings as well as emergent trends including data analytics, artificial intelligence (AI), and the Internet of Things (IoT).

Master of Business Administration (Business Analytics)

The Business Analytics specialisation MBA equips you with the ability to implement and manage high-level business analytics projects within any global organisation. You will gain the capabilities and skills to develop data-driven business solutions. Essential to all business, you will develop in-demand skills and analytical techniques used to turn data into actionable insights for decision making purposes.

Electives

Master of Business Administration  
Choose any two electives:

- Multinational Corporations
- International Finance and Banking
- International Trade and Logistics
- Entrepreneurship and Innovation
- Responsible Leadership
- Digital Transformation
- Business Innovation and Creativity
- Business Analytics for Decision Making

Master of Business Administration  
(Business Analytics)

- 2 x Specialisation subjects
- Business Analytics for Decision Making
  - Fundamentals of Big Data and Analytics

Master of Business Administration  
(Digital Transformation)

- 2 x Specialisation subjects
- Digital Transformation
  - Digital Based Innovation and Design

Master of Business Administration  
(Innovation and Entrepreneurship)

- 2 x Specialisation subjects
- Business Innovation and Creativity
  - Entrepreneurship and Entrepreneurial Strategies

Tuition Fees

| TUITION FEES   |                                      | 2023                 |               | 2024                 |               |
|--|--------------------------------------|----------------------|---------------|----------------------|---------------|
| Course   |                                      | Domestic             | International | Domestic             | International |
| Masters of Business Administration                                   |                                      |                      |               |                      |               |
| Masters of Business Administration (Digital Transformation)          |                                      |                      |               |                      |               |
| Masters of Business Administration (Business Analytics)              |                                      |                      |               |                      |               |
| Masters of Business Administration (Innovation and Entrepreneurship) |                                      |                      |               |                      |               |
| Tuition Fee Per Subject  |                                      | \$3,600              | \$4,180       | \$3,800              | \$4,500       |
| Trimester  | Subjects                             | Fee                  |               | Fee                  |               |
| 1  | 3                                    | \$10,800             | \$12,540      | \$11,400             | \$13,500      |
| 2  | 3                                    | \$10,800             | \$12,540      | \$11,400             | \$13,500      |
| 3  | 3                                    | \$10,800             | \$12,540      | \$11,400             | \$13,500      |
| 4  | 3                                    | \$10,800             | \$12,540      | \$11,400             | \$13,500      |
| 5  | 1 x Work Integrated Learning subject | \$0 (no fee payable) |               | \$0 (no fee payable) |               |
| 6  | 1 x Work Integrated Learning subject | \$0 (no fee payable) |               | \$0 (no fee payable) |               |
| Indicative Total Tuition Course Fee*                                 |                                      | \$43,200             | \$50,160      | \$45,600             | \$54,000      |

\*Fees are for programs delivered in the year selected below and will expire on 31 December of each year. Fees are expressed in Australian Dollars (AU\$). Fees are payable prior to each study period. Fees are reviewed annually and may be varied during the period of study. These are indicative tuition fees only, based on a standard study pattern. The total cost may vary depending on subject choices.



# Master of International Business

International organisations expect managers and leaders to demonstrate highly-developed business knowledge, as well as specialised skills in cross cultural management, international finance and strategic planning. These skills are crucial to effective decision making and the sustainable management of an organisation. The Master of International Business focuses on extending understandings of the ways in which contemporary global organisations function, the diverse challenges they face and complex environments in which they operate.

Students will develop professional management, communication, analytical and decision-making skills required to make valuable contributions in an international business context.





# Master of INTERNATIONAL BUSINESS

CRICOS COURSE CODE: 078928G

### A SNAPSHOT OF YOUR SUBJECTS

#### International Finance and Banking

This subject will teach you how a financial manager should operate in the international business environment. You will examine international finance theories and be introduced to analytical tools through case studies.

#### International Trade and Logistics

The underlying aim of this subject is to increase your understanding of the theory and practice of international trade. You will look at theoretical and contemporary issues such as gains from trade, comparative advantage, various forms of trade restrictions and trading blocks.

#### Multinational Corporations

In this subject, you will identify and analyse the impact of the global trends underpinning the rationale and purpose of multinational corporations. This subject will delineate the unique and interrelated strategic and operating challenges faced by multinational corporations in developed and developing economies.

### CAREER OPTIONS

- Regional Managers
- Business Strategy and Policy
- Corporate Governance
- Quality Assurance
- Finance
- Planning
- Business Analyst
- Human Resource Management
- Risk Analyst
- Value Chain Logistics
- Sales
- Marketing
- Consulting

### DEGREE STRUCTURE

Duration: 2 years / Accelerated: 1.3 years

| Year | Study Period | Subject Name                             |
|------|--------------|--|
| 1    | Trimester 1  | Accounting for Business Decisions        |
|      | Trimester 1  | Contemporary Marketing                   |
|      | Trimester 1  | Economics and Finance for Business       |
|      | Trimester 2  | Managing in the Global Context           |
|      | Trimester 2  | International Finance and Banking        |
|      | Trimester 2  | International Trade and Logistics        |
|      | Trimester 3  | Contemporary Management Capabilities     |
| 2    | Trimester 3  | Business Law and Governance              |
|      | Trimester 4  | Business Research                        |
|      | Trimester 4  | Multinational Corporations               |
|      | Trimester 4  | Strategic Intelligence and Analytics     |
|      | Trimester 5  | Elective                                 |
|      | Trimester 5  | Work Integrated Learning Postgraduate I  |
|      | Trimester 6  | Work Integrated Learning Postgraduate II |

### QUICK FACTS

|                         |  |
|-------------------------|--|
| CRICOS Course Code:     | 078928G  |
| UAC Course Codes:       | 900100 & 900101  |
| Accreditation Status:   | Active   |
| AQF Level:              | 9  |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                   |
| Full-time Duration:     | 2 years (or part time equivalent)  |
| Professional Placement: | 600 hours  |
| Accelerated Duration:   | 1.3 years  |
| FEE-Help:               | DFEE   |
| Study Mode:             | On-campus / Online   |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June,<br>October |

“Half of my classes are in the city - it’s very convenient that ICMS has a Sydney city campus.”

**Terry Nguyen**  
Master of International Business





# Master of Management (Tourism and Hospitality)

Learn how to deliver value as an effective leader within a tourism and hospitality organisation through the Master of Management (Tourism and Hospitality).

The Master of Management (Tourism and Hospitality) is designed to provide highly developed knowledge of contemporary management theories, concepts and skills as well as an advanced understanding of how Tourism and Hospitality organisations function, the diverse challenges they face and the complex environments in which they operate.

This postgraduate degree provides advanced, transferable, conceptual and professional skills through a program of student-centred learning and research experience in an industry setting.

You will develop the cutting-edge professional management, communication, analytical and practical decision-making attributes required to make a valuable contribution in the Tourism and Hospitality sector.



