

# ICMS



SYDNEY  
AUSTRALIA

S U C C E S S I S F O R T H E E X P E R I E N C E D

**100%**

of our degree students  
graduate with  
industry experience

**TOP 8**

for overall employment  
in Australian Higher  
Education

*QILT Graduate Survey 2017*

**90%**

of our students  
graduate with a job  
in their field

*Internal Graduate Survey 2018*

**AHEAD OF GO8  
IN SKILLS  
DEVELOPMENT**

*QILT Survey 2018/19*





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*Internal Graduate Survey 2018*

TOP 8

for overall employment in  
Australian Higher Education

*QILT Graduate Survey 2017*

Overall graduate employment rate  
**HIGHER  
THAN THE Go8**

Australian universities

*QILT Graduate Survey 2017*

**RANKED  
#1**

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

*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).*

**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  
industry training customer care

*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).*

NSW Premier's  
**EXPORT  
AWARD**

in the Education and Training Category





# g'day

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# welcome to Sydney



## **Sydney, one of the world's most liveable cities**

Home to the iconic Opera House and Harbour Bridge, Sydney is one of the world's most attractive cities for international visitors. Ranked as one of the world's most liveable cities, Sydney is the gateway to Australia. Our world-class attractions, golden beaches, pristine national parks and unique cultural experiences make studying in Sydney an experience unlike any other.

Studying away from home is your chance to immerse yourself in a new culture, expand your horizons, make new friends and create memories that will last a lifetime.

## **Our Campuses**

From its origins in 1996 as a specialised management college, today ICMS has four campuses and more than 2000 students from around the world gaining qualifications in a diverse range of fields. Three of our campuses are located on the beautiful Northern Beaches region of Sydney, including "the castle on the hill" in

Manly, the Esplanade Campus, and ISCA in North Narrabeen. ICMS also has a city campus in the heart of Sydney's CBD.

## **Culture**

Australia prides itself on being the country of the 'fair go'. This means we value fairness and common courtesies. Waiting patiently for your turn in a queue and using 'please' and 'thank you' will go a long way with most Australians. Another popular Australian expression is 'no worries' because Australians are generally pretty laid back. We have a cheeky sense of humour and a relaxed attitude about most things in life. However, there is one thing that nearly all Australians are extremely passionate about – sport. If you talk to an Aussie about their favourite sport you could make a friend for life. Along with a thriving arts scene, beachside lifestyle, and cosmopolitan dining experiences, live sporting events are a large part of life in Sydney. The website [sydney.com/events](http://sydney.com/events) is a great resource for event inspiration.

## **Climate**

Known for its blue skies and sunshine, Sydney has a mild and pleasant climate. Our mid-winter temperatures rarely fall below 10oC (50oF) while mid-summer temperatures can occasionally reach 36oC (97oF) with 22oC (72oF) the average.

## **Cost of living in Sydney**

If you have never lived away from home, be aware there are lots of things, apart from your tuition fees, you need to budget for. The cost of living in Australia depends on many varying factors such as choice of accommodation, location and individual students' spending habits. Australia's Department of Home Affairs has financial requirements you must meet in order to receive a student visa and hence to cover the cost of living expenses in Australia. From 23 October 2019, the amount for the primary applicant is \$21,041. Our website [icms.edu.au](http://icms.edu.au) has helpful links about cost of living and includes a table that provides a guide to common expenses.

Generally, the cost of living in Sydney really depends on the lifestyle you lead. If

you like extravagance you might spend a little more on luxuries, but for the more modest budget there are many free and low cost activities to enjoy in Sydney. As an outdoor city, Sydney has countless beaches, national parks, and sporting fields to keep you entertained without spending a cent.

## **Safety and security**

ICMS is committed to providing a safe campus for students. At our Manly campus, Managers on Duty are available 24 hours a day and are trained in first aid. ICMS also has specific first aid staffers and offers a free shuttle bus that runs to and from Manly.

ICMS is committed to providing a safe and healthy workplace place of study and work for all students and staff, including freedom from sexual assault and sexual harassment. When you're at ICMS, we ask that you cooperate with actions taken to protect health and safety; seek information or advice from a staff member before performing new or unfamiliar tasks; report all health and safety accidents, incidents

and hazards as soon as is practicable; and follow emergency evacuation procedures.

Australia is generally regarded as one of the safest countries in the world. However, it is still important that you look after yourself in your new country. Overseas health cover (OSHC) is a good idea and you can either arrange this yourself or ICMS can arrange this for you. Your Letter of Offer will have more information about this.

Think about getting private health insurance for those things that OSHC does not cover and consider travel insurance for things like missed flights and lost luggage.

You may also need Home and Contents insurance for your belongings or vehicle Insurance if you intend to have a car in Australia.

## **Getting around**

The ICMS Northern Beaches Campus in Manly is located 17 minutes by fast ferry from the city of Sydney. The public transport system in Sydney includes

ferries, trains and buses. The ICMS City Campus is conveniently located in the heart of the city close to Central Station, light rail and buses. The easiest way to get around on public transport is to purchase an Opal card ([opal.com.au](http://opal.com.au)). This covers travel on combined forms of transport around Sydney, including trains, ferries and buses.

## **Working in Sydney**

As an international student you are able to work in Australia for up to 40 hours per fortnight (two week period), with unlimited hours during ICMS vacation periods. ICMS international students completing their industry training placement are eligible to work full time during this training period as the work placement is a subject within their degree and does not have the same restrictions. For more information on your visa privileges, visit [homeaffairs.gov.au](http://homeaffairs.gov.au).



# your new home

The International College of Management, Sydney (ICMS) is a leader in career-focused education and offers university-level undergraduate and postgraduate 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 industry training subjects, an ICMS 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.\*

#### **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 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' with sweeping views over Manly Beach; the beachfront Esplanade Campus; and the new modern City Campus.

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.

\*Internal Graduate Survey 2018







# gateway to SUCCESS

At ICMS we are connected – with industry and with each other. Our approach to work-integrated learning, emphasis on professionalism and our comprehensive industry training program will take your education beyond the classroom and provide the foundations of a successful career. ICMS is a community of aspiring professionals, and it is our mission to make that professional transition a smooth one. This is done by working closely with you throughout your degree. At ICMS your student experience will be unique. You'll earn your qualification in a friendly, multicultural environment at one of the world's most stunning campus locations.

#### **Quality teaching and learning experience**

At ICMS you learn directly from industry experts. Our teaching staff are passionate educators with extensive industry experience. They are committed to the teaching and learning of our students, delivering a challenging, engaging and cutting-edge education. At ICMS you will experience our next generation education. We believe in a curriculum that prepares you for professional success, blending a thorough understanding of theoretical principles with innovations in hands-on, practical education. This is supported with industry placements and our practical learning environments such as the ICMS Grand Dining Room, our collaborative student work spaces, library, and computer and mobile technology.

#### **Practical work experience**

At ICMS we believe that the best learning experience combines practical 'real-

world' experience with a strong academic foundation. All our degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Industry Training or Internship). At ICMS our undergraduates could undertake a placement within their chosen industry for up to nine months - giving our students a distinct edge over other graduates. It allows you the unique opportunity to create a positive first impression with prospective employers; to develop a professional network; to demonstrate and further develop your employability; and to fully explore your chosen industry to best inform your future career decisions.

#### **Incredible student experience at ICMS**

ICMS is a community. At ICMS you will have the opportunity to immerse yourself in all aspects of student life. You will find student-led clubs and societies, sporting teams and an enviable social and events

calendar. We organise activities such as surfing trips, skiing trips and theatre visits to help students take advantage of everything Manly, Sydney and Australia have to offer. Like any good community, we also care about your emotional wellbeing. Our academic and personal support services are available to you to ensure that your student experience truly is incredible.

#### **Emphasis on professionalism**

Our dedication to professionalism begins when you first walk on campus. As management specialists we deliver and expect high standards of professionalism across our ICMS community. As an ICMS student you will dress in business attire when you come to class. Impressions are important in the workforce and this is one of several ways that we train you for your management career. Our industry partners have told us that our students

and graduates stand out from the crowd because of their professional behaviour and presentation. It's all part of preparing you for your future career.

#### **An international education - Diverse multicultural learning environment**

At ICMS we will connect you with the world. We are a global institution with international students and graduates. When you study at ICMS you are part of a diverse multicultural learning environment and you will have opportunities to develop an extensive network of friends and contacts with classmates from more than 55 countries. This adds to the global context of your education, preparing you for your career in an increasingly international workforce.

#### **- International study opportunities**

If you love travel, our exchange programs

can send you overseas to study at one of our partner institutions. Your overseas study can be fully accredited to your ICMS degree. Our exchange programs allow you to study at both ICMS and a selected partner institution. We have many partner institutions in countries in Europe and America. For more information please go to [www.icms.edu.au](http://www.icms.edu.au)

#### **Global alumni community**

Successful careers start at ICMS. There are thousands of ICMS graduates working around the world, many working in impressive roles at international organisations. As an ICMS graduate, you will have international opportunities to network and form professional partnerships.



# The Northern Beaches Campus

**The Northern Beaches Campus**  
151 Darley Road, Manly 2095

From its origins in 1996 as a specialised management college, today ICMS has four campuses and more than 2000 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 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)
- Grand Dining Room (open to the 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
- Masters degrees
- Bachelor of Business
- Diploma of Business Management
- 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

**The City Campus**  
Level 4, 451 Pitt Street, Haymarket 2000



# your classes

A photograph of three students sitting at a long table in a classroom or workshop, focused on their work. The student in the foreground is a young woman with blonde hair tied back, wearing glasses and a black blazer over a yellow top. She is writing in a notebook. Behind her, two other students, a young woman and a young man, are also working. The room has large windows in the background, letting in natural light.


At ICMS we are dedicated to your education. We motivate you to think critically and be an active participant in the learning process. You will test your theory in real-world learning environments including our renowned industry training program and integrated learning spaces. We are not afraid to break new ground to ensure that our curriculum and research is relevant, practical and visionary.

Small classes equal better learning opportunities. Our class sizes generally have between 20 to 35 students. Working in small, collaborative groups is the best way for you to gain a deeper understanding of your course content. It is part of what makes ICMS a community.

You will learn directly from industry experts. The collective expertise of our teaching faculty spans industries, countries and careers. They all share one goal, to deliver a transformative educational experience to ICMS students.



# your classmates

A large group of diverse students, including men and women of various ethnicities, are posing together outdoors. They are dressed in semi-formal attire like blazers, shirts, and ties. The background features a large, light-colored building with arched windows and several flags flying. Lush green trees and bushes are also visible.

ICMS is not just a college, it is a community. With over 2,000 students from more than 55 countries, our student population is smaller than most universities. This is the perfect environment for meeting new people and forming lifelong friendships and professional partnerships.



A collage of logos for various sponsors and partners, including:

- CONMED
- ceventr
- Basic Bananas
- SYDNEY SWANS
- SYDNEY FILM FESTIVAL
- MU SEA UM
- Fairfax Events & Entertainment
- TOURISM AUSTRALIA
- PANTHERA PROPERTY GROUP
- FLIGHT CENTRE
- Sheraton Mirage
- CRICKET NSW
- SCHOLARSHIP PARTNERS
- ISCA
- ACCOR
- STRATHFIELD COUNCIL
- ANZ
- Allianz
- Alceon
- HOSTPLUS
- WALT DISNEY
- UNDER ARMOUR
- OZSALE
- GC
- NEON
- TGS
- WOBI
- McGrath
- UBISOFT
- Lakeba
- WESTIN
- CBRE
- Hilton
- humanitix
- BRIDGECLIMB
- TRAVEL AUTHORITY GROUP
- Destination NSW





# your support network

The ICMS community prides itself on being more personal than larger universities. We want you to succeed so we support you with an extensive range of services and facilities.

## **Learning and English Assistance**

ICMS offers a wide variety of academic support services for students. Our Student Success Centre (SSC) has academic advisers who will help you to develop your academic skills and prepare you for the cultural change to tertiary student life. It has a specialised ESL advisor to help support students and a numeracy adviser who offers support in numeracy subjects. The SSC is open from Monday to Friday every week of the ICMS trimester. In addition, the SSC also provides individual support and provisions for students with special academic needs. We can assist you with effective study and

exam preparation techniques, time and stress management, academic writing, oral presentations, and English language support (written, spoken and comprehension). Learning support can help you to reach your full academic potential.

The SSC also runs a Peer Assisted Learning Service (PALS). High performing students assist others in specific areas of their studies. Be it helping a student to grasp a key concept or steering them in the right academic direction, our PALS mentors give up their time voluntarily to ensure students succeed at ICMS.

## **Library – Pollard Resource Centre**

The Pollard Resource Centre is home to your ICMS library. It is equipped with computers, books, journals and audio visual materials. Quiet areas and rooms dedicated to group study and meetings are also located in the Centre. Our highspeed printer/photocopier/scanner is available for student use.

Most importantly the library provides access to the college's impressive collection of electronic resources, including hundreds of thousands of e-book and e-journal titles from internationally respected publishers. Our friendly library staff will help you to use these resources efficiently for your assignments.

## **Personal Support**

ICMS remains committed to the physical and emotional health and well-being of our students. We all need help from time to time. The ICMS Wellness Team provides appropriate guidance and personal support to our students if and when it is needed. If you feel overwhelmed at any time, or a personal problem arises, you can speak to our Wellness Team who can help you or guide you in finding appropriate help.

## **Student Representative Council (SRC)**

The Student Representative Council (SRC) strives to improve and maintain the quality of student life for the entire student body. The SRC is elected by peers and acts as an advocate for the student body with the SRC President holding a position on the Learning and Teaching Committee. The SRC also works with our Student

Experience Team to organise a range of social activities, including major events such as our College Icebreaker. Throughout ICMS trimesters, the SRC also holds regular events for students to enjoy.

## **Residential Leaders**

Our Resident Leaders (RLs) are senior student leaders who live on campus and provide support to all ICMS students throughout their time at ICMS. The RLs are trained to offer support and advice on a range of day to day matters, including emotional support, student comfort, safety and behaviour. They have undergone training to provide mental and physical first aid and emergency response. They are also your student voice and can help you to resolve any issues about student life on campus.

## **Safety and Security**

ICMS is committed to providing a safe campus for students. Our managers on duty are available 24 hours a day and are trained in first aid. ICMS also has specific first aid staffers and offers a free shuttle bus that runs to and from Manly.

## **Facilities**

Facilities on the Northern Beaches campus include computer laboratories, tennis and basketball courts, café, bar, and a restaurant open to the public called the Grand Dining Room. Free wireless internet is available throughout the buildings of ICMS including classrooms and accommodation. At the City Campus you will find modern facilities, including a student dining area, secure access and several cafes within walking distance.





# your place

## Where to live in Sydney

### ACCOMMODATION

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

Explore student accommodation options both on and off-campus.

### 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.

### 2020 ACCOMMODATION RATES (2021 rates will vary)

The fees for on-campus accommodation are as follows.

Room Type	Undergraduate Per Trimester Cost (Based on 13 week trimester)	Postgraduate Per Trimester Cost (Based on 18 week trimester)
Single	\$6,100	\$8,450
Single View	\$6,430	\$8,900
Bunk Style Room	\$5,480	\$7,590
Triple Room	\$5,150	\$7,130
Quad Room	\$5,150	\$7,130

### 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.

- No parking
- Meals not included (self catered)
- 24 hr CCTV and 24hr staff on call
- Weekly cleaning of shared facilities by ICMS housekeeping.

