

# ICMS



Bachelor of

# EVENT MANAGEMENT

**Ranked  
No.1**

for Event and  
Hospitality  
Management in  
Australia. Based  
on graduate  
employability\*

**Tasha Ross**  
Student  
Bachelor of  
Event Management

\*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)

# WHY

## Event Management?

Events don't just happen; they are staged to get the best mileage for a brand or artist, and fantastic events are those spoken about, tweeted about and written about long after they have been sold out.

Great event managers are the puppet masters behind unforgettable experiences, orchestrating every detail of an event from brainstorming at the conception stage to popping the champagne at the after-party.

If you have a flair for the fantastic, are a great team player who also has initiative and the ability to work independently and efficiently, an ICMS Bachelor of Event Management is your VIP ticket to a career that will be all about showcasing the extraordinary.

Event Management can be demanding, and you will be at the heart of the action of events running the gamut from society weddings to Olympic opening ceremonies. Juggling many balls while running at a rapid pace isn't something everyone can achieve, but those who do will reap the rewards in a career that is dynamic and exciting.



**Kiana Harvey**  
Graduate  
Sponsorship and Promotions Team Member - Channel Seven

# cieven ts.



**Briony Baglin**  
Graduate  
Event Director - cieven ts.

**100%**

of our degree students graduate with industry experience

Almost **90%**

of our students graduate with a job in their field.

*Internal Graduate Survey 2016*

**TOP 10**

for overall employment in Australian Higher Education

*QILT Graduate Survey 2016*

**HIGHER THAN THE G8**

Australian universities  
*QILT Graduate Survey 2016*

Overall graduate employment rate



# Your DEGREE AT A GLANCE

including

# up to 9 months

of industry training related to your degree. Get a head start with professional networking and acquire real work skills to give you a competitive edge.

The ICMS Bachelor of Event Management is your backstage pass to a professional business career in event management. From business events including meetings, exhibitions and conferences to social events including weddings, festivals and fashion parades – a professional event manager can make any event look seamless. By studying one of Australia's leading event management degrees at ICMS, you will learn the strategic management, practical and personal skills that will make you an outstanding event professional. Our close connections with the industry and our reputation as event management experts will give you the start you need to excel in your career.

When you study with us you experience our next generation education. At ICMS we believe in a curriculum that blends a thorough understanding of the theoretical principles of management with innovations in hands-on, practical education. You will manage real events with real clients. From conceptualising and pitching the event, to promotion and production, management and evaluation, you will experience every aspect of event management. The project management skills you gain are easily transferrable to other sectors of business including marketing, business development and public relations, giving you a truly versatile degree.

## YEAR 1

### Explore & Grow

Explore the curriculum and develop fundamental knowledge of the course.

## YEAR 2

### Work & Learn

Put theory into practice with hands-on industry experience with ICMS's industry partners.

## YEAR 3

### Develop & Excel

Gather what you have learnt from industry experience and develop your strategic management skills. Graduate management ready for a leadership role.

## DEGREE STRUCTURE

### Degree length: 3 years full time

With a Bachelor of Event Management you will be industry ready. You will combine business and management studies, specialised event subjects and up to 9 months of industry training in 3 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you will learn about the critical elements of staging an event from design, logistics and production to marketing and sponsorship. This prepares you for your industry training, typically taken at the start of your second year. On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded event manager or entrepreneur.

# WHERE

## will my degree take me?

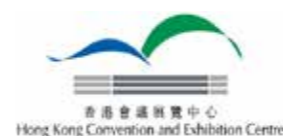
Event managers have the skills and expertise to make any event look easy. Composed under pressure, an extraordinary event manager seamlessly brings together all the key elements required to create an outstanding experience. At ICMS we are in the business of training extraordinary event managers. Our graduates are experts in event management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Event Management graduates are trained to be professional leaders.

As your career develops, combining your knowledge and experience with a personal interest such as sport, business, arts or culture could lead to a wide range of new and fascinating career directions. Many of our graduates are working across the globe in exotic locations like Europe, USA, South America, Asia and Pacific Islands.

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

- Event Manager
- Event Producer
- Event Director
- Venue Manager
- Exhibition Manager
- Conference Manager
- Sponsorship Manager
- Festival Manager
- Theming Consultant
- Banquet/Event Manager
- Incentive Manager
- Wedding Organiser

We have an impressive network of event industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience.



# WHO

can you become?  
Hear it from our graduates.



“ ICMS had everything I was looking for - the close proximity of the beach, the support from lecturers and industry training to get you into the industry, and the practical experience that was part of the degree. I am loving my time at ICMS.

**Tasha Ross**  
Student  
Bachelor of  
Event Management



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

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



“ At ICMS, I learnt from the best. They were the best in the industry and there were a lot of networking opportunities.

**Sowon Lee**  
Student  
Bachelor of  
Event Management

# WHAT

will separate you from  
the other graduates?

## An Event Management degree designed by the best, for the best

At ICMS we are connected with industry. We work with event industry professionals, including experts from the fields of event planning, project management and event sponsorship, to maintain our high standards of excellence in curriculum design. We continually review and refine our Bachelor of Event Management degree to ensure our students have the best specialist knowledge in event management to work anywhere in the world.

## Up to 9 months of real-industry experience

When you graduate from ICMS you'll have more than just a degree. Built into your qualification are up to 9 months of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

## You'll think outside the box and outside the classroom

Theory is important, it will teach you the fundamentals you need to be an event management leader. However, nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience working on real events. Field trips and site visits with our industry partners will see you learning from the best in the business.

## You are an industry leader in training

You won't just learn to coordinate events, we train you to be an event management leader. Combining specialist event subjects with business, we train you in the critical thinking and analytical skills you'll need to prepare for a management role after you graduate.

## We're the global industry experts

At ICMS we have lecturers with international careers who are experts in the events industry. Guest lectures from our network of industry partners will keep your learning fresh and relevant and up to date with the latest demands from industry and your future employers. When you take a study tour with us, we will introduce you to key staff at international event venues like the Plaza and the Madison Square Garden in New York.



ICMSAustralia



@icmscampus



c/ICMSAustralia



International  
College of  
Management  
Sydney



@ICMS\_Campus



# Bachelor of EVENT MANAGEMENT

## 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
	Specialisation	Venue and Hospitality Operations	100	3
	Specialisation	Introduction to Event Management	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Event Operations and Logistics	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Event Production and Design	200	3
	Specialisation	Exhibition Services	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	Event Practicum	200	3
	Specialisation	Legal Issues for Event Management	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Specialisation	Promotions and Sponsorship	300	3
	Specialisation	e-Commerce and Social Media	200	3
	Elective	General Elective (as per course rules)	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	General Elective (as per course rules)	300	3
	Specialisation	International Events	300	3
	Specialisation	Conventions and Meetings Management	300	3
Trimester 9	Elective	General Elective (as per course rules)	300	3
	Specialisation	Research Project	300	3

## ELECTIVE EXAMPLES

Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Introduction to Information Systems	Cross Cultural Management
Business Communications	Managing Workplace Conflicts
Current Issues in Business Management	Business Ethics



## ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit [www.icms.edu.au/entry](http://www.icms.edu.au/entry)

## WHEN TO APPLY

ICMS has three intakes each year (**February, May and September**). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date. Apply directly to ICMS at [www.icms.edu.au/apply](http://www.icms.edu.au/apply) or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).

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01484M, RTO Code: 90851, TEQSA ID: PRV12025  
CRICOS Course Code: 068282A