# Master of Management (TOURISM AND HOSPITALITY)

CRICOS COURSE CODE: 113110K

## A SNAPSHOT OF YOUR SUBJECTS

### Hospitality Management Simulations

This subject will provide you with a business simulation experience that reinforces critical thinking and contemporary management decision-making skills. Facilitated through the Hotel Operations, Tactics and Strategy Simulation (HOTS) program, you will be challenged to exercise judgement and optimise organisational outcomes by responding to different business scenarios.

### Sustainable Tourism Development

Develop an advanced understanding of the philosophy, scope and principles of sustainable tourism development. This subject will provide insight into the socio-cultural, environmental and economic impacts of tourism at the individual, community and societal level.

### Visitor Behaviour and Management

In this subject, you will develop your interdisciplinary knowledge of theories and management principles and practices for the planning, design and management of visitor experiences. You will gain insight into the nature of visitor experiences across diverse visitor settings and attractions.

## CAREER OPTIONS

- Rooms division and front office
- Food and beverage management
- Accounts and finance
- Human Resource Management
- Sales and Marketing
- Hotel Operations
- Facility management
- Tour Operations
- Travel Agencies

## DEGREE STRUCTURE

Duration: 2 years / Accelerated: 1.3 years

| Year | Study Period | Subject Name                                    |
|------|--------------|---|
| 1    | Trimester 1  | Accounting for Business Decisions               |
|      | Trimester 1  | Contemporary Marketing                          |
|      | Trimester 1  | Economics and Finance for Business              |
|      | Trimester 2  | Managing in the Global Context                  |
|      | Trimester 2  | Hospitality Management Simulations              |
|      | Trimester 2  | Sustainable Tourism Development                 |
|      | Trimester 3  | Contemporary Management Capabilities            |
|      | Trimester 3  | Visitor Behaviour and Management                |
| 2    | Trimester 4  | Business Research                               |
|      | Trimester 4  | Responsible Leadership                          |
|      | Trimester 4  | Strategic Management in Tourism and Hospitality |
|      | Trimester 5  | Elective  |
|      | Trimester 5  | Work Integrated Learning Postgraduate I         |
|      | Trimester 6  | Work Integrated Learning Postgraduate II        |

## QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 113110K   |
| UAC Course Codes:       | 900130 & 900131   |
| Accreditation Status:   | Active  |
| AQF Level:              | 9   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 years (or part time equivalent)   |
| Professional Placement: | 600 hours   |
| Accelerated Duration:   | 1.3 years   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |



“Teachers are highly engaged and classes are small.  
I learned what I needed for my future career.”

**Angela Kudryashova**  
Master of Management (Hospitality and Tourism)



# Master of Management

The Master of Management creates business leaders who are ready to take on challenging roles within contemporary organisations across a range of industry sectors.

Managers increasingly require a broad set of advanced theoretical knowledge and applied techniques in order to be able to lead organisations through periods of complexity, uncertainty and change.

The ICMS Master of Management is a postgraduate degree designed to sharpen your industry knowledge and prepare you for a leadership role. It is a modern business degree that will develop your strategic thinking and conceptual, analytical and practical skills. The course aims to provide highly developed business knowledge and skills that are the basis of responsible leadership, ethical decision-making and the effective management of organisations operating in the private, not-for-profit and public sectors.

The Master of Management will not only prepare you for leadership; it will teach you how to work effectively, apply contemporary management practices and demonstrate key management skills and attributes.





# Master of MANAGEMENT

CRICOS COURSE CODE: 078929F

### A SNAPSHOT OF YOUR SUBJECTS

#### Strategic Intelligence and Analytics

In this subject, you'll look at various methods to recognise synergies among component pieces of strategic intelligence. By combining training in theoretical concepts and practical implementation studies, this subject will demonstrate how business executives can best use internal and external information towards making better decisions.

#### Entrepreneurship and Innovation

Entrepreneurs must possess a high level of proficiency and understanding of entrepreneurship and innovation management concepts and theories. You will be equipped with the capability to analyse and interpret the key factors that directly impact the way entrepreneurial initiatives are planned and executed.

#### Responsible Leadership

This subject encourages students to commit to developing themselves as ethical and authentic leaders in contemporary organisational contexts. You will learn how to better understand yourself, others, teams and leading in organisations.

### CAREER OPTIONS

- General Management
- Business strategy and policy
- Corporate governance
- Quality assurance
- Finance
- Planning
- Business Analyst
- Operations and Logistics
- Human Resource Management
- Sales
- Marketing and consulting

### DEGREE STRUCTURE

Duration: 2 years / Accelerated: 1.3 years

| Year | Study Period | Subject Name                             |
|------|--------------|--|
| 1    | Trimester 1  | Accounting for Business Decisions        |
|      | Trimester 1  | Contemporary Marketing                   |
|      | Trimester 1  | Economics and Finance for Business       |
|      | Trimester 2  | Managing in the Global Context           |
|      | Trimester 2  | Value Chain Management                   |
|      | Trimester 2  | Entrepreneurship and Innovation          |
|      | Trimester 3  | Contemporary Management Capabilities     |
|      | Trimester 3  | Business Law and Governance              |
| 2    | Trimester 4  | Business Research                        |
|      | Trimester 4  | Responsible Leadership                   |
|      | Trimester 4  | Strategic Intelligence and Analytics     |
|      | Trimester 5  | Elective                                 |
|      | Trimester 5  | Work Integrated Learning Postgraduate I  |
|      | Trimester 6  | Work Integrated Learning Postgraduate II |

### QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 078929F   |
| UAC Course Codes:       | 900110 & 900111   |
| Accreditation Status:   | Active  |
| AQF Level:              | 9   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 years (or part time equivalent)   |
| Professional Placement: | 600 hours   |
| Accelerated Duration:   | 1.3 years   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

“My work experience during my undergrad study taught me a tremendous amount on how businesses are run and managing people. I understood that managing people and organisations is what I want to do in the long-term.”

**Kamal Thapa**  
Master of Management





# Master of Event Management

From business and social events to mega events, concerts and festivals, a professional event manager ensures the success of any event.

The ICMS Master of Event Management is designed for working professionals seeking formal qualifications, as well as students seeking exposure to best practice within the event sector. It is a postgraduate degree that aims to develop strategic thinking and conceptual, analytics and current, practical skills.

Successful events can result in sustainable social, economic and infrastructure outcomes and are emerging as a key strategy for communities coping with globalisation and the new economy. Underpinned by a strong emphasis on the international event sector, the Master of Event Management is designed to develop strategic management skills and knowledge that may be applied to the delivery of events in a range of local, national and global settings.



# Master of EVENT MANAGEMENT

CRICOS COURSE CODE: 097379G

## A SNAPSHOT OF YOUR SUBJECTS

### Impacts and Strategic Planning of International Events

In this subject, you'll analyse the impacts of events with international outcomes, such as mega events, franchised events, touring events and local events attracting international attendance. You will examine the strategic planning processes used to create, develop, attract and assess these events.

### Sustainable Best Practice for Events

This subject aims to provide you with a comprehensive understanding of sustainable best practice in events. You will develop skills to enable you to plan for, implement, maintain, evaluate and continuously improve sustainable policies and procedures for any event, big or small.