**2020 Rates**  
**6 months:**  
**Single Standard Room**  
(per week); \$399. (6 x available)  
**Single \*Premium Room**  
(per week); \$449. (8 x available)

**12 months:**  
**Single Standard Room**  
(per week); \$374. (6 x available)  
**Single \*Premium Room**  
(per week); \$424. (8 x available)

*\*Premium: Larger room with double bed.*

**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.

Rooms vary in price from \$275 - \$350 p/week, excluding \$30 p/week for outgoings (water, electricity and gas), based on a 6 or 12 months lease.





# Career-focused online degrees

When you enrol and study through us via online learning, you will study the same career-focused degree as an on-campus student would.

Your degree will have the same small classes as on-campus students, and you will be assessed in the same way.

#### **Graduate capabilities that get jobs**

You will receive the same 21st Century Graduate Capabilities that make an ICMS qualification unique and graduate with an internationally recognised qualification.

#### **Community of learning**

Our online learning is cutting edge and allows for virtual communities to support you through your degree. From student chats and discussions to Online Academic Support 24/7 you will never feel alone while studying with us.

#### **Study from home, intern in the real world**

Your online study will include industry training - a key component of ICMS' degrees, and a driver of our career-focused approach. Our industry training consultants guide you through your Work Integrated Learning (WIL) subjects to find you a professional placement outside of the virtual space that is aligned with your career goals. That's one of the reasons why around 90%\* of our graduates have a job in their field before they have finished their studies.

#### **Dynamic, live classes**

The lecturers who teach students on-campus are the same lecturers who teach online learning students. You have access to online streaming, and lecturers will engage with you in live sessions, so you will still feel a part of a community of learning.

#### **Start online, finish on-campus**

Your student experience will not be complete unless you are given the chance to meet the other young like-minded students with whom you've started the online journey. This is why you will have the flexibility to transition back to on-campus learning, if you would like to.

All of this means is that the level of quality in the delivery of your educational experience is the same as that delivered on campus.

\* Internal Graduation Survey 2018

Selected subjects and qualifications are offered online. Please check the website for more information.



“I love the fact that ICMS is smaller than the traditional unis. It means it’s possible to get to know everyone and we enjoy a great balance between our social lives and our studies.”

Saga Svensson  
Bachelor of Business

# Bachelor of BUSINESS

Business continues to be one of the most popular qualifications – and for good reason. A qualification in business equips graduates with universally sought-after skills and offers opportunities in so many diverse roles and industries.

The Bachelor of Business is ideal for those who want to make a tangible contribution to the success and growth of a business, push boundaries and challenge the status quo. Designed to position students for a successful career as professionals in any industry, this is a qualification with a focus on future-proofing you for adaptability in a rapidly changing world.

Whether you chose to stay local or are ready to go global, a degree in business can fast-track your climb up the corporate ladder in any sector.

## DEGREE STRUCTURE

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

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

## SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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



CURRICULUM SUMMARY

BACHELOR OF BUSINESS

The course structure comprises of 12 core subjects, 12 elective subjects 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, 4 elective subjects and 1 WIL subject

Level 300: 2 core subjects, 6 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 Business 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)

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions.

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior 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
Elective	Elective	Elective	*	F2F	3
LAW201A	Business Law for Managers	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3

**ELECTIVES**

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

YOUR JOURNEY TO CEO

At ICMS we train you to be a leader in business. When you graduate with an ICMS Bachelor of Business 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.

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

Business Manager	Franchisee	Business Owner/Founder
Business Analyst	Management Consultant	Retail Buyer
Business Development Coordinator	Marketing Manager	Sales Representative
Entrepreneur	Office Manager	Supply Chain Manager
Human Resources Manager	Retail Account Manager	Warehouse Manager

SUBJECT SNAPSHOTS

**Pathway to Success BUS101A**

This subject takes a holistic approach in supporting you on your pathway to success. It focuses on supporting your smooth transition into the college and developing your academic skills and performance, so you can maximise success in your chosen program. Through engaging classroom activities, you'll get to test out your growing informational literacy and interpersonal skills; using them to clearly communicate to a given audience both orally and in writing. Towards the end of the subject, you'll focus on what lies ahead; developing an employability toolkit which will help you enter and succeed in the professional workplace.

**Management Solutions for a Changing World MGT101A**

This subject is an engaging and informative introduction to the disciplines of business and management. It introduces key perspectives and debates from a range of fields that inform the study of business and management while explaining the complexity of issues that shape contemporary business and management practices and future directions.

The focus is on managing groups and motivating staff, managing human resources and employee relations, strategic management and planning, leadership, decision-making, and international perspectives of management – all of which will be grounded in different management theories.

**Global Citizenship MGT102A**

Like many other countries, Australia has witnessed a growing population with people from a range of cultural backgrounds living and working in the country. Therefore, it is essential that leaders in modern-day business settings are equipped with skills and strategies to effectively manage this increasingly diverse workforce.

This subject is designed to expose students to some thought-provoking research and concepts on cross cultural communication and management; identified as one of the key competencies in business management today.

Students will explore and develop strategies on how to become a culturally competent global citizen whilst recognising the strengths and limitations of their own culture and behaviour in a global business environment.

QUICK FACTS

CRICOS Course Code:

Accreditation Status:

AQF Level:

Campus:

WIL:

FEE-Help:

Study Mode:

Start:

Course Duration:

0101110

Active

7

Northern Beaches Campus, Manly City Campus, Sydney

Minimum of 600 hours industry experience + 180 hours of self-study

Yes

On-campus / Online\*

Feb, May and September

Full-time study load: 3 years  
Part-time study load: 6 years  
Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





**Why did you choose to study at ICMS?  
What factors influenced your decision?**

I wanted to find an institution that would give me the edge when it came time to find a job. I didn't want to be just another graduate with no experience. When I discovered ICMS towards the end of my HSC I found out I would graduate in the same time frame as other universities, and be armed with up to nine months of full time industry training.

**Why did you choose to study your degree?**

I have always been intrigued and interested in business, and I grew up with talk about the family business. My interest was aided by my strong entrepreneurial drive from an early age and I was fixated on the idea of being able to one day create and lead an organisation of my own. In my later years of high school my fascination with business grew and, consequently, I decided I would pursue a degree and hopefully a career in business management.

**What are your plans for when you complete your degree?**

I hope to implement what I have learnt during my degree in the corporate and investment-banking sector. I feel I will be able to gain knowledge and experience through studying business-to-business banking and long term investments. ANZ Bank has provided me with a unique opportunity through my Professional Scholarship to work alongside them during my industry training and, therefore, I feel ANZ is an organisation I could develop with.

**What extra activities have you been involved in at ICMS as a result of your scholarship?**

As a condition of accepting a professional scholarship at ICMS you are required to participate as a student ambassador for 12 months. Becoming a student ambassador served as not only a way to meet students but to also improve presentation and communication skills at career exhibitions

through showcasing the college to school students. I found this has significantly helped my presentation skills.

**What are your other highlights from your first year at ICMS?**

I could list many highlights from my short time at ICMS, which is a testament to the benefits of studying here. These include having personal links with top executives within ANZ Bank, only a year out of high school, and participating at the Eastern University UniGames as part of the ICMS Touch Football team.

**What do you love most about being at ICMS?**

If I had to say one thing, I'd have to say that it is large enough to be unfamiliar and feel as if you are stepping out of your comfort zone, while still being small enough to feel comfortable, enabling you to meet plenty of new people from around the world and learn in a friendly environment.

**“When I discovered ICMS towards the end of high school I found out I would graduate in the same time frame as other universities, and be armed with up to nine months of full time industry training.”**

Andrew MacGregor  
ICMS Graduate



# Bachelor of Business Management (ACCOUNTING)

The ICMS Bachelor of Business Management (Accounting) combines business, management and accounting studies to help you emerge a well-rounded accounting professional ready to provide real business value in a range of different sectors.

Being good with numbers is only part of the accounting equation. Great accountants analyse, advise and contribute to strategic business direction. They are good communicators, good with people and central to business decisions.

The ICMS Bachelor of Business Management (Accounting) provides an accounting specialisation within a broader business context. The degree has been approved for professional accreditation by CPA Australia and Chartered Accountants ANZ, providing a solid endorsement of quality.

Subjects focus on core business skills with the addition of specialised accountancy subjects. Business subjects include sales and marketing; collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will develop a thorough understanding of accounting principles and their application and gain experience in preparing, evaluating and analysing financial data.

## DEGREE STRUCTURE

With a Bachelor of Business Management (Accounting) you will be industry ready. You will combine accounting and business studies and up to 9 months of industry training in 2.75 years of full time study (or equivalent part time). There are normally a minimum of two weeks holidays after each study period.

On your return from industry training we concentrate on developing your strategic management skills, getting you ready for a leadership role as a well-rounded manager.

### STUDY PATTERN - 2.75 YEARS

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken

Note: Applied Leadership must be taken as an extra subject in this degree.

“ICMS gives me a chance to experience both study and work at the same time.”

My Hanh Le,  
ICMS Student





# CURRICULUM SUMMARY

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Business Communication	100	3
	Core	Principles of Marketing	100	3
	Core	Introduction to Human Resources	100	3
	Core	Accounting for Business	100	3
Trimester 2	Core	Managing People and Organisations	100	3
	Core	Business Economics	200	3
	Core	Service Management and Innovation	200	3
	Core	Financial Accounting I	100	3
Trimester 3	Core	Principles of Responsible Leadership	200	3
	Core	Management Accounting I	100	3
	Core	Financial Accounting II	200	3
	Core	Business Statistics	100	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
	Core	Business and Corporations Law	200	3
	Core	New Enterprise Creation	200	3
	Core	Management Accounting II	200	3
	Core	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	Business Taxation / 300-level Elective	300	3
	Core	Strategic Marketing Management	300	3
	Core	Business Ethics	300	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Audit and Assurance / 300-level Elective	300	3
	Core	Corporate Finance	300	3
	Core	Research Project	300	3

### ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# TURNING VISION INTO VALUE

When you graduate with an ICMS Bachelor of Business Management (Accounting) 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:

Financial Accountant	Tax Accountant	Auditor
Business Analyst	Financial Advisor	Forensic Accountant
Investment Manager	Finance Manager	Management Accountant

# SUBJECT SNAPSHOTS

### ACC140 ACCOUNTING FOR BUSINESS

This subject aims to provide the student with the accounting knowledge to understand the principles of accounting and how it relates to the internal and external decision making of an economic identity. It focuses on the development of an understanding of accounting generally, the fundamental accounting processes and issues as well as critical, analytical and quantitative skills. The student will be presented with the knowledge and skills to enable them to demonstrate the application of accounting concepts and principles to analyse and process business activity then prepare and present accounting information in financial statements.

### ACC130 FINANCIAL ACCOUNTING 1

This subject aims to provide students with the knowledge and skills to understand the principles of financial accounting and how it relates to the internal and external decision making of various stakeholders. This subject is designed specifically to provide the student with an understanding of the role that accounting plays in various aspects of financial decision-making. The student will learn how to summarise and present information within financial statements to aid the decision making of stakeholders.

### ACC120 MANAGEMENT ACCOUNTING 1


This subject aims to provide students with the operational information and skills relevant to planning, controlling and evaluating accounting information within an organisation. Students will also examine various tools that support management decision-making, such as: job and process costing techniques and activity-based costing for the managerial decision-making process. Students will also learn how to prepare various types of budgets and evaluate the costs and benefits of each type and design and evaluate management control systems.

### QUICK FACTS

CRICOS Course Code:	097375M
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Up to 9 months
FEE-Help:	Yes
Study Mode:	On-campus / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 2.75 years Part-time study load: 6 years Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





**“First and foremost, the industry training gained a lot of my attention, as it allowed me to gain experience in the accounting field while still a student. “**

Alex Salikin  
Bachelor of Business Management (Accounting)

**International College of Management, Sydney (ICMS) student Alex Salikin hopes to use the valuable industry training experience he is taking away from his placement at MMMigration to secure his career in the accounting profession.**

Salikin is currently studying an ICMS Bachelor of Business Management (Accounting) degree at the ICMS campus located in Northern Beaches, Sydney, NSW. He has been placed as an accounting intern during his Work Integrated Learning (WIL) subjects - which are built into every degree offered at ICMS.

“For my industry training, I am an accounting intern in MMMigration, a migration agent company. I hope that with the accounting experience I’m gathering from industry training I will be able secure my career as an accountant. Working in the industry, while still a student, has allowed me to get into the routine of working as an accountant, and this has also helped boost my confidence in pursuing my career,” Salikin said.

Industry training has allowed Salikin to extend his knowledge of the accounting

industry as he literally practices what he has learned in academic lectures.

“My main role in MMMigration consists of analysing, assessing and managing the financial health of the business. This includes the reconciliation of invoices for any discrepancies, for example. I also have a role in managing MMMigration’s Accounts Receivables and updating incoming payments on a weekly basis.”

It was this practical experience that attracted Salikin, from Indonesia, to study at ICMS. He was also pleased by the fact that the ICMS BBM (Accounting) degree has been approved for professional accreditation by CPA Australia and Chartered Accountants Australia and New Zealand (Chartered Accountants ANZ). What the accreditation means for ICMS students is that they enjoy automatic exemptions from CPA foundation programs - saving students the cost and time for six subjects – as well as eligibility to register as associate members of CPA upon graduation. A further advantage for students is that industry training during the ICMS Bachelor of Business Management (Accounting) counts towards full accreditation with CPA.

“There were definite aspects in regard to ICMS’s learning process that has helped me make my decision to study at this institution. First and foremost, the industry training gained a lot of my attention, as it allowed me to gain experience in the accounting field while still a student. This is a crucial factor for young aspiring accountants, such as me, who want to enter the accounting field,” he said.

ICMS is a career-focused higher education institution that offers a wide range of post-graduate and undergraduate degrees and diplomas such as the Bachelor of Business Management (Accounting) Salikin is studying. ICMS is aligned with industry partners from across the spectrum of degrees offered, meaning Work Integrated Learning (WIL) is meaningful to the student with regards to the field in which they would want to pursue a career.

“I believe that graduating with a bachelor’s degree from ICMS will help sharpen my knowledge of the industry and provide me with the necessary skills and knowledge to achieve success in my accounting career.”



# Bachelor of Business (ENTREPRENEURSHIP)

As leaders in the business and corporate world, entrepreneurs know how to look at things differently, to identify opportunities and balance calculated risk with the potential rewards.

Entrepreneurship is a skill that can be taught. As an entrepreneur you'll challenge convention, disrupt the status quo and seek solutions where others see none. You'll need to be energetic, goal oriented and driven - not afraid to chase your dreams.

With entrepreneurial skills you could become founder of your own start-up, be part of a larger organisation driving change, or simply create a balanced lifestyle where you choose to work on things that light you up, that motivate you and where you get to live by your own rules.

The Bachelor of Business (Entrepreneurship) is designed to position you for success as an entrepreneur in any industry, with a focus on future-proofing you for adaptability in a rapidly changing world.

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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



“ICMS offers an unforgettable experience. I have most enjoyed meeting new friends and gaining career-relevant skills and knowledge.”

