



# Bachelor of **HOSPITALITY MANAGEMENT**

## **RANKED NO.1**

for Hospitality Management and  
Event Management in Australia  
based on graduate employability

*Kanter 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).*

In association with,



Rachel Webb,  
**Bachelor of  
Hospitality Management**



“ICMS has allowed me to reach amazing industry leaders through industry placement.”



# BACHELOR OF HOSPITALITY MANAGEMENT

Developed in conjunction with leading Swiss hotel school Cesar Ritz and featuring the most comprehensive practical training component in Australia, the ICMS Bachelor of Hospitality Management represents the next generation in hospitality qualifications. When you graduate from this degree you will possess the perfect blend of practical skill, theory and business acumen to take you to the top of your profession.

Turn your passion for professional service into a global career. The growth of global tourism has ensured that hospitality is now one of the world's biggest industries with a broad range of job opportunities available in every country.

You could be working in a five-star international hotel, an island resort, a lively city restaurant or a major tourist destination. A career in hospitality offers you both choice and security.

The Bachelor of Hospitality Management is designed to position students for success as professionals in the hospitality industry, with a focus on future-proofing you for adaptability in a rapidly changing world. This course aims to provide you with transferable skills, industry experience and in-depth knowledge of hospitality practices that will allow you to be employed in management positions around the world.

Subjects focus on core business skills with the addition of specialised hospitality management subjects. Business subjects include sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will be exposed to the inner workings of the hospitality sector and develop skills in areas such as rooms division, gastronomy, and food and beverage.

Hospitality management and business subjects are supplemented by elective subjects from a range of business areas. Your choices include electives in marketing, international tourism, entrepreneurship, event management and sports management. This allows you to enhance your hospitality management degree with subjects that reflect your interests and ambitions.

At ICMS we believe that the best learning experience combines practical and 'real world' experience with a strong academic foundation. Work Integrated Learning (WIL) subjects are built into your degree, meaning you graduate with more than a degree – you'll graduate with real world experience – and will have gained invaluable industry connections.\*

The teaching of this course integrates the practical experience of industry specialists with a more formal academic approach, providing you with a practical perspective on today's business sector.

In your final year of the Bachelor of Hospitality Management, you will have the opportunity to participate in a 'capstone' subject to test your abilities in addressing contemporary issues or problems in the area in which you may forge a successful career.

A career in hospitality can literally take you anywhere in the world as you deliver experiences to people beyond their wildest dreams and exceed their expectations every day.

\*See page 8 for more on WIL

## QUICK FACTS

CRICOS Course Code:	0101132
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Minimum of 600 hours industry experience + 180 hours of self-study
FEE-Help:	Yes
Study Mode:	On-campus
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters



# A UNIQUE EXPERIENCE

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

ICMS has three campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill', which offers sweeping views over Manly Beach, and contrasts with the

beachfront Esplanade Campus and the new modern, vibrant and centrally-located City Campus. These spectacular locations offer a student experience that would be hard to beat anywhere in the world.



### Global Community

You will build life-long friendships and connections with students from over 50 different countries.



### Small Class Sizes

Small interactive classes mean you will develop strong relationships with fellow students and teachers.



### Industry Training (Work Integrated Learning)

Your degree includes a minimum of 600 hours real-world industry placement.



### Extra Learning & English Support

We give you every chance to succeed so you get access to personal study assistance and wellness support.



### Campus Accommodation

Choose to make the most of college life by living in student accommodation on or off campus.



### 'Castle' by the Beach

Study in the iconic 'castle on the hill' within walking distance to Manly and Shelly beach.



### City CBD Campus

Use convenient and modern campus facilities close to transport and the business centre.



### Sports, Clubs & Associations

Make friends and get involved in social and sporting activities both on and off campus.

# ICMS IS ALL ABOUT YOUR CAREER SUCCESS

## WHAT DOES SUCCESS MEAN TO YOU?

Everyone has a different idea of what success means to them. That's why we start with YOU. No matter what you study, we'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

## BUSINESS LEADERSHIP IN A GLOBAL CONTEXT.

Like you, we recognise the importance of developing global professional expertise and business maturity. From professional attire to built-in Work Integrated Learning (WIL) subjects, an ICMS career-focused education positions you for leadership in a rapidly-changing world. That's one of the reasons why up to 90% of our graduates are already employed in their field when they graduate\*.