### Innovation in Event Concept and Design

Gain the skills and knowledge you will need to design an event that will capture the imagination of residents and visitors, boost visitor numbers to a destination and appropriately communicate the brand personality and individuality of that place.

## CAREER OPTIONS

- Association or Membership Management
- Business Development
- Event Management/Production
- Convention Development
- Venue and Operations
- Destination Marketing
- Exhibition Management
- Sales and Finance
- Sustainability operations

## DEGREE STRUCTURE

Duration: 2 years / Accelerated: 1.3 years

| Year | Study Period | Subject Name   |
|------|--------------|--|
| 1    | Trimester 1  | Business Events and Association Management           |
|      | Trimester 1  | Impacts & Strategic Planning of International Events |
|      | Trimester 1  | Media Management                                     |
|      | Trimester 2  | Tourism and Hospitality Marketing                    |
|      | Trimester 2  | Risk Management and Law for Event Managers           |
|      | Trimester 2  | Sustainable Best Practice for Events                 |
|      | Trimester 3  | Foundations of Management Thought                    |
|      | Trimester 3  | Elective   |
| 2    | Trimester 4  | Innovation in Event Concept and Design               |
|      | Trimester 4  | Event Operations and Quality Management              |
|      | Trimester 4  | Responsible Leadership                               |
|      | Trimester 5  | Elective   |
|      | Trimester 5  | Work Integrated Learning Postgraduate I              |
|      | Trimester 6  | Work Integrated Learning Postgraduate II             |

## QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 097379G   |
| UAC Course Codes:       | 900150 & 900151   |
| Accreditation Status:   | Active  |
| AQF Level:              | 9   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 years (or part time equivalent)   |
| Professional Placement: | 600 hours   |
| Accelerated Duration:   | 1.3 years   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

“Study-life balance does really exist in ICMS with its career-focused education and on-campus student activities!”

**Verena Shieren Gunawan**  
Master of Event Management



# Land an Australian Job in Consulting: My 5 Top Tips

“I can confirm that coming to Australia and studying an ICMS Master of International Business was the best decision of my life, and I have achieved everything I planned for.”

**Rajeshree Jadhav**  
Master of International Business  
Consultant, KPMG, Canberra

Having already successfully completed an undergraduate degree in her home country of India, Rajeshree Jadhav moved to Australia in 2018 and embarked on an International College of Management, Sydney (ICMS) postgraduate degree. Today Rajeshree finds herself in her dream job in consulting on Banking and Finance projects at KPMG in Canberra.

#### **5 Top Tips From Rajeshree Jadhav, Currently Working at KPMG Canberra:**

1. For those considering studying at ICMS, don't think twice. ICMS has all the resources you need to ace your career goals. I have always received help from the professors, staff and work-integrated learning Professional Placement consultants to do my best.
2. For those already studying at ICMS, don't compare yourself to other students around you. Everyone has a different path.

3. It's important to prioritise yourself and never lose the vision of where you want to be. Just focus on giving your best, and if you never give up, nothing will stop you from achieving your goals.

4. Your education is not only about your scores; when you step out of ICMS, it's the experiences you had on campus that really counts. In fact, these experiences could shape how you approach your job as I do in my job in consulting. Always keep an eye out on the notice board and grab every opportunity you can to meet people and enjoy—especially the volunteering roles on and off campus.

5. Pro Tip: Reach out via LinkedIn to ICMS alumni currently working at roles you want to do. In my experience, they never failed to help me with the right guidance and advice.

#### **Realising Her Dreams Through ICMS**

“I can confirm that coming to Australia and studying an ICMS Master of International Business was the best decision of my life, and I have achieved everything I planned for,” Rajeshree said. Rajeshree chose to study further after achieving a Bachelor degree in IT with three years of experience working at a global IT company as a Software associate because her goal was to “understand how international businesses work and to upskill with management skills and leadership qualities”.

#### **Leveraging Work Integrated Learning (WIL) to Land a Job in Consulting**

As part of her postgraduate degree, Rajeshree's Work Integrated Learning (WIL) Professional Placement was with Tirian Innovative Solutions, a management consulting firm based in Manly with a worldwide reach.

“The Professional Placement at Tirian gave me exposure to extraordinary skills. While working at Tirian I participated in facilitation programs designed for executive leadership teams and various seminars, which taught me how to think out of the box while solving problems. After this experience, I was ready to take on any role that came with huge responsibilities and make an impact wherever I worked. Just being in a room with leaders of the global company gave me a perspective and leadership qualities I could not have learnt elsewhere,” Rajeshree said.

“I am forever grateful for this opportunity.”

#### **The Key to Achieving Career Success**

According to Rajeshree, her proactive approach to achieving her career goals paid off for Rajeshree as she excels in her current role at KPMG.

“Working at a 'Big 4' company has been a dream, and living this dream is a surreal experience,” she said.

“This job has given me skills and an understanding of the finance industry that I couldn't have learnt better any other way. When I moved to Australia, I knew what I wanted to do. In my current role, I am doing precisely that. As a consultant, I get to work on diverse projects, and every project is a new experience. Working in my industry, you can help businesses become better. I have completed two projects, and I am currently on my third one. I have learnt heaps about 'Big 4' banks and the finance industry while helping them.”

#### **Rajeshree's Professional Development Through ICMS**

While studying at ICMS, Rajeshree immersed herself in student life and experience. She was awarded two ICMS

Post Graduate Innovation Scholarships, was a member of the ICMS SRC, an International Student Representative, the founder of the Himalayan Club and event coordinator for the SRC and for Taste of Manly.

“ICMS not only gave me professional skills but also developed me on a personal level. With two scholarships in my pocket, I felt unstoppable when studying at ICMS,” Rajeshree said.

“ICMS gave me the platform to build confidence and prepared me for my goals. I received enormous support from the professors and the staff at ICMS. I can assure you I wasn't the same person when I graduated from ICMS. I was so much more confident and ready for the world outside.”



# Graduate Certificate in Event Management

CRICOS COURSE CODE: 097378G

The Graduate Certificate in Event Management is designed for working professionals seeking formal qualifications as well as students who wish to develop knowledge and skills relevant to the event sector.

This postgraduate qualification is designed to expose students to contemporary event management theories, concepts and skills that are the basis of successful events across a range of economic sectors.

Students will learn how to critically interpret and evaluate the impacts, trends and issues associated with event management, as well as how to effectively communicate with a wide range of stakeholders.

Upon successful completion of the Graduate Certificate in Event Management, students may be eligible to articulate (enter) into the second study period of the ICMS Master of Event Management.

### CAREER OPTIONS

- Conference or Meeting Management
- Venue Management
- Business Development Management
- Event Management / Coordination
- Venue Sales
- PR Media/Management for Events
- Event Bidding and Procurement
- Exhibition Co-ordination / Management

### DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

| Year | Study Period | Subject Name   |
|------|--------------|--|
| 1    | Trimester 1  | Business Events and Association Management           |
|      | Trimester 1  | Impacts & Strategic Planning of International Events |
|      | Trimester 2  | Media Management                                     |
|      | Trimester 2  | Tourism and Hospitality Marketing                    |

### QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 097378G   |
| UAC Course Codes:       | 900160 & 900161   |
| Accreditation Status:   | Active  |
| AQF Level:              | 8   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 x Trimesters  |
| Professional Placement: | N/A   |
| Accelerated Duration:   | 1 x Trimester   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

“I have greatly enjoyed the atmosphere while studying at the ‘castle on the hill’. The abundance of languages and cultures I witnessed on a daily basis astonished me and helped me widen my horizons.”