Brynn Friedmann,  
Bachelor of Business (Entrepreneurship)



# CURRICULUM SUMMARY

BACHELOR OF BUSINESS (ENTREPRENEURSHIP)

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

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

**Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject**

**Level 300: 2 core subjects, 2 specialisation subjects, 4 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 Business (Entrepreneurship) 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
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
ENT101A	Entrepreneurship Foundations & Mindset	Specialisation	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
ENT102A	Venture Ideation & Validation	Specialisation	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior 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
ENT202A	Entrepreneurial Business Model & Launch	Specialisation	*	F2F	3
LAW201A	Business Law for Managers	Core	*	F2F	3
ENT203A	Guerrilla Marketing	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
ENT301A	Funding & Financial Modelling	Specialisation	*	F2F	3
ENT302A	Entrepreneurial Operations & Growth	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3

### ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# BUILDING BUSINESS CAPABILITIES

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Entrepreneurship) 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:

Entrepreneur	Management Consultant	Business Owner
Sales Manager	Marketing Manager	Operations Director
Intreprenuer	Office Manager	Business Manager
Director of Innovation	Director of Development	Director of Capital and Growth

# SUBJECT SNAPSHOTS

### ENT101 Entrepreneurship Foundations and Mindset

The subject aims to introduce the theory and practice of entrepreneurship, the characteristics of entrepreneurs, and the “mindset” of entrepreneurship in individuals and organisations. Students can gain an overview of the lean business start-up process, assess their own “mindset” for entrepreneurship and map out their journey to develop their mindset and skillset as entrepreneurs. The aim of the subject is for students to learn about themselves as people and thus identify what type of entrepreneur they would be.

### ENT201A Entrepreneurial Business Model and Launch

In today’s competitive world, business success depends increasingly on the ability to innovate. Business leaders are already recognising the importance of how creative practice and process can improve product and service development and design thinking in shaping business strategy.

This subject focuses on the importance of innovation and creative thinking in achieving business success. Innovation is not an end result. Rather, through creativity and foresight, it is a way of thinking that enables individuals and organisations to more effectively define critical problems, possible solutions and foster positive change.

The ultimate goal is to provide a set of proven creativity methods, skills and strategies that enable innovative breakthroughs to occur in a deliberate and predictive manner.

### ENT301A Funding and Financial Modelling

Many start-ups fail because aspiring entrepreneurs do not grasp the funding and financial modelling.

In order to successfully pitch to investors and Venture Capitalists (VCs), it is important to establish a strong business organisation that projects growth. To do this, it is crucial that the budding entrepreneurs can manage finances effectively by creating a financial model that allows them to make a profit and plan for growth.

The subject aims to help students understand the financial decision-making process largely from the point of view of the founder of an entrepreneurial venture. Students will learn to apply corporate finance tools and concepts related to modelling, valuation, control, and investment decisions within an entrepreneurial context. They will use cases with firms at different stages of their life cycles from initial angel or venture capital investments through exit decisions. Finally, students will explore new developments in entrepreneurial finance such as crowdfunding and early liquidity provisions.

QUICK FACTS

CRICOS Course Code:

Accreditation Status:

AQF Level:

Campus:

WIL:

FEE-Help:

Study Mode:

Start:

Course Duration:

0101115

Active

7

Northern Beaches Campus, Manly

Minimum of 600 hours industry experience + 180 hours of self-study

Yes

On-campus / Online\*

February, May and September

Full-time study load: 3 years  
Part-time study load: 6 years  
Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.



ICMS graduate Alejandro Jara is the owner and founder of Black and White Waiters, Sydney's leading boutique Wait and Bar staffing agency, providing well-presented and professional personnel to the Sydney events industry. B&W is also a valued industry partner of ICMS and provides an annual scholarship opportunity.

**What is the secret to success in this niche area of the events and hospitality industry?**

I would say that the secret has been to really understand the needs and vision of our clients and propose solutions and ideas to make their vision a reality. In a world where people keep doing more of the same, it is not hard to be different. You just need to believe in your product and propose it to your clients so they will benefit in ways they never thought possible. Minute attention to detail and taking each job extremely seriously has also been the thing which has helped us grow.

Some companies, in time, become content with their systems and stop giving the time and attention that their clients need. It is an easy trap to be caught in; however, there

is an opportunity for young companies to take advantage of this and gain market share.

**What prompted you to partner with ICMS in a scholarship opportunity?**

ICMS has always been extremely helpful with me and I still feel at home when I walk into the castle. I felt that starting a scholarship partnership with ICMS would be mutually beneficial and it was also a way to support the institution that supported me in the past, and which still supports me now. The Scholarships opportunity also gives us the chance to recruit directly from the college and we have been extremely happy with the students that now form part of the staff of Black and White Waiters.

**What is the first thing you tell B&W scholarship winners when they first start their professional placement at B&W?**

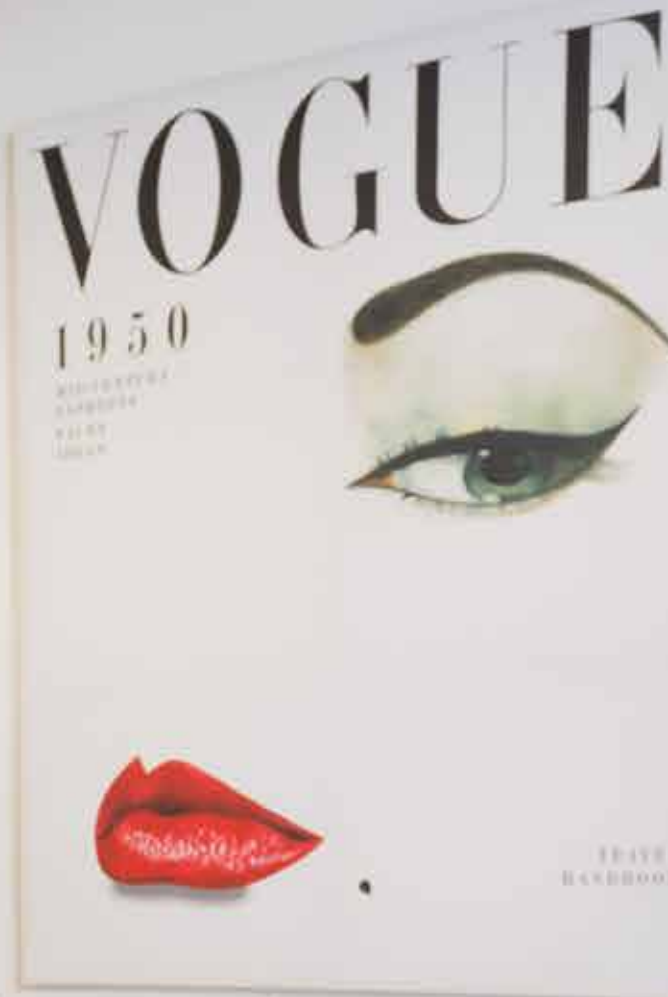
I tell them I am a big believer in young students as I was one of them when I started B&W. I tell them that there will be endless opportunities to grow and develop within this business if they enjoy working with us and would like to stay and grow with us.

**How has your ICMS degree contributed to you achieving your professional goals?**

Since the beginning and even now I put into practice all the knowledge and philosophy of service I learnt during my degree. I believe that my professional success goes hand in hand with my studies at ICMS.

**What would be your advice to someone considering studying at ICMS?**

I would tell them that they are about to start one of the most special journeys of their life and that they must make sure to enjoy every second of it! I would also tell them to make as many friends as possible and to be proactive in learning. It is easy to just go to the classrooms and pass the exams. However, those who take risks and genuinely try their best are the ones who are truly making the most of the resources ICMS offers. You can do this by staying after class and asking questions; putting your hand up to be the leader of teams or projects; learning how to get organised so you have a balanced lifestyle; take internships and opportunities, and more.



**“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  
ICMS Alumnus





# Bachelor of Business Management (FASHION AND GLOBAL BRAND MANAGEMENT)

## DEGREE STRUCTURE

With a Bachelor of Business Management (Fashion and Global Brand Management) you will be industry ready. You will combine accounting and business studies and up to 9 months of industry training in 2.75 years of full time study (or equivalent part time). There are normally a minimum of two weeks holidays after each study period.

On your return from industry training we concentrate on developing your strategic management skills, getting you ready for a leadership role as a well-rounded manager.

### STUDY PATTERN - 2.75 YEARS

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken

Note: Applied Leadership must be taken as an extra subject in this degree.

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

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

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

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



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

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



# CURRICULUM SUMMARY

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Introduction to Human Resources	100	3
	Core	Principles of Marketing	100	3
	Core	Styling and Creative Direction	100	3
	Core	Introduction to the Fashion and Retail Industry	100	3
Trimester 2	Core	Managing People and Organisations	100	3
	Core	Fashion Planning and Buying	100	3
	Core	Accounting for Business	100	3
	Core	Consumer Behaviour	100	3
Trimester 3	Core	Retail Logistics and Operations	200	3
	Core	Service Management and Innovation	200	3
	Core	Digital and Social Media Marketing	200	3
	Core	Brand Management and Product Innovation	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
	Core	Event Practicum	200	3
	Core	Business Economics	100	3
	Core	E-Commerce	200	3
	Core	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Core	Strategic Marketing Management	300	3
	Core	Visual Merchandising and Design	300	3
	Core	Business Ethics	300	3
Trimester 8	Core	Strategic Management	300	3
	Core	Integrated Marketing Communications	300	3
	Core	Research Project	300	3
	Elective	300-level Elective	300	3

### ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# TURNING VISION INTO VALUE

When you graduate with an ICMS Bachelor of Business Management (Fashion and Global Brand Management) you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice. This will see you ready for a career that spans industries and continents. You could work in a multinational company locally or take your skills and experience around the world.

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

Brand Manager	Visual Merchandiser	Marketing Manager
Fashion Buyer	Digital Marketer	Creative Director
Retail Manager	Stylist	Event Manager

# SUBJECT SNAPSHOTS

### FBM102 Styling and Creative Direction

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

### FBM201 Brand Management and Product Innovation

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

### FMB103 Fashion Planning and Buying

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

### QUICK FACTS

CRICOS Course Code:	097374A
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Up to 9 months
FEE-Help:	Yes
Study Mode:	On-campus / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 2.75 years Part-time study load: 6 years Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





“The international focus at ICMS allowed me to broaden my perspective from having a purely Australian focus, to having a greater appreciation of the global market.”

Natasha Bridges,  
ICMS Alumna

**What is your current role?**

I currently hold the position of Communications Executive at L'Oreal Australia. I have been with L'Oreal for three years now within the communications team. From this I have had the opportunity to work across a number of different brands within the portfolio from Lancôme, Kiehl's, YSL Beauté and shu uemura.

**What career achievements are you especially proud of?**

I am proud of working with our global teams from Paris and New York at international press events to pre-launch new products into the market and build hype and excitement for individual markets. Working with these teams has given me international connections throughout the L'Oreal organisation.

**How has your ICMS degree contributed to you achieving your professional goals?**

The ICMS degree has allowed me to develop a broad range of skills and attributes that have enabled me to comprehensively meet the business's needs. The communications market is ever changing and evolving with social media at the forefront. Studying this at ICMS has allowed me to be ahead of the game and responsive to these rapid changes. The international focus at ICMS allowed me to broaden my perspective from having a purely Australian focus, to having a greater appreciation of the global market.

**What were your highlights during your time at ICMS?**

During my last year at ICMS I was elected as President of the Student Representative

Council. This leadership position was such an honour to hold and very crucial for student life at ICMS. It was the pivotal anchor between the university and student body, to address the needs of the students with a team to find a resolution.

**What would be your advice to someone considering studying at ICMS?**

Get involved with everything at the college, from sporting, to co-curricular and academic areas. You never know who you will meet and where that might take you further down your life journey.



# Bachelor of Business (INTERNATIONAL TOURISM)

A career in international tourism can be as exotic and colourful as its destinations. Channel your adventurous spirit, business acumen and lust for travel into a rewarding career.

Whether for pleasure or business, tourism professionals are responsible for promoting dream destinations, devising profitable visitor campaigns, and arranging entertaining tours and holidays in destinations far and wide.

The Bachelor of Business (International Tourism) will equip you with the skills needed for a successful career this growing and dynamic business sector.

Every organisation in the tourism industry requires professionals with skills to attract, accommodate and entertain tourists with the aim of increasing revenue. This course aims to skill you in all areas of tourism business operations - identifying challenges and assessing solutions.

Subjects focus on core business skills with the addition of specialised international tourism subjects. Business subjects include sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your tourism subjects you will be exposed to the latest in tourism technology, trends and tour design. You'll also learn about airline management and how sustainability and ethical issues impact on profitability.

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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

“The amazing thing about studying at ICMS is knowing you’ll get to actually experience your degree, before graduating.”

Julie Leighlany Fenaulelei,  
Bachelor of Business (International Tourism)





## CURRICULUM SUMMARY

## BACHELOR OF BUSINESS (INTERNATIONAL TOURISM)

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

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

**Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subjects**

**Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subjects**

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
Level 100					
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
TOU101A	Tourism, Technology & Innovation	Specialisation	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and **Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A					
ECO201A	Economics for Managers	Core	None	F2F	3
ENT201A	Creativity & Innovation for Business	Core	None	F2F	3
LAW201A	Business Law for Managers	Core	None	F2F	3
THE201A	Trends & Issues in the Visitor Economy	Specialisation	None	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
TOU201A	Tour Design & Development	Specialisation	None	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
TOU301A	Airline Management	Specialisation	None	F2F	3
TOU302A	Sustainable & Competitive Destinations	Specialisation	None	F2F	3
Elective	Elective	Elective	None	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
BUS301A	Capstone	Core	None	F2F	3

## ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# YOUR DESTINATION

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (International Tourism) 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:

Destination Sales & Marketing Manager	Guest Relations Manager	Resort Manager
Travel & Tourism Consultant	Tour Wholesaling & Operations	Tourism Bureau Manager
Regional Destination Manager	Destination Development Manager	Theming Consultant
Cruise Director	Hotel Manager	Airline Operations Manager

## SUBJECT SNAPSHOTS

## THE101A Introduction to Tourism, Hospitality and Events

Tourism, hospitality and events industries play an important role in the economies of developed and emerging countries. These industries generate substantial employment, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities globally.

This subject aims to provide a solid introduction to the key concepts and terminology, stakeholders and relationship, innovation, current trends and management issues, as a foundation for future tourism, hospitality and event subjects. It also focuses on the dynamic nature of the main operational sectors with an emphasis on potential career opportunities.

## TOU201A Tour Design and Development

This subject introduces students to the major components of tourism industry including the transport industry, travel agents, tourist destinations, tourist attractions, the hospitality industry, accommodation services, and tour operators. Students then will learn how to combine these components to create a package holiday and develop a selling tool to promote their products, holidays and itineraries.

## TOU302A Sustainable and Competitive Destinations

The world has become a global community, opening up destinations that were previously unimaginable. These destinations can no longer take a passive approach to tourism marketing; they are products which need to be positioned and promoted sustainably. The desire to become a recognised destination presents some real marketing challenges in the face of intense competition as many destinations adopt an active marketing strategy to attract and retain their visitors. Therefore, it is necessary for the tourism planner and marketer to develop and promote their destination competitively and sustainably.


This subject aims to provide students with in-depth knowledge and understanding of the environmental, socio-cultural and economic impacts on a tourist destination. Students will explore various topics such as tourist motivation, branding a destination, managing tourists, special interest tourism and crisis management. They then will work collaboratively to develop a competitive and sustainable tourism plan for a destination.

