



BACHELOR OF INTERNATIONAL TOURISM

In the Bachelor of International Tourism you will focus on a range of tourism considerations from accommodation and food and beverage to government policy, facilities management, and sustainability. With specialist subjects such as Global Wine Tourism and e-Commerce and Social Media you can shape your degree around your professional interests. The professional expertise of our teaching staff will ensure that you develop the in-depth industry knowledge and practical experience to be an industry leader in international tourism.

DEGREE DETAILS

| | Subject Type | Subject Name | Subject Level | Credit Point |
|--------------------|--------------------|--|---------------|--------------|
| Trimester 1 | Core | Managing People and Organisations | 100 | 3 |
| | Core | Principles of Marketing | 100 | 3 |
| | Core | Introduction to Human Resources Management | 100 | 3 |
| | Specialisation | Introduction to Hospitality and Tourism Management | 100 | 3 |
| Trimester 2 | Core | Accounting Fundamentals | 100 | 3 |
| | Core | Service Management and Innovation | 200 | 3 |
| | Specialisation | Destination Sales and Marketing | 100 | 3 |
| | Specialisation | Attractions and Resort Operations | 100 | 3 |
| Trimester 3 | Core | Business Statistics | 100 | 3 |
| | Core | Business Economics | 100 | 3 |
| | Specialisation | Facilities Management | 200 | 3 |
| | Specialisation | Destination Management Issues | 200 | 3 |
| Trimester 4 | Industry Placement | Industry Training I | | 12 |
| Trimester 5 | Industry Placement | Industry Training II | | 12 |
| Trimester 6 | Core | Career Planning and Strategy | 200 | 3 |
| | Elective | General Elective (as per course rules) | 200 | 3 |
| | Specialisation | Tourism Governance and Policy | 200 | 3 |
| | Specialisation | Tourism Technology and Service Innovation | 200 | 3 |
| | Other | Applied Leadership | 200 | 1 |
| Trimester 7 | Core | Research Methods | 300 | 3 |
| | Elective | General Elective (as per course rules) | 200 | 3 |
| | Specialisation | Global Trends in Hospitality and Tourism | 300 | 3 |
| | Specialisation | e-Commerce and Social Media | 200 | 3 |
| Trimester 8 | Core | Strategic Management | 300 | 3 |
| | Elective | General Elective (as per course rules) | 300 | 3 |
| | Specialisation | Environmental Planning and Sustainability | 300 | 3 |
| | Specialisation | Global Wine Tourism | 300 | 3 |
| Trimester 9 | Elective | General Elective (as per course rules) | 300 | 3 |
| | Specialisation | International Tourism Project | 300 | 3 |

COURSE RULES

Please note that each trimester has a duration of 13 weeks. The course comprises:

- 10 Compulsory Business Core subjects
- 12 Compulsory Specialisation subjects
- 4 General Elective subjects

Plus

- 1,200 hours of Industry Training (work integrated learning)
- 3 day Foundation subject – Applied Leadership

To qualify for award of the degree of Bachelor of International Tourism you need to complete at least 103 credit points, including satisfactory completion of all compulsory subjects.

PROGRESSION RULES

Additional subject requirements for completion:

- Maximum number of first year/100 level subjects - 11
- Minimum number of third year/300 level subjects - 8

Satisfactory completion of the following is also compulsory:

- up to 1,200 hours of Industry Training (work integrated learning)
- the Applied Leadership subject



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Disclaimer: Information in this leaflet is correct at the time of printing. The above study pattern should be used as a guide and subjects and curriculum are subject to change.
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