**Aleksandra Shcherbakova**  
Master of Management



# Graduate Certificate of Business

CRICOS COURSE CODE: 078930B

Enhance your professional, management, communication and decision-making skills with the Graduate Certificate of Business.

Managers increasingly require highly developed knowledge and a broad set of applied techniques in order to be able to function effectively in contemporary business organisations.

The Graduate Certificate of Business is designed to expose students to contemporary business theories, concepts and skills that are the basis of successful management across a range of economic sectors.

The course focuses on developing advanced conceptual, transferable and professional attributes through a program of student-centred learning.

Upon completion of the Graduate Certificate of Business, students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

CAREER OPTIONS

- General Management
- Human Resources Management
- Business Strategy
- Sales and Marketing
- Planning and Operations

DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

| Year | Study Period | Subject Name                       |
|------|--------------|------------------------------------|
| 1    | Trimester 1  | Accounting for Business Decisions  |
|      | Trimester 1  | Contemporary Marketing             |
|      | Trimester 2  | Economics and Finance for Business |
|      | Trimester 2  | Managing in the Global Context     |

QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 078930B   |
| UAC Course Codes:       | 900140 & 900141   |
| Accreditation Status:   | Active  |
| AQF Level:              | 8   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 x Trimesters  |
| Professional Placement: | N/A   |
| Accelerated Duration:   | 1 x Trimester   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

“I chose ICMS to grow an international network. I believe it the essence of studying International Business.”

Egidio Antonicoli  
Master of International Business





“At ICMS you will get the perfect combination of a great social life at an amazing location and a valuable education.”

**Kristina Lo**  
Master of Management

# Graduate Certificate of Business (Media and Marketing)

CRICOS COURSE CODE: 103142G

All business aspects of the global media and marketing industry require management professionals, with skills to optimise operations in today's digital age with an increasingly complex globalised context.

The Graduate Certificate of Business (Media and Marketing) is designed to position graduates for success as professional marketing and media related business managers in a range of industries.

This postgraduate course has been designed as a stand-alone qualification or a pathway into any of the ICMS Masters courses.

The Graduate Certificate of Business (Media and Marketing) focuses on developing your advanced conceptual, transferable and professional attributes through a program of student-centred learning.

You will study advanced conceptual and theoretical frameworks for analysing businesses – which will equip you for an immediate contribution in the competitive global business environments of marketing and media.

If you are already working, this course will enable you to up-skill, as well as providing tangible recognition of your enhanced workplace skills.

Students of the Graduate Certificate of Business (Media and Marketing) are required to undertake two business specific subjects, one media specific subject and one marketing specific subject, with a focus on the economics of media management and marketing.

Upon completion of the Graduate Certificate of Business (Media and Marketing), students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

## DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

| Year | Study Period | Subject Name                      |
|------|--------------|-----------------------------------|
| 1    | Trimester 1  | Accounting for Business Decisions |
|      | Trimester 1  | Media Management                  |
|      | Trimester 2  | Contemporary Marketing            |
|      | Trimester 2  | Managing in the Global Context    |

## QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 103142G   |
| UAC Course Codes:       | 900170 & 900171   |
| Accreditation Status:   | Active  |
| AQF Level:              | 8   |
| Campus:                 | Northern Beaches Campus, Manly City Campus, Sydney / Online                   |
| Full-time Duration:     | 2 x Trimesters  |
| Professional Placement: | N/A   |
| Accelerated Duration:   | 1 x Trimester   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

## CAREER OPTIONS

- General Management
- Sales
- Business Strategy
- Media and Marketing
- Planning and Operations



# Graduate Certificate of Business (Tourism and Hospitality Marketing)

CRICOS COURSE CODE: 103143F

An ever-changing global tourism industry needs marketing professionals with a thorough understanding of the critical role that marketing, media and promotions play in the development and success of tourism and hospitality enterprises.

The Graduate Certificate of Business (Tourism and Hospitality Marketing) has been designed as a stand-alone qualification or a pathway into any of the ICMS Masters courses.

The Graduate Certificate of Business (Tourism and Hospitality Marketing) focuses on developing advanced, transferable and professional attributes through a program of student-centred learning.

You will study advanced conceptual and theoretical frameworks for analysing businesses – which will equip you for an immediate contribution in the competitive global business environments of marketing, tourism, travel, and hospitality.

If you are already working, this short postgraduate course will allow you to up-skill, as well as providing tangible recognition of your enhanced workplace skills.

Students of the Graduate Certificate of Business (Tourism and Hospitality Marketing) are required to undertake two business specific subjects and two marketing subjects – one in contemporary marketing and one in tourism and hospitality-specific marketing.

Upon completion of the Graduate Certificate of Business (Tourism and Hospitality Marketing), students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

### DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

| Year | Study Period | Subject Name                       |
|------|--------------|------------------------------------|
| 1    | Trimester 1  | Economics and Finance for Business |
|      | Trimester 1  | Tourism and Hospitality Marketing  |
|      | Trimester 2  | Contemporary Marketing             |
|      | Trimester 2  | Managing in the Global Context     |

### QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 103143F   |
| UAC Course Codes:       | 900180 & 900181   |
| Accreditation Status:   | Active  |
| AQF Level:              | 8   |
| Campus:                 | Northern Beaches Campus, Manly<br>City Campus, Sydney / Online                |
| Full-time Duration:     | 2 x Trimesters  |
| Professional Placement: | N/A   |
| Accelerated Duration:   | 1 x Trimester   |
| FEE-Help:               | DFEE  |
| Study Mode:             | On-campus / Online  |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

### CAREER OPTIONS

- General management
- Business strategy
- Planning and operations
- Sales and marketing
- Tourism management
- Hospitality Management



“Industry connections, personalised approach, relevant modules and commendable grants all made it a no-brainer to pick ICMS and I indeed have had no regrets since.”

**Dyann Suaco**  
Master of Management (Tourism and Hospitality)



# Golden (Internship) Opportunity

“This (Ferrero) internship brings a practical experience that can provide an opportunity for students like me to enter the job market.”

## **Maritess Alera**

Graduate Certificate of Business,  
Master of International Business

A decision to take a career break and study further is paying off for International College of Management, Sydney (ICMS) postgraduate student Maritess “Tess” Alera who has secured an internship at Ferrero Pty Ltd Australia & New Zealand (further referred to as Ferrero) as part of her ICMS Master of International Business degree.

Tess, originally from the Philippines, lived and worked in major Middle Eastern cities such as Dubai in the United Arab Emirates and Doha in Qatar for the past 15 years. Tess then decided to study again and completed an ICMS Graduate Certificate of Business in 2021. She is currently completing her ICMS Master of International Business and is on Work Integrated Learning (WIL) Professional Placement at Ferrero Pty Ltd Australia & New Zealand.