## QUICK FACTS

CRICOS Course Code:	0101128
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 / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters

**\*Selected subjects and qualifications are offered online. Please check the website for more information.**





“The best thing about working in hotels is the relationships you develop with both your colleagues and guests. I have met guests over the years that I continue to stay in touch with.”

Gemma Bennett,  
ICMS Alumnus

**What is your current role?**

My current role is Executive Assistant to the General Manager and Hotel Manager at the Sofitel Sydney Darling Harbour.

**Where did you do your Work Integrated Learning, and how has that helped you in your career?**

I began my Work Integrated Learning at Q Station in Manly the year I started studying at ICMS and remained working there for six years while studying and travelling. I wouldn't have the job I have now if I didn't gain that work experience. In the last few years that I worked at Q Station it was taken over by Accor in the Mirvac acquisition. This enabled me to transfer internally into my next role, which was at the Novotel Manly (also managed by Accor). After four years at the Novotel Manly I transferred to the Sofitel Sydney Darling Harbour which is where I work today.

**What career achievements are you especially proud of?**

My greatest achievement so far is obtaining my current role. It was an honour to be chosen to be as part of the team that

opened Sydney's first new build hotel in 17 years. While the opening was challenging it has been incredibly rewarding to see how far we have come since we opened our doors on 6 October 2017.

**What were your highlights during your time at ICMS?**

There are so many, including the Icebreaker parties, auctions to raise money for Bear Cottage, Tuesday nights at Shark Bar with other students, the graduation ceremonies and, of course, the exchange program I undertook in the United States with two of my best friends (who were also students at ICMS). I also made some amazing friendships over the time I spent at ICMS.

**What would be your advice to someone considering studying at ICMS?**

Do it - there isn't a more beautiful place to study in the world, you will receive a well-recognised education from industry professionals and forever look back at your time at ICMS as some of the best years of your life. I encouraged my brother, Tom Bennett, to study at ICMS and he would say the same!

**What is the best thing about working in your industry?**

The best thing about working in hotels is the relationships you develop with both your colleagues and guests. I have met guests over the years that I continue to stay in touch with. I also love creating special and memorable moments for guests during their holidays; it is incredibly rewarding. No one day is ever the same and whilst the work can be tough at times, I wouldn't want to be doing anything else. We also receive some very attractive discounts whilst travelling ourselves which is a nice perk!

**Where do you see yourself in 10 years' time?**

I really love being an Executive Assistant. The role suits my personality and I love the variety. In 10 years I predict I would be an EA for a Senior VP at a Hotel company. Alternatively, I could see myself working in a management role, for example as a Guest Experience Manager.



# Bachelor of Business (MARKETING)

Marketing is a fast-paced and fluid industry, demanding the best of your business creativity when representing brands and influencing consumer behaviour. The Bachelor of Business (Marketing) is designed to equip you with the knowledge and acumen you need for a successful marketing career in any industry of this diverse and dynamic business sector.

Every organisation in every industry requires marketing management professionals with skills to build strong brands, launch new products, optimise operations and maximise a company’s potential for profit. This is an ideal career for those who seek to understand how to attract, engage and retain customers. Good marketers are story-tellers who can create a narrative for their target market, helping them to connect with a brand on a personal level.

The Bachelor of Business (Marketing) is underpinned by core business subjects, together with specialised marketing subjects.

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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

“I feel incredibly lucky to have had the opportunity to pursue my tertiary studies at the amazing ICMS ‘castle’ campus in Manly, Australia.”

Thomas Bramley,  
Bachelor of Business (Marketing)





CURRICULUM SUMMARY

THE BACHELOR OF BUSINESS (MARKETING)

The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 electives and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

Level 100: 6 core subjects and 2 specialisation subjects

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

Level 300: 2 core subjects, 6 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 Business (Marketing) 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
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
MKT102A	Consumer Behaviour	Specialisation	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
MKT103A	Digital Marketing	Specialisation	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior 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
MKT201A	Integrated Marketing Communications	Specialisation	*	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MKT202A	Pricing & Distribution	Specialisation	*	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MKT301A	Marketing Strategy	Specialisation	*	F2F	3
MKT302A	Marketing Analytics & Big Data	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3

**ELECTIVES**

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

BUSINESS WITH CREATIVITY

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Marketing) 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:

Marketing Manager	Social Media Manager	Digital Marketing Specialist
Business Development Manager	Business Analyst	Cross Channel Marketing Specialist
Communications Director	EDM Specialist	Marketing Strategist
Multimedia Specialist	e-Commerce Specialist	Engagement Specialist
Brand Manager	Content Manager	Creative Director

SUBJECT SNAPSHOTS

**MKT103A Digital Marketing**

The aim of the subject is to introduce students to emerging interactive technologies, most notably social media tools, and discuss ways in which these technologies can be exploited by businesses to more effectively serve markets. The subject investigates how marketing-related functions are changed by the potential of these technologies, and how these new technologies can become key components of the organisation’s marketing efforts. Through this subject, students can discover why savvy consumers are increasingly participating in brands rather than merely receiving their messages, and explores how marketers can stoke conversations, co-create experiences and stories, and build engaging relationships with consumers.

**MKT201A Integrated Marketing Communications**

In this subject, students are introduced to the role of integrated marketing communications (IMC), the use of agencies, communication aspects of advertising, planning, budgeting and decision-making, media selection and controls on communication activities using the IMC model. This is specifically directed towards promoting sales of tangible products and intangible services though bricks and mortar stores and through internet-based e-commerce sites.

**MKT301A Marketing Strategy**

Strategic marketing encompasses the integration of marketing strategy elements which together are designed to secure a sustainable competitive advantage in the changing business marketplace.

This subject develops a student’s ability to apply strategic marketing principles, theories and related marketing law aspects to specific problems, competitive situations and environments. The focus is on a customer-orientated approach to the marketing organisation, market definition, and market segmentation, as well as an entrepreneurial approach to strategic choice.

QUICK FACTS

CRICOS Course Code:

0101119

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 / Online\*

Start:


February, May and September

Course Duration:

Full-time study load: 3 years  
Part-time study load: 6 years  
Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





“My overall goal in life has always been to be a part of the entertainment and media industry, and being able to do it every day has been so fulfilling.”

Kiana Harvey,  
ICMS Alumna

**What is your current role?**

I work in the Sponsorship and Promotions department of Channel Seven on the morning breakfast show, Sunrise. Every day is different and that's the beauty of the job. Whether I'm working behind the scenes of a weather cross, working with the 'Cash Cow', on a live studio concert or an onsite broadcast, there are many aspects to my role. Being behind the scenes of a live television program is extremely stressful and crazy, but seeing a show come together and seeing the things you have worked on become a success is what makes the role so beneficial and rewarding in itself.

**What career achievements are you especially proud of?**

I recently worked on a promotional tour for American popstar Katy Perry while she was in Australia for both Sunrise and for my other employer, Sydney radio station 2DayFM. Being a part of the production team was an exciting and rewarding experience and a major learning curve as I had a lot of control over what would happen on the tour. Being able to witness the entire process from the early organising stages right to the end was an amazing experience and is definitely something I am very proud to have been a part of.

I've also been lucky enough to work with the likes of Tom Cruise, Ed Sheeran, Niall Horan and Robbie Williams, to name a few, in such a short amount of time after leaving ICMS, but the reaction and response from the audience is what makes the job so amazing.

**What were the major contributing factors to your decision to study at ICMS?**

ICMS offers so many things that many other universities and colleges don't. What really attracted me to study at the college was the ability to travel while studying, and the Work Integrated Learning, which allows you to get a foot in the door for your future career. I think that being able to do this has added so much credibility to my resume and this is something that is often pointed out by professionals in my industry. Work Integrated Learning at ICMS has opened so many doors for me.

**What were your highlights during your time at ICMS?**

Being chosen for the inaugural ICMS New York Study Tour in my first year at ICMS is not only the highlight of my time at ICMS but an overall highlight in my life. Working on New York Fashion Week, going behind the scenes of some of the world's best

venues and having that experience has opened so many doors for me and has broadened my professional and personal network.

**What would be your advice to someone considering studying at ICMS?**

Be open and available to any and every experience that ICMS provides - even if it is just working on the Open Days or even O-Week! So many of these industries - from events, to property and hospitality - are about 'who you know' and you never know who you may meet at events like these. Get yourself known, be yourself and never be scared to let your voice be heard.

**What is the best thing about working in your industry?**

No day is the same - ever. And that's the best thing as it keeps you on your toes and the days are much more exciting and rewarding!





# Bachelor of PROPERTY

(Development, Investment & Valuation)

Buying, selling, investing, and negotiating on property is a high stakes career where knowledge of the industry is as important as the bricks and mortar that make up the buildings around us.

Property managers are wanted worldwide for their ability to manage complex issues related to real estate. To succeed in this potentially lucrative industry you'll need to be investment-focused, willing to take risks, have sound business skills and be a great networker. With a professionally recognised property management degree from ICMS you have huge earning and employment potential in areas as diverse as industrial, rural, commercial and residential property.

The Bachelor of Property (Development, Investment and Valuation) is designed to position students for success as professionals in the growing property development and investment industry, with a focus on future-proofing you for adaptability in a rapidly changing world.

## DEGREE STRUCTURE

### DEGREE LENGTH: 3 YEARS FULL-TIME

With a Bachelor of Property (Development, Investment & Valuation) you will be industry ready. You will combine accounting and business studies and up to 9 months of industry training in 3 years of full time study (or equivalent part time). There are normally a minimum of two weeks holidays after each study period.

On your return from industry training we concentrate on developing your strategic management skills, getting you ready for a leadership role as a well-rounded manager.

### STUDY PATTERN - 3 YEARS

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 600 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken
	TRIMESTER 9 (13 WEEKS) - 2 subjects taken

Note: Applied Leadership and Introduction to ICMS must be undertaken as extra subjects in this degree.

“Coming to ICMS has ignited my passion to pursue a career in property.”

Jonathan Voisin,  
Bachelor of Property  
(Development, Investment and Valuation)



# CURRICULUM SUMMARY

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Property Development	100	3
	Specialisation	Introduction to the Property Industry	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	Principles of Valuation	100	3
	Core	Business Statistics	100	3
Trimester 3	Core	Business Economics	100	3
	Specialisation	Facilities Management	200	3
	Specialisation	Commercial Valuation	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	Property Management	300	3
	Specialisation	Land and Property Law	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Commercial Real Estate	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	Property Investment and Finance	300	3
	Specialisation	Design Concepts	300	3
Trimester 9	Elective	General Elective (as per course rules)	300	3
	Specialisation	Research Project	300	3

## ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# THE KEYS TO A LUCRATIVE CAREER

When you graduate with an ICMS Bachelor of Property (Development, Investment and Valuation) 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:

Marketing Manager	Social Media Manager	Digital Marketing Specialist
Business Development Manager	Business Analyst	Cross Channel Marketing Specialist
Communications Director	EDM Specialist	Marketing Strategist
Multimedia Specialist	e-Commerce Specialist	Engagement Specialist
Brand Manager	Content Manager	Creative Director

# SUBJECT SNAPSHOTS

## PRO134 PROPERTY DEVELOPMENT

This subject will teach students to understand the importance of land use controls as they apply to property development projects and the highest and best use of land. It will provide students with the ability to access and analyse the legislative and statutory framework that affects the development and use of land.

## PRO110 PRINCIPLES OF VALUATION

The overall aim of this subject is to introduce students to valuation methodologies that can be applied to the valuation of residential and income producing properties. Students will learn how to inspect a property, conduct research and analyse and present evidence on their assessment of income producing properties.

## PRO210 LAND AND PROPERTY LAW

This subject aims to provide students with a basic knowledge of the relevant New South Wales Land and Property Law pertaining to Property Management. Students will be introduced to both Common and Statute Law. They will be asked to critically analyse the impacts of Native Title, easements, covenants and co-ownership on the concept of property ownership in NSW; apply the legal knowledge to identify key issues relating to ownership or leasehold of land; identify and explain the various types of interest in land including leasehold; and apply the legal concepts relating to real property and land law in NSW.

### QUICK FACTS

CRICOS Course Code:	068279G
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Up to 9 months
FEE-Help:	Yes
Study Mode:	On-campus / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.



**“In the future I hope to become a Senior Leader training other graduates as this is such an important time for career development. I’m constantly learning in this industry so this is definitely the next goal I’m working towards.”**

Ben Manton,  
ICMS Alumnus



**An International College of Management, Sydney (ICMS) professional placement led to fulltime employment at ASX-listed retail property landlord SCA Property Group for ICMS graduate Ben Manton.**

Ben stayed on at Shopping Centres Australasia (SCA Property Group) after graduation, and is currently working in retail development at the Sydney Head Office. According to their website, SCA Property Group is “an internally managed real estate investment trust (REIT) owning a portfolio of quality sub-regional and neighbourhood shopping centres and freestanding retail assets focused on convenience retailing across Australia”.

Ben said, “I started my current role through ICMS work integrated learning, which helped me understand the basics of the property industry, and from there I just grew and developed in the company. They kept me on, which has been a really great achievement.”

He progressed from leasing administration to being part of the team that handles shopping centre developments. Ben sees this role as a stepping stone towards continued upward mobility within the industry and at the company.

“There are some great leaders at SCA Property Group who have inspired me on a personal and professional level and I hope one day to achieve what they have,” he said.

Ben’s biggest career achievement to date was in his role within the team finalising a retail development in far north QLD.

“I was a part of this project from commencement and assisted the senior development team through to completion. I learned a lot along the way, something which I really enjoyed but also benefited from immensely.”

ICMS attracted Ben because of a strong interest in the broader property industry as a whole while the Work Integrated Learning

component allowed him to refine his skills in a particular sector.

“In the future I hope to become a Senior Leader training other graduates as this is such an important time for career development. I’m constantly learning in this industry so this is definitely the next goal I’m working towards.”



# Bachelor of Business (SPORTS MANAGEMENT)

In the multi-million dollar global sports industry, a passion for sport together with a head for business and a heart for the game can combine in a lucrative career that will be as rewarding as it is challenging.

You can make a career out of your love of sport by studying sports management - the business end of sports and recreation.

A Bachelor of Business (Sports Management) gets you to wherever there is sport – which is just about everywhere. From athlete and facilities management to marketing and finance, a Bachelor of Business (Sports Management) will prepare you for a leadership role in this ever-evolving and intensely exciting business environment.

Subjects focus on core business skills with the addition of specialised sports 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 global sports industry and gain insights into those areas of sport management vital for a successful career in this most exciting of industries.

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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



“I’ve had an amazing experience at ICMS, with so many good memories and great learnings too.”