*\*Internal Graduate Survey 2018*

# DREAM DESTINATION

The Bachelor of Hospitality Management has been designed to develop the following Graduate Capabilities:



### Professional Expertise

The skills and knowledge necessary to demonstrate confidence, competence and innovation in business and across disciplines.



### Agile Leadership

The capability to initiate, embrace and lead innovation and change, as well as engaging and enabling others to do so.



### Innovative Problem Solving

Initiative and enterprise skills that contribute to innovative problem solving of dynamic, real world challenges.



### Technology and Information Literacy

Up-to-date technology skills to interact and collaborate with others in a rapidly changing world, with the ability to gather and interpret relevant information in order to develop accurate judgements in an ethical and practical manner.



### Global Citizenship

The skills to work productively and collaboratively in diverse global environments and to make ethical and sustainable decisions that consider the impact on others across boundaries.



### Skilled Collaboration

The ability to work effectively within teams from diverse backgrounds, display effective leadership behaviours and effectively communicate knowledge and information to deliver measurable outcomes.



### Independent Self-management

A sense of self-awareness and self-belief to develop a personal culture of continuous self-directed learning, enabling ongoing personal and professional development.



# DEGREE STRUCTURE

In addition to facilitated theoretical subjects, experiential learning is a foundation of this course. As such it is designed to provide learners with practical work experience which is undertaken over two subjects (and two study periods) WIL201A and WIL301A. This equates to a minimum of 600 hours of industry experience and 180 hours of self-study.

Note: One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment). The accredited full-time study load is 3 years.

## SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken

# SUBJECT SNAPSHOTS

## HOS101A Rooms Division Operations

This subject investigates the most significant department in a hotel or resort, Rooms Division, through the study and practical application of front office operational procedures.

In this subject, current property management software, STR (Smith Travel Report) data and simulations are used to introduce students to the complexities of managing this area of a hotel or resort. Students will gain key knowledge required to manage this department including the principles and procedures involved in the provision of quality guest lodging with emphasis on front office, housekeeping and security and an introduction to yield management.

The subject highlights the importance of clear and timely communication and collaboration both within the department and externally.

## HOS202A Bar and Mixology

This subject introduces beverage and bar operations. Achieved through the study and practical application of operational procedures and basic concepts in a variety of styles and scenarios.

The students' understanding of beverage operations is greatly enhanced by the practical application of theoretical knowledge acquired in the classroom and the practical tutorials. This enables students to achieve the competency required to operate successfully in a management context.

## HOS301A Hotel Management Simulation

The accommodation industry is a significant sector of the global economy. It requires the combination of tangible products as well as the intangibility of service and experience. The need to remain competitive within a growing market requires planning with an emphasis on people, finance, operations and marketing.

This subject uses a learning simulation, the Hotel Operations, Tactics and Strategy (HOTS) simulation, which is concerned with developing skills for managing people, operations and business in hotels and hospitality companies. It focuses on the business operations and management issues to be found in successful lodging enterprises.

The subject incorporates the application of key aspects of marketing, service management, financial management, revenue management and business development within a hospitality context. It develops effective problem solving and critical thinking skills necessary to meet the service industry's ever-changing needs.



# REAL WORLD PROFESSIONAL PLACEMENT

All ICMS degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Professional Placement). Your placement is facilitated by our dedicated ICMS on-site WIL team who provide coaching and guidance throughout.

Your real-world industry experience prepares you for your future career in your chosen field of study. It allows you a unique opportunity to create a positive first impression with industry and develop strong professional and career networks; to demonstrate and further develop your real-world employability; and to fully explore your chosen industry to best inform your future career decisions.

# ABOUT WORK INTEGRATED LEARNING (WIL)

There are two stages in the ICMS WIL program:

## Pre-Placement Program

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, attend a career workshop, practice interview techniques and gain the necessary knowledge and skills to secure a placement.

## Your Placement

Our on-site team of WIL facilitators work with over 1000 industry partners to find the right fit for you to learn the most about your future career. We find a suitable placement that is the best fit for your skills, interests and professional goals. Your professional placement could take you to a major city or regional area in Australia. You could even take up a position in an international city.