Her role as Supply Chain Intern at Ferrero-Australia in Sydney will bolster her academic knowledge of supply chain and logistics, and will be an excellent point of reference to add on her CV.

## **Is ICMS All That Glitters...?**

ICMS is a higher education institution with campuses in Manly and Sydney’s business district. Founded in 1996, ICMS is a leader in career-focused, quality education and offers undergraduate bachelor and postgraduate master’s degrees to Australian and international students.

All degrees and courses have WIL incorporated, with students able to use the internships built into their degrees to gain practical experience in the industry of their choice, and build vital networks and connections they can use to further their post-study careers.

Tess decided to pause her career in Doha to boost her CV, and the GBC allowed her to transition to the ICMS Master of International Business which will open doors in upper management. The ICMS Postgraduate Certificate of Business (GCB) is a pathway to study any ICMS Master degree.

“When I was in Qatar, I was at the peak of my career, handling a lot of reports with well-known brands such as Belkin, Apple, Bosch, Bose, Dyson, and a lot more, but I needed to give up on them to give way to this chance of studying again,” Tess said.

“I was hesitant at first because it’s been a number of years of not studying after I graduated in college but because of a mutual decision with my husband, I was able to study this Master degree.”

She started off studying online from her home base due to the Covid-19 pandemic and border closures, but was able to move to Australia when restrictions were lifted.

“During the pandemic, I reflected and believed that nothing is impossible because you do not need to see the whole staircase, one just needs to take the first step. That is what I did,” she said.

## **Going for Gold**

Tess was awarded an ICMS Postgraduate Innovation Scholarship in November 2021 and was a speaker at the ICMS Scholarships ceremony in March 2022.

She thanked ICMS Professional Scholarships Program chairperson Ann Whitelock for the opportunity the Innovation Scholarship presented.

“I truly hope that my experiences and my journeys here would always remind my children that if I can do it, they can do it too... I am one of the lucky students who is achieving my career goals with the help of ICMS. My confidence is being boosted through the course and internship, I am accepting new opportunities, exploring new experiences, and expanding my connections and network,” Tess said.

“In 10 years, I see myself as a successful Supply Chain or Logistics Manager, having my own company that I can manage and hire people to help them. I’ll keep building my network and apply the things I’ve learnt at ICMS.”

It wasn’t easy for Tess to take a break from her career and to leave her family in Qatar while she studies in Australia for her future career but, for Tess, the decision has paid off.

“I want to encourage everyone to take that leap of faith, don’t let their untapped potential not be recognised by this world. Our dream does not become a reality through magic; it takes a lot of determination and hard work.”

## **A Package Deal**

Ferrero was founded in the 1940s and the multinational company’s Australian operation started in 1974. Famous Ferrero brands include Tic Tac, NUTELLA®, Ferrero Rocher, Kinder Surprise, Kinder Chocolate and Bueno.

“This internship brings a practical experience that can provide an opportunity for students like me to enter the job market,” Tess said.

“It’s a good start to being known in the company and encourages me to do my best and share the knowledge I have of what I have learned from my studies at ICMS.”



# Scholarships

At ICMS we have an integrated college community of international and Australian students. We embrace all cultures and benefit from the breadth and diversity this brings. It's a key value of ICMS to enable students from all backgrounds to have an opportunity to study at tertiary level.

ICMS Scholarships have been awarded to recipients from all walks of life and from many countries around the world. This means that as a student of ICMS you have the opportunity to make friends from different countries and connections that last your whole career.

In fact, 'global' is one of the principles that underpins all courses and subjects at ICMS. So not only do you make friends from around the world, you learn and experience your chosen studies with fellow students from many different cultures.

ICMS Scholarships recognise students with passion and potential and supports those in situations of adversity and hardship. Our courses are designed to make the most of your potential, getting you ready for a successful career through work-integrated learning, professionalism and academic excellence.

With the ICMS Professional Scholarship Program we reward and support current and future students for their dedication to studies, academic excellence and commitment. Some scholarships are partnered with industry and provide a practical as well as a financial incentive. This can represent a head start for students who seek the best from their future career. ICMS Scholarships are awarded to many students each year. They cover tuition fees for study and/or accommodation.

Postgraduate scholarships are offered to both Australian and International students and both new and current. We are also committed to enabling students who are facing adversity and financial hardship to further their education.

For more information on the ICMS Scholarships Program, visit <https://www.icms.edu.au/future-students/scholarships/>.


## How to Apply:

1. Check the ICMS scholarships pages for application opening and closing dates.
2. Download and complete the applicable Scholarship Application Form (pdf) from the web page.
3. Submit your application before the closing date\* with the required supporting documentation.

## Next Steps

If you meet the criteria to progress to the next stage of the application process you will be invited to attend a panel interview.

\*Applications received after the closing date will not be accepted.



“It’s amazing to me to know that there are these networks of support out there assisting students in their educational pursuits. With these scholarships we can enter a path of countless opportunities and unlock our true potential.”

## Steve Ogony

Postgraduate Innovation Scholarship Recipient  
Master of International Business

INTERNATIONAL  
COLLEGE OF  
MANAGEMENT





ACCOMMODATION

Staying in ICMS student accommodation is the ideal way to immerse yourself in student life, make friends and stay connected with all that ICMS has to offer.

ICMS students have exclusive access to a range of convenient and fully-furnished accommodation options in one of Sydney's most desirable neighbourhoods. Whether you are looking to stay in Manly's iconic 'castle on the hill' or prefer the independence of a self-catered off-campus residence, the ICMS accommodation team can guide you on your options.

ON-CAMPUS ACCOMMODATION

**Moran House**  
Moran House is one of Manly's oldest heritage buildings and is fondly known as the 'castle on the hill'. The iconic sandstone building has one of the world's most spectacular views, overlooking several beaches and within easy walking distance to beaches, shops, cafes and nightlife.

**Kelly House**  
The largest of the ICMS student accommodation options, Kelly House is conveniently located alongside Moran House and, like Moran House, has one of the world's most spectacular views, overlooking several beaches and within easy walking distance to the beaches, shops, cafes and nightlife of Manly.

OFF-CAMPUS ACCOMMODATION

**Claremount Beach House**  
Claremount Beach House offers students the perfect balance of independence, while still enjoying all the benefits of a college-managed residence. In the bustling heart of Manly and a short walk to the beach, this female-only, self-catered residence is ideal for students seeking an off-campus accommodation experience.

**Wanganella House**  
Wanganella House provides independent students with a comfortable, safe and spacious home away from home. This is a self-managed shared house located in the quiet, leafy neighbourhood of Balgowlah, just a short bus trip from the main campus.