Benjamin Bond,  
Bachelor of Business (Sports Management)



CURRICULUM SUMMARY

BACHELOR OF BUSINESS (SPORTS MANAGEMENT)
<p>The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:</p> <p><b>Level 100: 6 core subjects and 2 specialisation subjects</b></p> <p><b>Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject</b></p> <p><b>Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subject</b></p> <p>All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.</p> <p>To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.</p> <p>To be awarded the Bachelor of Hospitality Management students must complete all 26 subjects (84 credit points) as outlined below.</p> <p>A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)</p>

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
SPO101A	Sports Management Fundamentals	Specialisation	None	F2F	3
SPO102A	Socio-Cultural Factors in Sports	Specialisation	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and **Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A					
ECO201A	Economics for Managers	Core	None	F2F	3
ENT201A	Creativity and Innovation for Business	Core	None	F2F	3
LAW201A	Business Law for Managers	Core	None	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	None	F2F	3
SPO201A	Sports Marketing	Specialisation	None	F2F	3
SPO20	Sports Facilities and Event Management	Specialisation	None	F2F	3
-	Elective	Elective	None	F2F	3
-	Elective	Elective	None	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A	F2F	6
MGT301A	Ethics, Sustainability and Profit	Core	None	F2F	3
SPO301A	Athlete Management and Representation	Specialisation	None	F2F	3
SPO302A	Sports Futures	Specialisation	None	F2F	3
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
BUS301A	Capstone	Core	None	F2F	3

ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

CAREER JUMPSTART

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Sports 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:

Player or Team Manager	Sports Marketing Manager	Facilities Manager
Merchandising Manager	Sponsorship Manager	Sports Promotion Manager
Events Manager	Sports Media Manager	Sports Agent
Brand Manager	Sports Centre Manager	Warehouse Manager

SUBJECT SNAPSHOTS

SPO101A Sports Management Fundamentals

Sport Management Fundamentals enables you to recognise key aspects of the business of sport and to determinate how it differentiates itself from other industries. The subject looks at internal aspects of sporting organisations such as strategic sport management, marketing, human resource and financial management and future sport management challenges.

Sport Management Fundamentals also looks at external factors such as professional sport, digital media, not for profit and organisational structures, governance and the role of the state, including the influence of politics in the business of sport. All topics draw on Australian and international case studies, with contemporary examples utilised to help support theory.

SOP201A Sports Marketing

Introducing students to the core issues and concerns of marketing in the sport industry, ‘Sports Marketing’ provides students with an overview of the strategies and practices used by sports organisations to market their products and services to customers. To this end, the subject explores marketing concepts as they relate to the funding, promotion and commercial development of sport across various organisational levels.

SPO301A Athlete Management and Representation

High performance sport operates in an increasingly complex legal, social, political and technological environment. Given the ever-increasing demands placed on high performance athletes today, managers require the appropriate professional skills, knowledge, and experience to support these athletes during their playing careers and in periods of transition, including extensive understanding of the legal and social frameworks and systems required to maximise playing talent and career transition.

This subject will provide students with a critical understanding of the management and coordination of athlete talent within the Australian sport system. An underlying theme of the subject is the management of sport careers and also support for transition into retirement, and cessation of life as a professional or high-performance athlete. Students will also develop an understanding of dual career management and the policies, programs, processes and structures that influence athlete performance, personal development, and transition. Key considerations include the management of personal branding, financial literacy, well-being and behaviour, communication and social media strategies.

QUICK FACTS	
CRICOS Course Code:	0101122
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 / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





**“In 10 years’ time I would love to be managing large scale sporting events and competitions within Australia or even internationally.”**

Zoe Grout,  
Bachelor of Business (Sports Management)

**International College of Management, Sydney (ICMS) student Zoe Grout may well be managing sports events on the scale of the Rugby World Cup or the Olympics one day if she follows her dreams and fulfils her ambitions.**

Zoe is in her second year at ICMS and, in that time, she has won an ICMS Professional Scholarship and served as a Student Ambassador. She is currently completing her Work Integrated Learning as an Events and Game Day assistant with the Manly Warringah Sea Eagles.

The Manly Warringah Sea Eagles, based in Sydney's Northern Beaches, are an Australian professional rugby league team that competes in the National Rugby League's Telstra Premiership, which is the premier rugby league competition of Australia.

“All the staff at Sea Eagles, from the membership team to the CEO, push me to work to the best of my abilities and

challenge me to work out of my comfort zone, which has allowed me to learn so much in a short period of time,” Zoe said.

“The sports industry is full of passionate individuals who are driven to provide entertainment through competition, which I align with. In 10 years’ time I would love to be managing large scale sporting events and competitions within Australia or even internationally. Something like the NRL, Rugby World Cup, or even the Olympics.”

Work Integrated Learning is built into every degree offered by ICMS, a career-focused higher education institute located in the Northern Beaches, NSW. It was this emphasis, within the tertiary offering, that attracted Zoe to study at ICMS. She believes it is this aspect that will stand her in good stead as she forges a career in the competitive sports industry.

“Work Integrated Learning is allowing me to apply the content we cover in lectures to the real world, to strengthen my

understanding of the sports industry and to build connections,” Zoe said.

“The professional standards at ICMS allow the transition into the industry to be smooth, and the education I am receiving here provides me with the assurance that I can enter a full time role with a firm understanding of the industry. The Work Integrated Learning aspect of my ICMS degree will set me up with connections that will be valued throughout my career.”

To prospective students, Zoe advised: “Don't even think twice about applying - studying at ICMS will be the best decision you make!”



# Bachelor of EVENT MANAGEMENT

“ICMS offers an unforgettable experience. I have most enjoyed meeting new friends and gaining career-relevant skills and knowledge.”

Sophie Cuschieri,  
Bachelor of Event Management

Creating special memories and designing lifetime experiences for others is what makes a career in event management so fulfilling.

Event management is a growing global industry with a broad range of employment opportunities across different industries. This is the ideal career for you if you are organised, sociable and enjoy the satisfaction of seeing a project through to completion.

The Bachelor of Event Management will equip you with the skills to rise to the top of this diverse and dynamic sector. Designed to position students for success in the exciting events industry, this is a qualification which could take you anywhere in the world.

Subjects focus on core business skills with the addition of specialised event 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 creative events that stand out from the rest and will have an opportunity to explore various event ideas and translate them into your own creative event concepts and designs.

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

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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



CURRICULUM SUMMARY

BACHELOR OF EVENT MANAGEMENT

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

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

**Level 200: 4 core subjects, 3 specialisation subjects, 1 elective subjects 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 Event 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
Level 100					
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
EVT101A	Event Concept & Design	Specialisation	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior 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
EVT201A	Event Planning	Specialisation	*	F2F	3
LAW201A	Business Law for Managers	Core	*	F2F	3
EVT202A	Site Logistics	Specialisation	*	F2F	3
EVT203A	Event Production	Specialisation	*	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
EVT301A	Finance & Sponsorships	Specialisation	*	F2F	3
EVT302A	Creating Event Experiences	Specialisation	*	F2F	3
THE301A	Risk Management	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3

ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

CAREER JUMPSTART

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (Sports 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:

Event Manager	Event Producer	Event Director
Venue Manager	Exhibition Manager	Wedding Organiser
Conference Manager	Sports Media Manager	Sports Agent
Fashion Show Coordinator	Festival Manager	Theming Consultant

SUBJECT SNAPSHOTS

EVT101A Event Concept and Design

The success of an event starts with a creative design and concept. The event industry has grown exponentially over the past decade. Within the increasingly competitive event space, events that are unique and creative in design and their concepts are winners.

This subject exposes students to a world of creative events that stand out from the rest and provides an opportunity for students to explore various event ideas and translate them into creative event concepts and designs. Students will be able to participate in workshops to develop their own creative event ideas.

EVT201A Event Planning

This subject introduces students to the broad event planning principles and project management skills. It aims to engage students in the hands-on planning of a chosen event concept, and the use of event industry tools to plan their chosen event.

Students will also learn how to interpret an event brief and demonstrate their planning skills for a real event.

EVT302A Creating Event Experiences

The subject focuses on building the practical skills in event production. Students learn how to produce an event based on an event plan and/or a real client brief.

This subject gives students the opportunity to work on their chosen event designs and bring the plans into production.

QUICK FACTS

CRICOS Course Code:

0101130

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 / Online\*

Start:

February, May and September

Course Duration:

Full-time study load: 3 years  
Part-time study load: 6 years  
Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.



**Where did you do your Work Integrated Learning and how has that helped you in your career?**

I completed my Work Integrated Learning at the Four Seasons Hotel in Sydney where I spent nine months working in their Banquets Department. The role allowed me to utilise the skills I had been learning at the International College of Management, Sydney (ICMS) in the 'real world' and learn about five star standards. It gave me a strong insight on how events are run and it was great to see the variety of ways a hotel ballroom can be transformed to suit any event, whether it be an awards night, wedding or conference.

**What is your current role?**

I am an Event Manager at the Australian branch of cievnts, a global strategic corporate event management agency with offices in Australia, New Zealand, Hong Kong, United Kingdom, United States, Canada and South Africa.

**What career achievements are you especially proud of?**

When I am on site for my events I am extremely proud of what I have brought to life. To be given someone's vision and to be able to create that is a big achievement. It's especially rewarding when you receive positive feedback from your clients and delegates too.

**How has your ICMS degree contributed to you achieving your professional goals?**

The degree helped me get my foot in the door, I think half the operations staff at cievnts come from ICMS; the college is highly respected within my organisation.

**What were your highlights during your time at ICMS?**

The friends I made during my studies were a big highlight for me. It's also nice to now have so many contacts in the industry. As part of one of the subjects we had to organise our own event in teams. I am a practical learner so for me, personally, this gave me a great insight into what being an Event Manager would truly be like.

**What would be your advice to someone considering studying at ICMS?**

ICMS gives you many opportunities to grow your skills and knowledge but you also have to be willing to take them. Join the committees that ICMS has and volunteer to work at events; the more practical experience you have the better. This will put you ahead of the competition when you graduate and start applying for jobs.

Take every opportunity you can to make contacts in the industry, this will build up your event network. It was through one of my contacts that I got my current job.

**What is the best thing about working in your industry?**

The perks! I have been incredibly lucky and have travelled all over the world, staying at five-star properties and experiencing different cultures. There are so many experiences I would have never had without my role which I am forever grateful for.

“To be given someone’s vision and to be able to create that is a big achievement. It’s especially rewarding when you receive positive feedback from your clients and delegates too.”

Mel Coller,  
ICMS Alumna





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

Rachel Webb,  
Bachelor of Hospitality Management



# 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.

## 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. There are normally a minimum of two weeks holidays after each study period.

### SAMPLE STUDY PATTERN

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 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



# CURRICULUM SUMMARY

## BACHELOR OF HOSPITALITY MANAGEMENT

**Level 100: 6 core subjects and 2 specialisation 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 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

## ELECTIVES

You may choose 100, 200 and 300 level elective subjects from a range of business areas, subject to availability and course progression requirements. Your choices allow you to build a personalised educational experience that reflects your interest and ambitions. Please check the electives table on page 86.

# DREAM DESTINATION

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:

Hotel Manager	Food and Beverage Director	Accommodation Manager
Hotel Sales and Marketing	Guest Relations Manager	Banquet Manager
Resort and Spa Manager	Airline Operations Manager	Restaurant Manager
Bar/Cocktail Manager	Concierge	Catering Manager

## 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.

## QUICK FACTS

CORICOS 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 / Online*
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters

\*Selected subjects and qualifications are offered online. Please check the website for more information.





“Employers look for students from ICMS as they have both practical knowledge and experience.”

Jessica Ho,  
ICMS Alumna

**What is your current role, and how did you get there?**

I am currently the Corporate Sales Coordinator at Hyatt Regency Sydney, also assisting with managing Hyatt Regency Sydney's corporate accounts. I assist with new business pitches and consumer facing marketing and events.

I started my nine month professional placement at Shangri La Sydney in their fine dining restaurant, Altitude. I worked there for two years while studying at the same time.

I moved on to Park Hyatt Sydney as a food and beverage attendant where I was able to use my service skills learnt from my professional placement and from the subjects at ICMS.

I was quickly promoted to Hostess, where I was the face of The Dining Room and was also responsible for promoting the restaurant to diners.

I was then headhunted by Pier One Sydney Harbour for the role of Food and Beverage Coordinator, responsible for promoting their restaurant and bar, and for the coordination of events such as those held on New Year's Eve and for corporate and private events. I also trained staff on food and beverage admin and operations.

**What career achievements are you especially proud of?**

While at Pier One Sydney, I implemented SOPs (Standard Operating Procedures) for administration, sales and operational duties.

**How has your ICMS degree contributed to you achieving your professional goals?**

ICMS gave me a great overall understanding of hotel operations and admin from events, food and beverage, front office, rooms and revenue management. I started as a corporate sales coordinator with no rooms background; however, my degree helped me fill that gap.

**What would be your advice to someone considering studying at ICMS?**

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

**What is the best thing about working in your industry?**

No two days are the same. There is always a challenge to overcome while maintaining the integrity of the hotel's brand and seamlessly making the customer's journey remarkable.



# ELECTIVES

\*Selected subjects and qualifications are offered online. Please check the website for more information.

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery*	Credit points
Level 100					
ENT101A	Entrepreneurship Foundations and Mindset	Elective	None	F2F / Online	3
ENT102A	Venture Ideation and Validation	Elective	None	F2F / Online	3
EVT101A	Event Concept and Design	Elective	None	F2F / Online	3
HOS101A	Rooms Division Operations	Elective	None	F2F / Online	3
MKT102A	Consumer Behaviour	Elective	None	F2F / Online	3
MKT103A	Digital Marketing	Elective	None	F2F / Online	3
SPO101A	Sports Management Fundamentals	Elective	None	F2F / Online	3
SPO102A	Socio-Cultural Factors in Sports	Elective	None	F2F / Online	3
THE101A	Introduction to Tourism, Hospitality and Events	Elective	None	F2F / Online	3
TOU101A	Tourism, Technology and Innovation	Elective	None	F2F / Online	3
Level 200					
ENT202A	Entrepreneurial Business Model and Launch	Elective	None	F2F / Online	3
ENT203A	Guerrilla Marketing	Elective	None	F2F / Online	3
EVT201A	Event Planning	Elective	None	F2F / Online	3
EVT202A	Site Logistics	Elective	None	F2F / Online	3
EVT203A	Event Production	Elective	None	F2F / Online	3
HOS201A	Food and Beverage Service	Elective	None	F2F / Online	3
HOS202A	Bar and Mixology	Elective	None	F2F / Online	3
HOS203A	Gastronomy	Elective	None	F2F / Online	3
MKT201A	Integrated Marketing Communications	Elective	None	F2F / Online	3
MKT202A	Pricing and Distribution	Elective	None	F2F / Online	3
SPO201A	Sports Marketing	Elective	None	F2F / Online	3
SPO202A	Sports Facilities and Event Management	Elective	None	F2F / Online	3
THE201A	Trends and Issues in the Visitor Economy	Elective	None	F2F / Online	3
TOU201A	Tour Design and Development	Elective	None	F2F / Online	3
Level 300					
BUS302A	Blogging Your Way to Fame	Elective	None	F2F / Online	3
BUS303A	Study tour	Elective	None	F2F / Online	3
BUS304A	Project Management	Elective	None	F2F / Online	3
BUS305A	Mastering the Sale	Elective	None	F2F / Online	3
BUS306A	Innovative Disruption	Elective	None	F2F / Online	3
ENT301A	Funding and Financial Modeling	Elective	None	F2F / Online	3
ENT302A	Entrepreneurial Operations and Growth	Elective	None	F2F / Online	3
EVT301A	Finance and Sponsorship	Elective	None	F2F / Online	3
EVT302A	Creating Event Experiences	Elective	None	F2F / Online	3
HOS301A	Hotel Management Simulation	Elective	None	F2F / Online	3
HOS302A	Service and Experience Management	Elective	None	F2F / Online	3
HOS303A	International Restaurant Concepts	Elective	None	F2F / Online	3
MGT302A	High Performance Leadership	Elective	None	F2F / Online	3
MKT301A	Marketing Strategy	Elective	None	F2F / Online	3
MKT302A	Marketing Analytics and Big Data	Elective	None	F2F / Online	3
MKT303A	International Marketing	Elective	None	F2F / Online	3
SPO301A	Athlete Management and Representation	Elective	None	F2F / Online	3
SPO302A	Sports Futures	Elective	None	F2F / Online	3
SPO303A	Sports Governance	Elective	None	F2F / Online	3
SPO304A	Sports, Events, Tourism	Elective	None	F2F / Online	3
THE301A	Risk Management	Elective	None	F2F / Online	3
THE302A	Revenue Optimisation	Elective	None	F2F / Online	3
THE303A	Cruise Management	Elective	None	F2F / Online	3
TOU301A	Airline Management	Elective	None	F2F / Online	3
TOU302A	Sustainable and Competitive Destinations	Elective	None	F2F / Online	3

Electives for Bachelor of Property (Development, Investment & Valuation), Bachelor of Business Management (Accounting) and Bachelor of Business Management (Fashion and Global Brand Management) are found on the following webpage - <https://www.icms.edu.au/view-courses?course-level=Undergraduate>

# Choose your electives

Students may choose 300-level electives from a wide range of subject areas dependent on availability and course progression requirements. What electives you choose will determine the emphasis of your learning in certain areas, and reflect your interests. For example, if you wish to study a more intensified, strictly business degree, you would choose electives such as Consumer Behaviour or Venture Ideation and Validation. If you wished to pursue an interest in marketing, for example, but within a business framework, you could choose electives such as Guerrilla Marketing or Blogging Your Way to Fame. The options are broad enough to cater for whatever direction you want to push your career.