Whilst you are out on placement you can work throughout two study periods\* (including the term break), which means you could gain up to 9 months of professional placement experience before you graduate. And because this is part of your degree, international students, like domestic students, may work full-time (up to 38 hours per week) during their placement and during term breaks.

\*One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)



# WHERE CAN THE DEGREE TAKE YOU?

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Hospitality Management you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice. This will see you ready for a career that spans industries and continents. You could work in a multinational company locally or take your skills and experience around the world.

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



## BAR MANAGER

A Bar Manager looks after the operations of a bar, and ensures the wellbeing of patrons and staff. Bar Managers work with the security operations of the bar to ensure legal requirements are met. Bar Managers are responsible for rostering staff, ensuring adequate stock is available and keeping things running smoothly.

<b>4.4/5</b>	<b>13.4%</b>	<b>4.2/5</b>
JOB SATISFACTION*	PROJECTED JOB GROWTH IN 5 YEARS*	CAREER PROGRESSION OPPORTUNITIES*

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



## HOTEL MANAGER

A Hotel Manager is responsible for supervising and controlling the operations of hotels and motels.

<b>4.2/5</b>	<b>4.1/5</b>	<b>4/5</b>
JOB SATISFACTION*	VARIETY OF WORK*	CAREER PROGRESSION OPPORTUNITIES*

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



## RESTAURANT MANAGER

A restaurant manager is responsible for the customer experience of a restaurant in terms of service and food quality.

<b>4/5</b>	<b>4/5</b>
JOB SATISFACTION*	VARIETY OF WORK*

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



# CURRICULUM SUMMARY

## BACHELOR OF HOSPITALITY MANAGEMENT

The course structure comprises of 12 core subjects, 8 specialisation subjects, 4 electives and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

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

**Level 200: 4 core subjects, 3 specialisation subjects, 1 elective subject and 1 WIL subject**

**Level 300: 2 core subjects, 3 specialisation subjects, 3 elective subjects and 1 WIL subject**

All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.

To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.

To be awarded the Bachelor of Hospitality Management students must complete all 26 subjects (84 credit points) as outlined below.

A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
<b>Level 100</b>					
BUS101A	Pathway to Success	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
THE101A	Introduction to Tourism, Hospitality & Events	Specialisation	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
HOS101A	Rooms Division Operations	Specialisation	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
<b>Level 200</b>					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and					
**Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A					
ECO201A	Economics for Managers	Core	*	F2F	3
ENT201A	Creativity & Innovation for Business	Core	*	F2F	3
LAW201A	Business Law for Managers	Core	*	F2F	3
HOS201A	Food & Beverage Service	Specialisation	*	F2F	3
HOS202A	Bar & Mixology	Specialisation	RSA	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
HOS203A	Gastronomy	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
<b>Level 300</b>					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and					
**Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
THE302A	Revenue Optimisation	Specialisation	*	F2F	3
HOS302A	Service & Experience Management	Specialisation	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
HOS301A	Hotel Management Simulation	Specialisation	THE302A	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3

“Do not second guess the opportunity to study at ICMS. Employers look for students from ICMS as they have both practical knowledge and experience.”

**Jessica Ho**  
Corporate Sales Coordinator  
Hyatt Regency Sydney,

“The college provides a lot of information and assistance for students. At ICMS we have smaller classes, so we have a higher chance to interact with our lecturers.”

**Ting-Yun Wu**  
Student  
Food and Beverage Attendant -  
Hamilton Island

# ICMS



**ICMS  
INTERNATIONAL COLLEGE OF  
MANAGEMENT, SYDNEY**

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Management, Sydney and Aspire Institute, CRICOS  
Provider Code: 01484M, RTO Code: 90851, TEQSA ID:  
PRV12025 CRICOS Course Code: 0101132

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

**Admission Criteria**

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**Application Information:**

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**Important Dates:**

[/future-students/application-information/important-dates](#)

**Fees:**

[/future-students/application-information/tuition-fees](#)

**Accommodation:**

[/future-students/student-services/accommodation](#)

**Student Support and Wellness:**

[/future-students/student-services/wellness-support](#)

**Information on Education Services for Overseas Student (ESOS) Framework:**

[internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation](http://internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation)

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