Accommodation Fees 2023

| Moran & Kelly House          | Weekly Rate |
|------------------------------|-------------|
| Single                       | \$516*      |
| Single View                  | \$549*      |
| Bunk Share Room (2 people)   | \$385*      |
| Triple Share Room (3 people) | \$436*      |
| Quad Share Room (4 people)   | \$436*      |

| Claremount Beach House | Weekly Rate               |
|------------------------|---------------------------|
| Single Standard Room   | \$467*<br>(6 x available) |
| Single **Premium Room  | \$494*<br>(8 x available) |
| Twin Share Room        | \$439*                    |

| Wanganella House**    | Weekly Rate |
|-----------------------|-------------|
| Single Standard Room  | \$303*      |
| Single **Premium Room | \$363*      |

\*\*Rates exclude \$30 per week for outgoings such as water, electricity and gas, based on a 6 or 12 month lease.

\*Rates shown here are weekly. There is a minimum stay of 1 Trimester. (A typical study period is 13 weeks and students are welcome to remain on campus during the holidays/breaks.) Rates are expressed in Australian dollars AU\$ and may be subject to change. Visit <https://www.icms.edu.au/future-students/student-services/student-accommodation/> for further information about accommodation linked to ICMS. There is always the option of independent accommodation off-campus for postgraduate students. ICMS Student Services will be happy to guide you through the process of finding out where to stay while you study at ICMS.  
\*\*Premium: Larger Room with double bed.



# Postgraduate Qualifying Program

The Postgraduate Qualifying Program (PQP) is a pathway study. It is offered through the Aspire Institute.

Combining academic and English language subjects, the PQP will help you develop the core skills for success in postgraduate studies. On successful completion you can gain entry with credit to one of the following master's courses at ICMS:

- Master of International Business
- Master of Management
- Master of Management (Tourism and Hospitality)
- Master of Event Management

**Who should study the PQP?**

This course is ideal for you, if you want to:

- Improve your academic English language skills to be able to transition successfully to Australian tertiary-level courses
- Develop core business knowledge before entering a master's course
- Gain confidence in both academic subjects and English language skills before embarking on postgraduate studies
- Improve English and business knowledge before working in Australia or internationally

**2023 Fees:** \$12,100

**Entry Requirements:**

Academic: Completion of a three year, higher education, post-secondary qualification.  
English: IELTS 6.0 or equivalent

**Exit:** Upon completion of the PQP and in order to progress to a master degree course at ICMS, the following criteria must be met:

**Pass mark for academic subjects:**  
Minimum GPA 2.5

**IELTS:**  
6.5 overall (Speaking and Writing not less than IELTS 6.0) (or equivalent)

For more information on the PQP, visit <https://www.icms.edu.au/postgraduate-qualifying-program/>.

## COURSE STRUCTURE

The PQP comprises 4 subjects arranged to advance your business knowledge and build verbal and written English skills necessary for a successful postgraduate learning experience. Through the inclusion of postgraduate level academic subjects, you may also gain credit toward an ICMS Master's degree. So, when you progress, you'll not just have had a taste of postgraduate management studies, you'll have completed part of your master's degree!

This program is delivered jointly at our beautiful Northern Beaches Campus and in the City Campus\*.  
\*Subject to availability and subject scheduling.

Duration:  
1 trimester full time (14 weeks)

## CURRICULUM

| Level | Code     | Subject                        | Prerequisite | Units | Contact Hours |
|-------|----------|--------------------------------|--------------|-------|---------------|
| 600   | MGT604   | Managing in the Global Context | Nil          | 4     | 33            |
| 600   | MKT601   | Contemporary Marketing         | Nil          | 4     | 33            |
| N/A   | ENGAE600 | Academic English 6A            | Nil          | 0     | 100           |
| N/A   | ENGAE650 | Academic English 6B            | Nil          | 0     | 100           |

## QUICK FACTS

|                         |   |
|-------------------------|---|
| CRICOS Course Code:     | 094357D   |
| UAC Course Codes:       | N/A   |
| Accreditation Status:   | Non Award   |
| AQF Level:              | N/A   |
| Campus:                 | Northern Beaches Campus, Manly & City Campus, Sydney                          |
| Duration:               | 14 weeks (or part-time equivalent)  |
| Professional Placement: | N/A   |
| FEE-Help:               | N/A   |
| Study Mode:             | On-campus   |
| Start:                  | Main intakes: February, May, August<br>Mid-Term intakes: March, June, October |

## Pathways

Pathways are options open to students to progress further in their studies via a non-traditional path. For example, a one year Aspire Diploma can be followed with immediate enrollment into the second year of an ICMS bachelor degree. Pathways also mean that students can enroll in one institution and graduate at another.

**University of Technology Sydney:**

Graduate Certificate of Business = Pathway to an MBA at University of Technology Sydney (UTS)  
Aspire Diploma of Business then on to a UTS Bachelor of Business

**Macquarie University:**

Aspire Diploma of Business then on to the second year of a Macquarie Business School Bachelor of Business Administration or a Bachelor of Commerce

**University of Wollongong:**

Aspire Diploma and then on to the second year of a University of Wollongong business degree

**Western Sydney University:**

Aspire Diploma and then on to the second year of a Western Sydney University business degree

**International College of Management, Sydney:**

- Aspire Diploma and then on to the second year of the following bachelor degrees:
- Bachelor of Business
  - Bachelor of Business (Marketing)
  - Bachelor of Business (Entrepreneurship)
  - Bachelor of Hospitality Management
  - Bachelor of Event Management
  - Bachelor of Business (Sports Management)
  - Bachelor of Business (International Tourism)
  - Bachelor of Business (Fashion and Global Brand Management)
  - Bachelor of Business (Accounting)
  - Bachelor of Property (Investment, Development & Valuation)



# Invest in Your Future

## Tuition fees and other expense

Studying a degree is a big commitment in many ways, not least financially. You will need to consider tuition fees, living costs and other expenses such as transport, textbooks, food and accommodation. The main expense will be tuition fees. Tuition fees are payable on a trimester basis.

Tuition fees are NOT payable during Professional Placement (unless part-time study has been arranged) and students may be paid during their internship. Students must complete all prerequisite subjects before starting your Professional Placement.

FEE-HELP is available for all Australian citizens and permanent humanitarian visa holders to cover the cost of tuition. Learn more at [www.studyassist.gov.au](http://www.studyassist.gov.au)

The ICMS website has a fee calculator that can help you work out what you need to pay: <https://www.icms.edu.au/future-students/application-information/tuition-fees-2/fees-calculator/>

## 2023 POSTGRADUATE FEES

**Graduate Certificate:**  
Domestic Student (Australian and New Zealand students) / International Students

| Qualification  | Tuition Fee Per Subject | Trimester 1 (2 x subjects) | Trimester 2 (2 x subjects) | Indicative Total Tuition Course Fee* |
|--|-------------------------|----------------------------|----------------------------|--------------------------------------|
| Graduate Certificate of Business                                     | \$3,450 / \$4,100       | \$6,900 / \$8,200          | \$6,900 / \$8,200          | \$13,800 / \$16,400                  |
| Graduate Certificate in Event Management                             | \$3,450 / \$4,100       | \$6,900 / \$8,200          | \$6,900 / \$8,200          | \$13,800 / \$16,400                  |
| Graduate Certificate of Business (Media and Marketing)               | \$3,450 / \$4,100       | \$6,900 / \$8,200          | \$6,900 / \$8,200          | \$13,800 / \$16,400                  |
| Graduate Certificate of Business (Tourism and Hospitality Marketing) | \$3,450 / \$4,100       | \$6,900 / \$8,200          | \$6,900 / \$8,200          | \$13,800 / \$16,400                  |
| Graduate Certificate of Business Administration                      | \$3,800 / \$4,500       | \$7,600 / \$9,000          | \$7,600 / \$9,000          | \$15,200 / \$18,000                  |