INTERNATIONAL COLLEGE  
OF MANAGEMENT SYDNEY

# Master your destiny

Standing out in today's competitive job market is critical. Our postgraduate degrees combine a solid and practical grounding in business fundamentals with research focused industry training in which you will work in an organisation for up to 600 hours and apply your knowledge to real business issues.

Your postgraduate experience will be personalised, subjects tailored to your career interests and a faculty dedicated to your success.

Your advanced knowledge of the fundamentals of management, accounting, marketing, strategic intelligence and finance will make you more attractive to hiring managers and give you the skills to hit the ground running once you've landed a position.

Become a master of your own destiny. Our Master's graduates are analytical problem solvers with a depth of industry knowledge and professional industry experience. They leave ICMS ready to succeed as global business leaders.





Postgraduate degrees are run at the Northern Beaches Campus and the City Campus.

**Options for the Master's program includes:**

- Day and night classes. (subject to timetable.)
- Northern Beaches and City Campus for classes (subject to timetable.)
- FEE-HELP available for Australian citizens.

**Master of International Business**

**CRICOS Course Code: 078928G**

**2 Years**

The Master of International Business trains you in the strategic thinking and international business skills required to be a leader in global industry. You will examine global perspectives on key areas of business such as trade and finance, economics, accounting, marketing, human resources and people management while developing your expertise in cross-cultural business management. Our Master of International Business graduates will engage with international markets as leaders of industry, in Australia and across the globe.

**Master of Event Management**

**CRICOS Course Code: 097379G**

**2 Years**

The Master of Event Management is designed for working professionals seeking formal qualifications and students who wish to develop knowledge and skills relevant to the event sector. 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 Management (Tourism and Hospitality)**

**CRICOS Course Code: 078929F**

**2 Years**

The Master of Management (Tourism and Hospitality) trains you to be a business leader in the growth industry of tourism and hospitality. This major in the Master of Management lets you shape your study around your experience and professional interests in tourism and hospitality, while gaining a postgraduate degree that is grounded in the fundamentals of business leadership. Graduates work in strategic international management roles across the private and public sectors including destination sales and marketing, travel and tourism consultancy, conference and event management, tour wholesaling and operations, tourism bureau management, attractions and resort management.

**Master of Management**

**CRICOS Course Code: 078929F**

**2 Years**

The Master of Management is designed to sharpen your industry knowledge and prepare you for a leadership role in business. Alongside business essentials such as economics, finance, marketing, and accounting you will also examine contemporary business practice such as leadership and innovation, and media management. You will further your understanding of best practice for managing people and organisations and develop advanced skills in strategic intelligence.

**Graduate Certificate of Business**

**CRICOS Course Code: 078930B**

**6 months**

The Graduate Certificate of Business is the perfect platform for further postgraduate study; it is also a globally recognised qualification in its own right.

Comprising four subjects (one semester) of study it is ideal for:

- Professionals who have already received a Bachelor's degree and would like to upgrade their qualifications;
- International students seeking a formal qualification upon completion of their semester with ICMS;
- Professionals who do not hold a Bachelor's degree, have over five years of relevant work experience and want to gain a postgraduate qualification.

Upon completion of the Graduate Certificate of Business, students may be eligible to articulate (enter) into the second semester of an ICMS Masters course. (with exception of Master of Event Management)

**Graduate Certificate in Event Management**

**CRICOS Course Code: 097378G**

**6 months**

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

You 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 associated with event management. You'll also explore the key marketing techniques and concepts used to promote successful events.

Upon successful completion of the Graduate Certificate in Event Management, students may apply for admission to the Master of Event Management.





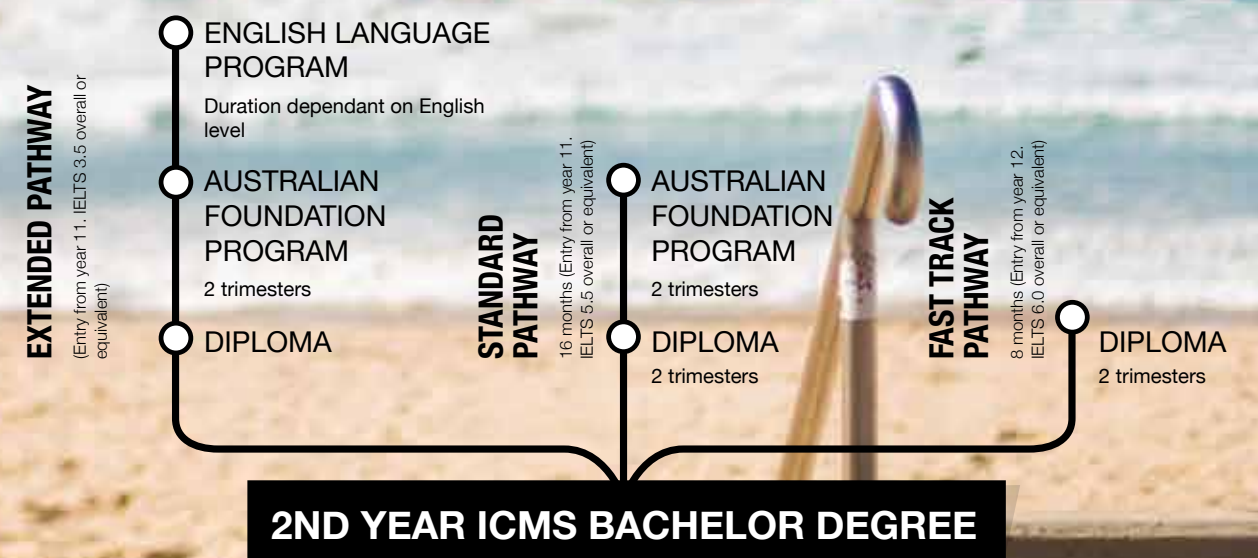
# aspire

## anything is possible

ICMS has an inclusive approach to education – we help our students to achieve their career goals whether it is directly through our Bachelor degrees or via our pathway programs with Aspire Institute.

Aspire Institute is another way for you to start your ICMS degree. At ICMS we know that past academic results aren't always an indicator of your future academic success. We support your transition to further study with the following programs from the Aspire Institute: Diploma programs, Australian Foundation program, English language programs, and the Postgraduate Qualifying Program.

### CHOOSE YOUR PATHWAY



Note: Diploma programs may be taken as stand alone higher education qualifications.



# YOUR PATHWAY TO ICMS

ASPIRE.EDU.AU



**WHY ASPIRE INSTITUTE?**

All Aspire students are a fully integrated part of the ICMS student community. You attend lectures at one of our campuses and receive additional learning support including study skills, academic mentoring and academic English support. You also enjoy free access to all campus facilities. Students choose Aspire Institute for the following reasons:

**Academic excellence and support**

Programs are taught by our respected ICMS academic staff. We prepare you for a smooth transition into a Bachelor degree with personalised attention, small class sizes and continuous academic support.

**Pathway to ICMS degrees**

You are guaranteed entry into your chosen ICMS Bachelor degree upon successful completion of the pathway program.

**A beach-side or city campus environment**

Aspire students study and live in one of Sydney's most popular and spectacular suburbs, Manly. Students also have

an option to study in our Sydney CBD campus located in the heart of the city.

**Exceptional student experience**

The exceptional student experience extends beyond the classroom with sporting groups, tours and activities to build your social network.

**Diploma Programs** - The Diploma programs can be completed as a qualification in their own right or as a pathway program to an ICMS Bachelor degree. Diplomas are available in most ICMS specialisations and the subjects you complete will count towards your ICMS degree. Upon successful completion of your diploma, you can directly enter the second year of the ICMS Bachelor degree.

International	\$29,200*	<b>Duration:</b> 8 months full time
Domestic	\$23,600*	

**CRICOS COURSE CODES:**  
AUSTRALIAN FOUNDATION PROGRAM 076374G  
POSTGRADUATE QUALIFYING PROGRAM 094357D  
DIPLOMA OF BUSINESS 0101112  
DIPLOMA OF BUSINESS (ENTREPRENEURSHIP) 0101118  
DIPLOMA OF BUSINESS (MARKETING) 0101121  
DIPLOMA OF BUSINESS (SPORTS MANAGEMENT) 0101124  
DIPLOMA OF BUSINESS (INTERNATIONAL TOURISM) 0101125  
DIPLOMA OF EVENT MANAGEMENT 0101126  
DIPLOMA OF HOSPITALITY MANAGEMENT 0101127  
DIPLOMA OF PROPERTY MANAGEMENT 072935A  
DIPLOMA OF BUSINESS MANAGEMENT 097376K

\* Diploma of Property Management - Domestic \$23,200, International \$28,000

**Australian Foundation Program (CRICOS COURSE CODE: 076374G)** - This program provides a stepping stone to higher education for students who have not completed the final year of high school (Year 12).

- Benefits of this program include:
- Direct entry into the first year of a Bachelor degree or a pathway program delivered by Aspire Institute, depending on your academic results.
  - Business-focused content to help you hone skills relevant to your degree.
  - Small class sizes for more individual attention and support for ESL (English as a Second Language) speakers.

**Duration:** 8 months full time  
**Entry requirements:**  
Academic: Completion of year 11 or equivalent  
English language: IELTS 5.5 overall or equivalent  
**Cost:** \$24,000

Cooper Hayne  
Diploma of Business Management

**Postgraduate Qualifying Program (CRICOS COURSE CODE: 094357D)** - The Postgraduate Qualifying Program (PQP) is a pathway to postgraduate study. Combining academic and English language subjects, the PQP will help you develop the core skills for success in postgraduate studies.

- On successful completion you may gain entry with credit to one of the following Masters courses at ICMS:
- Master of International Business
  - Master of Management
  - Master of Management (Tourism and Hospitality)

**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 2 postgraduate level academic subjects, with successful completion, you may gain credit towards a Masters degree at ICMS. This program is delivered at our beautiful Manly campus with the option of taking some academic subjects in the Sydney CBD.

**Duration:** 1 semester full time (18 weeks) The PQP runs each semester and you can commence in February, July or October each year.  
**Entry Requirements:**  
Academic: Completion of a three-year, higher education, post-secondary qualification.  
English: IELTS 6.0 overall 5.5 in speaking and 5.5 in writing or equivalent.  
**Cost:** \$11,800

**English Language Programs** - The Academic English program helps you to improve your English language skills required for further study. General English programs are also available for students who wish to improve their basic all round English language skills. Delivered at the Esplanade Campus, Level 1 and 2, 46 - 48 East Esplanade Manly.

- Benefits of the Academic English Program include:
- Develop the English proficiency level required to enter directly into a Bachelor degree or a diploma.
  - Experience a high level of individual support with classes limited to 18 students.
  - Learn the essay and report writing, presentation, and critical thinking skills required for success at ICMS.

**Duration:** Dependent on your level of English  
**Cost:** \$450 per week

**General English Program**  
IELTS 3.5 overall, 3.0 in speaking and 3.0 in writing or equivalent.  
CRICOS Course Code: 092652B

**For the latest important dates go to:**  
[aspire.edu.au/apply/intake-dates/](https://aspire.edu.au/apply/intake-dates/)  
**For the latest entry requirements go to:**  
[aspire.edu.au/apply/entry-requirements/](https://aspire.edu.au/apply/entry-requirements/)

**Academic English Program**  
IELTS 5.0 overall, 4.5 in speaking and 4.5 in writing or equivalent.  
CRICOS Course Code: 092650D





train.  
study.  
achieve.

**Passionate sports-people, aspiring athletes or those looking to explore a career in the rapidly growing sports industry are now able to gain a Diploma qualification, whilst developing their athletic capabilities.**

#### **DIPLOMA OF SPORTS MANAGEMENT (HIGH PERFORMANCE)**

**CRICOS Course Code: 097377J**

A perfect blend of business, sports management and athletic development subjects, the ISCA Diploma of Sports Management (High Performance) presents students with an opportunity to achieve sporting and academic success, and seek further pathways into higher education.





## OUR PATHWAY Diploma of Sports Management (High Performance)

The Diploma program can be completed as a qualification in its own right or as a pathway program to an ICMS Bachelor degree. Upon successful completion of the Diploma, students have the option of continuing their studies with a Bachelor of Business (Sports Management) degree offered by ICMS.

### Our Advantages

ISCA students are a part of the greater ICMS student community, with an average day involving coaching, training and strength and conditioning in the morning and classes in the afternoon. You don't just attend lectures – you receive additional learning support including study

skills, academic mentoring and first-class coaching programs. Students choose ISCA for the following:

### Academic Excellence and Support

The High Performance curriculum has been developed and constructed by leading sports experts and academics. Our high performance subjects not only help students achieve their sporting aspirations, but also enable them to understand nutrition, sports psychology, injury prevention and management, and overall athletic development.

### Pathway to Bachelor of Sports Management at ICMS

Upon completion of the Diploma of Sports Management (High Performance), you may wish to continue your studies and transition into the second year of a

Bachelor of Sports Management at ICMS. ISCA prepares you for a smooth transition with personalised attention, small class sizes and continuous academic support.

### A High-Performance Campus Environment

ISCA students enjoy state of the art training facilities including high performance weight training and testing areas; playing fields; pool and recovery centre; dedicated sports medicine clinic; and quality teaching spaces.

### Exceptional Student Experience

The exceptional student experience extends beyond the classroom with structured sports programs, field trips and guest speakers to build your professional network.

### Internship Opportunity

A critical part of training for your future career is practical experience. An internship opportunity will provide you with professional experience and help you connect with key contacts in your chosen industry.

### Admission Criteria Academic

Completion of Year 12 with Band 2 or above in English. Applicants with documented work experience and/or completion of a Certificate IV qualification (or equivalent) will also be considered.