**Master Degree:**  
Domestic Student (Australian and New Zealand students) / International Students

| Qualification                                  | Tuition Fee Per Subject | Trimester 1 (3 x subjects) | Trimester 2 (3 x subjects) | Trimester 3 (3 x subjects) | Trimester 4 (3 x subjects) | Trimester 5 (1 x Work Integrated Learning Subject) | Trimester 6 (1 x Work Integrated Learning Subject) | Indicative Total Tuition Course Fee* |
|--|-------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--|--|--------------------------------------|
| Master of International Business               | \$3,450 / \$4,100       | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$41,400 / \$49,200                  |
| Master of Management                           | \$3,450 / \$4,100       | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$41,400 / \$49,200                  |
| Master of Management (Tourism and Hospitality) | \$3,450 / \$4,100       | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$41,400 / \$49,200                  |
| Master of Event Management                     | \$3,450 / \$4,100       | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$10,350 / \$12,300        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$41,400 / \$49,200                  |
| Master of Business Administration              | \$3,800 / \$4,500       | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$45,600 / \$54,000                  |
| MBA (Business Analytics)                       | \$3,800 / \$4,500       | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$45,600 / \$54,000                  |
| MBA (Innovation and Entrepreneurship)          | \$3,800 / \$4,500       | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$45,600 / \$54,000                  |
| MBA (Digital Transformation)                   | \$3,800 / \$4,500       | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$11,400 / \$13,500        | \$0 (no fee payable)                               | \$0 (no fee payable)                               | \$45,600 / \$54,000                  |

\*Fees are for programs delivered in the year selected below and will expire on 31 December of each year. Fees are expressed in Australian Dollars (AUS). Fees are payable prior to each study period. Fees are reviewed annually and may be varied during the period of study. These are indicative tuition fees only, based on a standard study pattern. The total cost may vary depending on subject choices. To view course information including course and subject details please read the webpage of the course you are most interested in.

# ICMS POSTGRADUATE PROGRAMS APPLICATION FORM



## PROGRAM DETAILS AND START DATE

Select the postgraduate program you wish to apply for:

- ☐ Master of International Business
- ☐ Master of Management
- ☐ Master of Management (Tourism and Hospitality)
- ☐ Master of Event Management
- ☐ Master of Business Administration
- ☐ Master of Business Administration (Digital Transformation)
- ☐ Master of Business Administration (Innovation and Entrepreneurship)
- ☐ Master of Business Administration (Business Analytics)
- ☐ Graduate Certificate of Business Administration
- ☐ Graduate Certificate of Business
- ☐ Graduate Certificate in Event Management
- ☐ Graduate Certificate of Business (Media and Marketing)
- ☐ Graduate Certificate of Business (Tourism and Hospitality Marketing)

Select the year and study period in which you wish to start your postgraduate qualification at ICMS:

Year:

Study Period: Feb / Mar / May / Jun / Aug / Oct / Dec

Preferred Campus Location\*:

☐ Northern Beaches Campus in Manly

☐ Sydney City Campus

\*Whilst every effort will be made to accommodate you at your preferred campus, ICMS is unable to make any guarantees to this effect. Many classes are also offered online however please note that in accordance with the Australian Government ESOS National Code international students on a student visa can only undertake 33% of their total enrolment load online and must be enrolled in at least one (1) on-campus subject in each compulsory study period.

## PERSONAL DETAILS

Title (Mr/Mrs/Ms)  Family Name  Given Name

Date of birth  DAY /  MONTH /  YEAR Gender ☐ Male ☐ Female

Country of birth  Country of passport  Passport number

Language spoken at home  Email address

Current postal address  Day time telephone (including country and area code)

Street Address:

Street Address:

City/Suburb:  State:  Postcode:

Country:

Mobile (cell) telephone (including country code)

## TERTIARY EDUCATION DETAILS

Name of undergraduate qualification (if multiple, name your highest level qualification)  Year completed (or expected completion year)

Institution attended (name the institution that awarded this qualification)  Country

Do you intend to apply for Advanced Standing or Recognition of Prior Learning?

☐ Yes ☐ No

CONTINUED OVER PAGE



INTERNATIONAL STUDENT REQUIREMENTS

DOMESTIC STUDENTS SKIP TO NEXT SECTION

Do you currently have:

Australian visa: ☐ Yes ☐ No Visa number:

Overseas student health cover: ☐ Yes ☐ No Expiry  DAY /  MONTH /  YEAR

ENGLISH LANGUAGE PROFICIENCY

Note: For admission requirements and English requirements, students should refer to the ICMS website for the latest updates: <https://www.icms.edu.au/future-students/application-information/admission-information-2/>

If your first language is not English, please outline any English language test scores below.

☐ IELTS Overall Score:  Writing:  Speaking:  Date:

☐ TOEFL Overall Score:  Writing:  Speaking:  Date:

AGENT DETAILS

☐ Other Details:

If you used an education agent to assist with this application please provide their details

Agency or company name  Contact person/counsellor  Country

Agent's telephone (including country codes)  Agent's email address

SUPPORTING DOCUMENTATION

Please attach the following documents to this application. Do not send originals. Documents should be translated into English where required.

FOR ALL STUDENTS

- ☐ Proof of citizenship (copy of passport/birth certificate)
- ☐ Certified copies of academic transcripts (from undergraduate qualification)

INTERNATIONAL STUDENTS

- ☐ Certified copies of English language proficiency test results

FOR APPLICANTS REQUESTING CREDIT TRANSFER FROM PRIOR POSTGRADUATE STUDIES

- ☐ Certified copies of course syllabus including number of hours studied and subject credit points.
- ☐ Reference letter(s) from previous employer(s), including duties and number of hours worked (if required)

**What is a certified copy?** A certified copy is a copy of an original document that has been signed by a person officially authorised to confirm that it is a true and correct duplicate. Authorised persons include: a Justice of the Peace; a police officer; a barrister, solicitor or attorney; a principal of an Australian high school or primary school; a staff member of an Australian Embassy or Consulate; an authorised ICMS agent/representative (international applicants only).

STUDENTS WITH SPECIAL MEDICAL CONDITIONS

Do you have a disability, impairment or long term medical condition that may affect your studies? ☐ No ☐ Yes

(if yes please answer the two questions below in this section)

Please indicate the area/s of impairment:

Hearing ☐  
Vision Learning ☐  
Medical Mobility ☐  
Other ☐

Would you like to receive advice on support services, equipment and facilities which may assist you? ☐ Yes ☐ No

ACCOMMODATION

When you study at ICMS you'll have a variety of accommodation options available; from living on campus to off campus, either alone or in a shared house with classmates. Students who live on campus enjoy a fantastic lifestyle with all meals provided, wireless Internet, 24-hour access to computer labs, as well as the luxury of being in close proximity to classes, and the world famous Manly Beach. Rooms are equipped with a desk, wardrobe, heating, and wireless Internet. You will have the choice of a single, double or triple dormitory room, depending on your budget, residential preference and availability. For more information visit [www.icms.edu.au/accommodation](http://www.icms.edu.au/accommodation)

DECLARATION AND SUBMISSION

☐ I wish to be considered for enrolment in a course at the International College of Management, Sydney and declare that the information submitted is correct and complete. I understand that ICMS may obtain official records from any school, university, other tertiary institution or place of employment previously attended by me for the purpose of verification of my supporting documents. I understand that the College reserves the right to vary or reverse any decision made on the basis of incorrect, incomplete information or fraudulent documentation. Where fraudulent documents are detected, I understand that my application will be rejected. If an offense has been made the application will be withdrawn. If a visa has been issued it will be cancelled.

SIGN HERE

GUARDIAN SIGN HERE IF UNDER 18

Date:

DAY /  MONTH /  YEAR

SUBMITTING YOUR APPLICATION

Please return your application (including all supporting documentation) via one of the following methods.

**Post to:** Head of Development  
International College of Management, Sydney  
151 Darley Road  
MANLY NSW 2095 AUSTRALIA

**Email to:** [info@icms.edu.au](mailto:info@icms.edu.au)

Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. COURSE CRICOS CODES: Master of International Business: 078928G, Master of Management (Tourism and Hospitality): 113110K, Master of Management: 078929F, Master of Event Management: 097379G, Graduate Certificate of Business: 078930B, Graduate Certificate in Event Management: 097378G, Graduate Certificate of Business (Media and Marketing): 103142G, Graduate Certificate of Business (Tourism and Hospitality Marketing): 103143F, Master of Business Administration: 112980E, Master of Business Administration (Digital Transformation): 112981D, Master of Business Administration (Innovation and Entrepreneurship): 112982C, Master of Business Administration (Business Analytics): 112983B, Graduate Diploma of Business Administration: 112979J, Graduate Certificate of Business Administration: 112978K. The information you supply on this application form is needed to assess your suitability for entry into the International College of Management, Sydney. This information will be treated as confidential and will be available for your review.

APPLYING TO ICMS

ENTRY REQUIREMENTS

Please refer to website: <https://www.icms.edu.au/future-students/application-information/entry-requirements>

WHEN TO APPLY

ICMS offers seven (7) opportunities for enrolment throughout the year. Undergraduate and postgraduate courses share the same intake dates. The seven intakes are available on all campuses and are offered for all modes of study (online or on campus). 'Main' intakes offer 4 subjects concurrently and begin in: February, May and August. 'Mid-trimester' intakes and a 'Summer' intake may be offered, subject to demand. These intakes offer 2 subjects in the first study period and begin in March, July, October and December. The 'mid-trimester' intakes are unlikely to include a full week of orientation. Term breaks (holidays) are between 'End of Term' and 'Start' of the following study period.

ADVANCED STANDING

Students can apply for advanced standing for all relevant postgraduate level subjects completed prior to enrolment. The maximum amount of advanced standing is 50%. Applications for advanced standing are assessed on a case-by-case basis.

2023 UNDERGRADUATE AND POSTGRADUATE INTAKE DATES\*

| Study Period | Intake Type   | Orientation | Start (Week 1) | Census Dates | End of Term |
|--------------|---------------|-------------|----------------|--------------|-------------|
| February     | Main          | 1 February  | 6 February     | 24 February  | 5 May       |
| March        | Mid-Trimester | 15 March    | 20 March       | 29 March     | 5 May       |
| May          | Main          | 17 May      | 22 May         | 9 June       | 18 August   |
| July         | Mid-Trimester | 28 June     | 3 July         | 12 July      | 18 August   |
| August       | Main          | 30 August   | 4 September    | 22 September | 1 December  |
| October      | Mid-Trimester | 11 October  | 16 October     | 25 October   | 1 December  |

2024 UNDERGRADUATE AND POSTGRADUATE INTAKE DATES\*

| Study Period | Intake Type   | Orientation | Start (Week 1) | Census Dates | End of Term |
|--------------|---------------|-------------|----------------|--------------|-------------|
| February     | Main          | 31 January  | 5 February     | 23 February  | 3 May       |
| March        | Mid-Trimester | 15 March    | 18 March       | 27 March     | 4 May       |
| May          | Main          | 15 May      | 20 May         | 7 June       | 16 August   |
| July         | Mid-Trimester | 28 June     | 1 July         | 10 July      | 16 August   |
| August       | Main          | 28 August   | 2 September    | 13 September | 29 November |
| October      | Mid-Trimester | 11 October  | 14 October     | 23 October   | 29 November |
| December     | Summer        | 29 November | 2 December     | 11 December  | 24 January  |

\*Application enrolment closing dates for some countries may vary up to 6 weeks before enrolment date due to time taken to process visas. Please enquire at [info@icms.edu.au](mailto:info@icms.edu.au).  
\*Dates may be subject to change





## ICMS INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY

### Northern Beaches Campus

151 Darley Road, Manly, Sydney  
NSW 2095 Australia

Tollfree 1800 110 490  
(within Australia)  
T +61 2 9977 0333  
E [info@icms.edu.au](mailto:info@icms.edu.au)  
W [www.icms.edu.au](http://www.icms.edu.au)

### City Campus

Level 4, 451 Pitt Street  
Haymarket NSW 2000

T: +61 2 9160 8841



ICMSAustralia



@icmscampus



c/ICMSAustralia



International  
College of  
Management  
Sydney



@ICMS\_Campus



@icmscampus



@icmswemtor

### USEFUL WEBSITES

#### 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-2/](#)

#### 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://www.education.gov.au/esos-framework>

#### Resources for Australian studentsYouth allowance and AUSTudy:

[www.humanservices.gov.au](http://www.humanservices.gov.au)

#### FEE help:

[www.studyassist.gov.au](http://www.studyassist.gov.au)

#### Resources for international students Australian diplomatic missions:

[www.dfat.gov.au/missions](http://www.dfat.gov.au/missions)

#### Information on studying, living and working in Australia:

[www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au)

#### IELTS test:

[www.ielts.org](http://www.ielts.org)

#### ESOS framework:

<https://internationaleducation.gov.au/RegulatoryInformation/>

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

#### ICMS CRICOS PROVIDER CODE: 01484M

#### CRICOS COURSE CODES:

Master of International Business: 078928G

Master of Management (Tourism and Hospitality): 113110K

Master of Management: 078929F

Master of Event Management: 097379G

Master of Business Administration: 112980E

Master of Business Administration (Digital Transformation): 112981D

Master of Business Administration (Innovation and Entrepreneurship): 112982C

Master of Business Administration (Business Analytics): 112983B

Graduate Certificate of Business Administration: 112978K

Graduate Certificate in Event Management: 097378G

Graduate Certificate of Business: 078930B

Graduate Certificate of Business (Media and Marketing): 103142G

Graduate Certificate of Business (Tourism and Hospitality Marketing): 103143F

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