### English Language Requirements

IELTS 6.0; TOEFL 69

### 2020 Domestic Student Fees

\$24,950

### 2020 International Student Fees

\$30,880

### Articulation, RPL and Credit Arrangements (if applicable)

Students who successfully complete the Diploma of Sports Management (High Performance) are eligible to articulate into the ICMS Bachelor of Business (Sports Management) Credit will be granted for a total of eight subjects. Similarly, students who successfully complete the Diploma of Sports Management may apply for direct entry into one of ICMS' undergraduate degrees.

Note: if you are progressing to the ICMS Bachelor of Business (Sports

Management) degree, your internship may contribute to the industry training placement located within the second year of your degree.

For further information, go to <https://www.iscaustralia.edu.au/>.

### Narrabeen Campus

Sydney Academy of Sport and Recreation Wakehurst Pkwy, North Narrabeen NSW 2101

### City Campus

#### Training Facilities:

Sydney Uni Sport & Fitness (Aquatic Centre) – 85 Darlington Rd, Darlington NSW (*Domestic students only*)

#### Teaching Facilities:

Level 4, 451 Pitt Street, Haymarket NSW



# QUINCY MARKET

## TRAVEL AND STUDY IN THE US ON OUR EXCHANGE PROGRAM.

ICMS offers two exciting Exchange programs in the US. Exchange means that you swap places with a student from the overseas University. So you just pay your fees like you would normally to ICMS and you take your classes overseas instead. It's a really great opportunity to get some international experience on your resume, make new friends and to learn about another culture.



### Johnson & Wales University (JWU)

Johnson & Wales University (JWU) was founded in 1914 in Providence, Rhode Island. JWU has over 17,000 students spread across 4 campuses. The largest campus is in Providence which is located just a 45 minute drive from Boston and a 3 hour drive to New York City. Other campus locations include North Miami, Denver and Charlotte.



### SAN FRANCISCO STATE UNIVERSITY

### San Francisco State University (SFSU)

San Francisco has been consistently acclaimed as one of the top ten visitor destinations in the world. Its growing hospitality industry is the city's largest employer. At the heart of this dynamic setting is the Department of Hospitality and Tourism Management, within the School of Business at San Francisco State University.

San Francisco State University (SFSU) is located near the Pacific Ocean in the calm south-western quadrant of San Francisco. SFSU was founded in 1899 and is a public University with over 30,000 students. SFSU has over 2,000 international students from 96 different countries.

ICMS students who are eligible, can take a semester of study at SFSU in the USA springtime. Find out more: [www.sfsu.edu](http://www.sfsu.edu)

### How do I become eligible to go on Exchange?

You need to be enrolled in an ICMS Degree, have a Grade Point Average of 3.0/4.0 and completed at least 30 credit points towards your ICMS Degree.

- Other criteria may apply. Exchange is open to both Australian and International students.



UNIQLO  
FANEUIL HALL

OPEN 10/9







Jess Taylor  
Bachelor of Business Management, 2016

# Intern like a BOSS

A practical way to strengthen your skills in your field of study, structured as part of your degree as a stepping stone to get you the job after you graduate.

All our degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Industry Training or Internship). Industry training is an important part of the ICMS experience. As an ICMS student, our industry connections are your industry connections. We recognise that graduates need more than a qualification to be competitive in a challenging job market.

Throughout your degree you will have practical opportunities to strengthen your skills in your field of study. This is your opportunity to showcase your professional skills. For many of our graduates this experience introduces them to their future employers.

Industry training is also the ideal environment for learning. Theory is important, it provides you with the fundamentals and context of your field of study. But theory is nothing without professional experience, where you can apply your knowledge to a real-world context. Not only will this make you more employable, it will also help to reinforce all that you have learnt in the classroom.

#### How does it work?

We have an impressive network of industry partners. These leading companies provide invaluable industry insight and experience to help shape your qualifications and ensure they are in line with industry best practice. When you study with us you also learn directly from industry with on-site visits and guest lectures from the best in the business.

There are two stages in our industry training program:

#### Stage 1: Pre-Placement Program

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, practise interview techniques and gain the necessary knowledge and skills to secure your placement. The Pre-Placement Program is delivered by our Work Integrated Learning team who provide coaching and guidance. This valuable experience will prepare you for your placement and equip you with skills for future employment.

#### Stage 2: Industry Training Placement

You will complete your industry placement with one of our industry partners. There are no college fees during your industry training period as you will be on placement with one of our prestigious ICMS industry partners. This is an opportunity to demonstrate the skills and knowledge you have learnt at ICMS, gain valuable contacts in your chosen field of study as well as gain practical "real world" experience that enhances your career.



# experience gets JOBS



Jackson Godley  
ICMS Graduate  
Talent and Outreach Programs Specialist at Google

**It takes more than studying academic subjects to succeed in today's competitive job market, a reality embraced by the International College of Management Sydney (ICMS) with 100% of students gaining work experience before they graduate.**

Alongside the challenging academic curriculum, the 6 to 9 month work placement program is an integral component of every ICMS course and degree. All students have the opportunity to learn the key requirements of their chosen career focus area in the actual engine room of industry.

Real life work experience translates into real life success for ICMS graduates, almost 90% of whom graduate with a job in their chosen field (2018 Internal Graduate Survey). This outcome can be directly tied to more than 1000 industry partners aligned with the college and its career-focused curriculum.

"Our industry contacts are your industry contacts," ICMS Founder and President Darryl

Courtney-O'Connor said. Owing to the depth and breadth of the industry partners with whom ICMS collaborates, students can find a placement that truly suits them.

ICMS places such a premium on industry placements because this experience offers students an inside track to a job in their chosen profession. It's a win-win-win scenario, for the students, the industry partners and for ICMS itself.

"ICMS puts student outcomes as paramount as they are the key to our reputation," Courtney-O'Connor said.

Four-months after course completion, ICMS graduates are employed full-time at a rate better than the top ranked Australian

University on the QS World University Rankings. The latest QILT (Quality Indicators for Learning and Teaching) survey showed that more than three quarters of ICMS students have a full time job within four months of graduation (QILT). ICMS believes that it is the quality of the theory taught in the castle on the hill in Manly, combined with the compulsory work placement students undertake as part of their degree, that results in ICMS students getting such good outcomes in the job market.

Spending time in corporate corridors gives students the practical experience they need to succeed after graduation. Students have the opportunity to practise the theories taught

in the classroom, and add value to the work environment in which they are placed.

Mikey Foley from Ubisoft said "The company had been working with ICMS students for a while now, and the passion of the students shone through in their work placement. This passion and energy can be channelled and used by the company for its own benefit. It's really nice to be their introduction to the working world and to help them along the way."

The dual approach of working and doing clearly underpins the success of ICMS graduates.

For example, a training placement at the Reserve Bank of Australia while at ICMS

kickstarted Property Management graduate Chakyl Camal's career in property. "I gained valuable experience in facilities management, engaging with stakeholders and managing projects," he said.

Bachelor of Business (Sports Management) student Gemma Allen asserts that her ICMS industry experience working in Membership and Ticketing at the Australian Rugby Union made it easier for her to gain a similar role at the Wests Tigers Rugby League Club within months of graduating.

Alicia Budihardja owns her own business in Bali. She said her ICMS industry placement at the Sheraton on the Park in Sydney was key in giving her a greater understanding of

what it took to understand a client and deliver what they wanted. "For me it was a great experience. It was a first, true taste of what the hospitality industry was like."

And working at the Australian Bridal Service (ABS) during her industry placement helped Events Management student Sarah Manefield discover where her strengths and talents lie, so she can pursue them right after graduating.

"Industry training has helped me work out where I want to head in my career ... I discovered I want to work in the operations and logistics side as I like to organise and improve efficiency," Manefield said.





# 10 TIPS

## to make graduates more

# EMPLOYABLE

As Australia's leader of career-focused education, ICMS ensures graduate employability and work integrated learning is a focal point of our curriculum. From day one, students are encouraged and inspired to dream big and explore all opportunities available to them.

This philosophy is paramount in ensuring ICMS has one of the highest graduate employment rates in Australia, with almost 90% of our students graduating with a job in their field. ICMS is also ranked number one for Bachelor of Event Management and Bachelor of Hospitality Management in Australia, based on the longest continuous industry placement, student professionalism, work-ready students and our industry training team's customer care.\*

Improving your employability skills will help you graduate with the best prospect of securing a job in your field of study. Combine these tips with what you learn in the classroom, and you might just find yourself ahead of the pack when you graduate:

**1. Work experience:** When you study at ICMS, industry experience is a requirement of your qualification. Graduates are able to highlight their practical experience giving them the makings of a fantastic resume. Industry experience is the most effective way to develop the skills you will need to succeed in your professional life.

**2. The right experience:** Students are encouraged to embrace volunteer opportunities and to obtain a casual job gaining valuable experience in the workplace. These skills along with your industry training in your chosen field is a winning combination. Make sure the experience you have aligns with your future career goals. Remember you may need to start at the bottom of the ladder you want to climb.

**3. Communication is key:** Emails, presentations, social media posts, monthly reports – writing effectively and for your target audience is a skill that needs to be developed. How you write is critical in communicating in the workplace and is a reflection of you as a professional. Learn to use the appropriate tone and terminology in all communication.

**4. The art of diplomacy:** Treat others how they want to be treated, be respectful and appreciate other opinions.

**5. Find your own voice and make it heard:** Our smaller class sizes with a focus on presentations and group assessments will develop your confidence in addressing others. Whether speaking potential clients, contributing in a team meeting or pitching an

impressive idea, ICMS will give you the tools to build that confidence.

**6. Get connected:** In a digitally connected world, you must be comfortable with using new technologies. Upskill in social media, know your Snapchat from your Facebook and Instagram – not just as a user, but also as a generator. As for basic office software, be the employee that knows the shortcuts and how to use programs effectively.

**7. Money management:** Even if your particular role doesn't call for an intimate knowledge of the economy, finances or budgets, be knowledgeable in these areas: it will set you apart from the rest of the pack.

**8. Networking is crucial:** Broaden your

network, embrace connections both professionally and personally. At ICMS you will make lifelong friends, local and international connections. Remember: although creating these networks and your social media presence can keep you connected, it also allows others access to your past interactions. Therefore, "don't burn your bridges".

**9. Finding the answer:** There are no limits to what you can achieve if you don't stop learning. Technology allows us access to readily available information instantaneously. If you don't know something, don't be scared to ask.

**10. Thicken your skin:** An expert in anything was once a beginner. Accept new challenges where you may make mistakes. Learn to be

resilient and accept constructive criticism. The CEO of a company started somewhere, and often the greatest business success stories were created where hard lessons were learnt.

Choosing to study at ICMS and gaining valuable industry experience will help you kick-start your career and stand out from the crowd. Industry experience is part of all ICMS degrees and our industry partners and faculty embrace these tips, holding them front and centre when engaging with ICMS students.





# join the club

## Student Clubs And Associations

There is so much to get involved in while studying at ICMS and there is a club or association for everyone. You can even start your own club or association on campus if you see an opportunity, just visit the Student Experience Team to discuss your idea. Some of our current clubs and associations include:

### Asian Students Association

The ICMS Asian Association aims to bring all Asian students closer together and offers a support network for them. They share the Asian culture at ICMS through hosting regular activities and through letting us sample their amazing cuisine, music and social events.

### Ark Association

The ICMS ARK Association (Acts of Random Kindness) is part of a global effort to bring peace and international understanding to the world and is associated with Rotary International. They work on a number of community fundraising events such as Starlight Foundation, Beyond Blue, Movember, Bear Cottage and many more fundraising events.

## Scandinavian Students Club

The ICMS Scandinavian Association is a student initiative which aims to strengthen the social network for Scandinavian students studying at ICMS and provide a forum for them. They share their culture with ICMS students through cuisine, beverages, music and social events throughout the trimesters.

### Living Water

Living water is an interdenominational Christian group at ICMS. Anyone is welcome to come to the weekly meetings to explore matters of faith run by Reverend Tim Giovanelli.

### Melody Club

The ICMS Melody Club meets on a regular basis to practise their vocals and to rehearse for one of the many upcoming events the choir participates in. Some events have previously included graduation ceremonies, corporate functions, cocktail parties and social gatherings.

To join any of these student groups, please contact our Student Experience Team - [experience@icms.edu.au](mailto:experience@icms.edu.au).

## Sport At ICMS

At ICMS we work hard and play hard too! Sport is a great way not just to keep fit but to make friends and make the most of your time at ICMS. As well as fun on-campus activities we also have sporting teams representing ICMS in internal and external tournaments - so there's something for everyone!

### On Campus Activities

Our on-campus sporting facilities include tennis and basketball courts and an outdoor gym. Sports are normally scheduled in the afternoon or evenings throughout the week.

- Social Tennis
- Bootcamp
- Running club
- Zumba Futsal
- Volleyball
- Basketball
- Surf club

- Badminton
- Table Tennis
- Social Cricket
- Nearby Activities

The remarkable setting of the ICMS campus means that students have some of Australia's most beautiful walks, beaches, and views right on their doorstep - a nature lover's playground. The below are just some of the activities within minutes of the campus:

- Surf Camp Trips
- Snorkeling
- Kayaking
- Stand-up paddleboard
- Canoeing
- Surf Lessons
- Bushwalks
- Nature Trails
- Bird Watching
- Bike Trails
- CrossfitBike Trails
- External Comps

ICMS Sports Clubs participate in local competitions, in sports such as:

- Ladies Netball
- Mens Basketball
- Ladies Basketball
- Surfing and Canoeing
- Surf Lessons
- Bushwalks
- Touch Rugby
- Futsal

### Surf Lifesaving

With nine beautiful beaches within walking distance of the ICMS campus in Manly, and Manly Beach itself having been rated by TripAdvisor as the Best Beach in Australia (2018 and 2019), Surf Lifesaving is a fantastic way for students to really experience a coastal lifestyle while meeting people and making friends.

ICMS is a proud partner of Surf Life Saving Northern Beaches, this includes a professional scholarship and sponsorship agreement.

Visitors to the Northern Beaches will easily spot the many ICMS-branded lifesaving tents on the beaches, including Palm Beach where

the famous Home and Away TV series is shot. Over the years many students have signed up to become volunteer life savers.

### Manly Rugby Club - Home of The Marlins

ICMS is a major sponsor and partner of the Manly Rugby Union Football Club, home of the Manly Marlins. The club was formed in 1906 and competes in the New South Wales Rugby Union competitions, the Shute Shield and Tooheys New Cup.

Students and Alumni of ICMS have played and supported for the Manly Marlins for many years contributing to the clubs ongoing success. With a capacity of 5,000, Manly Oval is a festive place for students to play or watch a great game of rugby.

For more information on how to get involved, email: [sport@icms.edu.au](mailto:sport@icms.edu.au).



# Scholarships

The ICMS Scholarship Program encompasses all that the college represents: diversity, connectedness, industry-focused education. We believe that by providing the opportunity for students to apply for the Scholarship Program, we are encouraging the passion that is evident in our entire community.

Whether it's through industry, peers, alumni or the greater world, the ICMS Professional Scholarship Program sets our students on course for personal success in their professional lives.

Nathaniel Page  
Courtney-O'Connor Scholarship Recipient



# Professional Corporate Scholarships

ICMS scholarships reward passion and potential. We have partnered with leaders in related industries to provide Professional Corporate Scholarships. In addition to tuition and/or accommodation financial assistance, most of these highly sought after scholarships provide recipients with invaluable hands-on experience working in their chosen industry before they even graduate. In some cases, they may work directly with management teams, learning from them and enhancing their personal and professional opportunities.



**\$1.2  
MILLION**  
total scholarship  
value awarded  
in 2018

**OVER  
80+**  
scholarships  
were awarded  
in 2018

**OVER  
13+**  
professional  
corporate partner  
sponsors

We awarded scholarships  
to students from  
**24**  
different countries

**\$1.7+  
MILLION**  
awarded in  
2019

**DON'T HESITATE  
APPLY  
NOW**

## 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. ([www.icms.edu.au/scholarships](http://www.icms.edu.au/scholarships))
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.



# NEW DOMESTIC STUDENTS

## SCHOLARSHIPS



### ICMS Professional Scholarships

Open to: Australian and New Zealand High School Students who are completing their final school year.

Value: Up to \$30,000.

These scholarships are offered for study commencing at ICMS in February. In addition to financial support, community-minded students have the opportunity to demonstrate their leadership skills to future employers. As a scholarship holder, you will be encouraged to participate in the ICMS community through a professional student ambassador role or through extensive access to the executive management of ICMS.

ICMS Professional Scholarships include: -

- ICMS Business Scholarship
- ICMS Business (Entrepreneurship) Scholarship
- ICMS Business (International Tourism) Scholarship
- ICMS Business (Marketing) Scholarship
- ICMS Business (Sports Management) Scholarship
- ICMS Business Management (Accounting) Scholarship
- ICMS Business Management (Fashion and Global Brand Management) Scholarship
- ICMS Event Management Scholarship
- ICMS Hospitality Management Scholarship
- ICMS Property (Development, Investment and Valuation) Scholarship

Selection Criteria: Evidence of all-round achievement in your school and the broader community. This includes academic performance, extra-curricular activities and work experience.



### ANZ Scholarship

Open to: Australian and New Zealand High School Students entering the Bachelor of Business Management. Other degrees will be considered.

Value: Minimum \$10,000 tuition scholarship. Includes 12-14 weeks full-time paid work placement at ANZ.

We have partnered with ANZ to present this unique scholarship for new students commencing the Bachelor of Business Management and will also consider students enrolling in other courses who show potential to be business leaders. This scholarship prepares students for a career in business management with a 12-14 week full-time paid work placement within the ANZ organisation. This experience and exposure to the world of corporate banking will be of enormous value on the resume of a young professional leader.

Selection Criteria: You must display enthusiasm and motivation for your studies and a career in corporate business. Academic results, leadership roles – past and present, business interests and work experience will also be considered.



### Wellington College – Courtney-O’Connor Scholarship

Open to: All students at Wellington College, New Zealand who are completing their final school year.

Value: Up to \$40,000

ICMS provides an annual scholarship to a Wellington College student in the name of an alumnus of Wellington College, Mr Darryl Courtney-O’Connor, Founder and Chairman, ICMS.

The Courtney-O’Connor Scholarship is an opportunity to meet with and mix with like-minded students and business people, and to enhance your professionalism and future career prospects.

Selection Criteria: You will be commencing a bachelor degree at ICMS. Scholarships are awarded based on performance, dedication, passion, community contribution and academia.



### HOSTPLUS Scholarship Hospitality Management

Open to: Australian and New Zealand High School Students entering the ICMS Bachelor of Hospitality Management.

Value: Over \$17,000 tuition scholarship.

ICMS has partnered with HOSTPLUS, to present this unique scholarship opportunity. This experience will kick-start your career, preparing you for a leadership role in hospitality management.

Selection Criteria: You must display enthusiasm and motivation for your studies and a career in the hospitality industry. Academic results, leadership roles – past and present, business interests and work experience will also be considered.



### HOSTPLUS Scholarship Sports Management

Open to: Australian and New Zealand High School Students entering the ICMS Bachelor of Sports Management.

Value: Over \$17,000 tuition scholarship.

ICMS has partnered with HOSTPLUS to offer this scholarship in sports management. This is your professional introduction to a highly successful sports management career.

Selection Criteria: You must display enthusiasm and motivation for your studies and a career in the sports industry. Academic results, leadership roles, business interests and work experience will also be considered.



# NEW DOMESTIC STUDENTS

## SCHOLARSHIPS



### Alceon Scholarship

Open to: Australian and New Zealand students entering the Bachelor of Business, Bachelor of Business Management (Accounting) or ICMS Property (Development, Investment and Valuation) Scholarship. Other degrees will be considered.

Value: Up to \$20,000 tuition fee waiver (\$10,000 each year for their first 2 years of study) and includes work placement within the Alceon Organisation or an affiliated property organisation.

The experience and exposure to the world of corporate banking will be of unequivocal value on the recipient's CV and potentially open doors not imagined.

Selection Criteria: You must display enthusiasm and motivation for your studies and a career in corporate business. Academic results, leadership roles - past and present, business interests and work experience will also be considered.



### ISCA Scholarship

Open to: Australian and New Zealand students commencing the Diploma of Sport Management (High Performance).

Value: Up to \$15,000 tuition fee waiver.

The ISCA Scholarship rewards performance, dedication, passion, community contribution and academia. The ISCA Scholarship represents a professional advantage to your CV and is a valuable endorsement of you as an individual.

Selection Criteria: If you are a passionate person with lots of energy and interest in the Sports Management world, we believe that you should apply.



### Postgraduate Innovation Scholarship

Open to: New domestic Master's students.

Value: Up to 6 subject tuition waiver.\*

*\*Partial Scholarships may be awarded. Subject to approval by ICMS.*

Applications for this scholarship are invited from new students commencing a Master degree at ICMS.

ICMS is offering scholarships to Postgraduate students who will be commencing their studies at ICMS in a 2-year Master program. The scholarship is awarded based on a three-component application process, which will result in the successful applicant being awarded a scholarship of up to AU\$18,000.

Eligibility Criteria: Applicants need to meet the ICMS entry requirements in English language proficiency for Master Degree level study.

Applicants must have a GPA of 3.20 from their previous undergraduate degree.

- Selection Criteria:
- Academic and English requirements
  - Essay submission (minimum 1000 words)

“

*We are committed to enabling students who are facing adversity and hardship to get a tertiary education. They will have steps to follow and have to meet certain criteria, but if coming from these circumstances and wanting to commit to a higher education then we encourage applications for scholarships. We will award an increasing number every year.*

**Ann Whitelock Courtney O'Connor**  
*Chairperson, Aspiring Education Foundation, ICMS Professional Scholarship Program*





# CURRENT DOMESTIC STUDENTS

## SCHOLARSHIPS



### Courtney O'Connor Scholarship

Open to: You must currently be studying an ICMS Bachelor Degree.

You must have a full time or equivalent study load with between 3 and 12 subjects remaining (including WIL) not including the current trimester.

You must demonstrate consistency in academia, professional performance, and overall leadership and contribution to ICMS.

Must maintain a minimum GPA of 3.0

Value: This scholarship awards a tuition waiver to the value of up to 12 subjects.

Selection Criteria: You must have completed an application form, have a full academic record, have an essay submission (minimum 500 words), and evidence that show you have community, leadership and student body contributions



### Academic Excellence Scholarship

Open to: ICMS awards Academic Excellence Scholarships to currently enrolled students on the basis of academic performance as measured by cumulative GPA (or Weighted Average Mark where two or more applicants have the same cumulative GPA). These scholarships are highly competitive and highly regarded as they reflect the academic best at ICMS and scholarship recipients will have the opportunity to represent ICMS at academic, community and promotional events.

Value: This scholarship awards a tuition waiver to the value of up to eight (8) subjects for students enrolled in either an ICMS Specialist Bachelor degree or the Bachelor of Business Management.

Selection Criteria: You must have a cumulative GPA of 4.5 or higher. Applicants must have a full time or equivalent study load. You must have between 4 and 12 subjects (including WIL) remaining not including the current trimester. You must also submit an application.



### Surf Life Saving Sydney Northern Beaches Scholarship

Open to: The International College of Management, Sydney has partnered with Surf Life Saving Sydney Northern Beaches to award an ICMS Sports Management, Event Management or Business Management students a unique scholarship.

Each year the Surf Life Saving Sydney Northern Beaches Scholarship is awarded to a student who displays enthusiasm and motivation for the sporting and/or events industry and whose aptitude, academic results and previous work experience fit with the sponsor's Surf Life Saving Sydney Northern Beaches business goals.

Value: \$10,000 plus an internship with Surf Life Saving Sydney Northern Beaches with an amount of \$300 paid each week to the successful candidate during the internship.

Selection Criteria: You must be enrolled in the Bachelor of Sports Management, Event Management or Business Management

Students who are completing or who have completed the prerequisites for industry training. Note: the placement included in this scholarship contributes to your industry training.



### Strathfield Council Scholarship

Open to: The Strathfield Council Scholarship is awarded to a student who displays enthusiasm and motivation for the events industry and whose aptitude, academic results and previous or current work experience fit with the sponsor's (Strathfield Council) business goals.

Value: up to \$25,400

Selection Criteria: You must be enrolled in a Bachelor of Event Management or Bachelor of Business Management with Event electives.

Students who are completing or who have completed the prerequisites for industry training. Note: the placement included in this scholarship contributes to your industry training.



### Black & White Waiters Scholarship

Open to: ICMS has partnered with Black & White Waiters to present this unique scholarship opportunity for students in term 1, 2 or 3\* of their Bachelor of Hospitality Management or Bachelor of Event Management degree.

Value: up to \$7,500 and a required 200hrs work placement.

Selection Criteria: You must be a current student in term 1, 2 or 3 studying a full time or equivalent study load in an ICMS Bachelor of Hospitality Management or Bachelor of Event Management degree. Interested applicants further along in their degree will be considered.

You must demonstrate consistency in academia, excellence in industry training, professional performance, and overall leadership and contribution to ICMS.



### Northern Beaches Council Scholarship

Open to: You must be enrolled in full time or have an equivalent study load in the ICMS Bachelor of Event Management or Bachelor of Business Management with electives specializing in Events.

Value: up to \$17,000

Selection Criteria: You must be enrolled in full time or have an equivalent study load in the ICMS Bachelor of Event Management or Bachelor of Business Management with electives specializing in Events.

Students who are completing or who have completed the prerequisites for industry training. Applicants must maintain a minimum cumulative GPA of 2.8 prior to and during the tenure of the Scholarship.



# NEW INTERNATIONAL STUDENTS

## SCHOLARSHIPS

# ASPIRING EDUCATION

## FOUNDATION EQUITY

### SCHOLARSHIPS



### Postgraduate Innovation Scholarship

Open to: New International Master's Students. This is also an ALLIANZ opportunity - students will be considered for both the ICMS Postgraduate Innovation Scholarship and the Allianz Scholarship.

Value: Up to 6 subject tuition waiver.

Partial scholarships may be awarded. Subject to approval by ICMS Management.

ICMS is offering a scholarship to a New International Postgraduate student who will be commencing their studies at ICMS in a 2-year Master program. The scholarship is awarded based on a three-component application process, which will result in the successful applicant being awarded up to a 6 subjects tuition waiver.

Eligibility Criteria: Applicants need to meet the ICMS entry requirements in English language proficiency for Master Degree level study.

Applicants must have a GPA of 3.20 from their previous undergraduate degree.

- Selection Criteria:
- Academic and English requirements
  - Essay submission (minimum 1000 words)



### ICMS International Scholarships\*

Open to: International students entering an ICMS Bachelor degree - students who apply will be considered for both the ICMS International Scholarship and the Allianz Scholarship.

Value: Up to \$15,000.

ICMS is part of a global community, attracting high achieving students from around the world. Our ICMS International Scholarships are for the very best of our international students who can demonstrate high academic performance, leadership skills and a determination to succeed as ICMS students. Applicants will be considered for the ICMS International Scholarship\*\* OR the ICMS Allianz Worldwide Partners Scholarship.

Selection Criteria: Selection is based on your academic merit, aptitude, determination and leadership skills. Scholarships available in every February / May / September term.

\*New international students applying for international scholarships will have a range of factors considered when applying and throughout the interview process including challenging or adverse circumstances.

\*\*ICMS International Scholarships may consist of tuition waivers and/or accommodation.

Partial scholarships may be awarded Subject to approval by ICMS Management.



### Aspiring Education Foundation Equity Scholarships (New Domestic Students)

Open to: High school students who are completing their final school year and are experiencing financial hardship.

Value: The AEF Committee determines the level and value of each scholarship awarded.

At ICMS we want you to reach your potential. Through the Aspiring Education Foundation (AEF), ICMS awards equity scholarships to help secondary school students in Australia experiencing financial hardship to achieve their tertiary goals. The scholarships are available for tuition fees and/or accommodation expenses.

Selection Criteria: Evidence of financial hardship is required. Academic results and community engagement will also be considered.



### Aspiring Education Foundation Scholarships (Aboriginal and Torres Strait Islander Peoples)

Open to: Aboriginal and Torres Strait Islander students who are completing their final school year. At ICMS we want you to reach your potential. Through the Aspiring Education Foundation (AEF), ICMS awards scholarships to help secondary school Aboriginal and Torres Strait Islander students in Australia to achieve their tertiary goals. The scholarships are available for tuition fees and/or accommodation expenses.

Value: The AEF Committee determines the level and value of each scholarship awarded. (up to \$40,000)

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. The Aspiring Education Foundation (AEF) allows ICMS to help financially disadvantaged Australian students\*, by providing equity scholarships for both tuition and accommodation.

These Equity Scholarships provide tuition and/or accommodation waivers to a level decided by the AEF Committee in each case.

The AEF Committee will manage the selection and allocation of funds. Tuition and/or accommodation funds are disbursed directly to ICMS on behalf of the recipient of the Equity Scholarship.

## HOW TO APPLY

1. Ensure you meet the eligibility criteria, check website: [www.icms.edu.au/scholarship](http://www.icms.edu.au/scholarship)
2. Complete your application and prepare your report supporting your application and other documentation if required (download application form here: [www.icms.edu.au/scholarship/equity-scholarships](http://www.icms.edu.au/scholarship/equity-scholarships))
3. Apply online at [www.icms.edu.au/scholarships](http://www.icms.edu.au/scholarships) OR mail the required documents to AEF Scholarships, 151 Darley Road, Manly NSW 2095

\*Eligible new international students who apply for new international scholarships as outlined within this brochure will have a range of factors considered when applying and during the interview process including challenging or adverse circumstances.



# APPLYING TO ICMS AS AN INTERNATIONAL STUDENT

## YOUR STEP-BY-STEP APPLICATION GUIDE

Applying to study at ICMS as an international student means you are not an Australian citizen, permanent resident, or a New Zealand citizen.

### 1 Choose your degree

Find out which of our ICMS degrees are the right fit for you. Read the degree descriptions in this prospectus (starting from page 26). Consider your interests, career goals and the level of qualification you wish to attain.

### 2 Apply to ICMS

Complete and submit the application form on page 121. Alternatively, you can apply online at [www.icms.edu.au/apply](http://www.icms.edu.au/apply)

### 3 Accept your offer

After we assess your application and issue you an official Letter of Offer you need to accept as described in the letter of offer. You will also need to meet any entry conditions as well as submit evidence of paying the deposit.

### 4 Apply for your visa

All international students require a valid student visa to come to Australia to study. For information on how to apply for your visa visit the Department of Home Affairs (DHA) website at [www.homeaffairs.gov.au](http://www.homeaffairs.gov.au)

### 5 Book your accommodation

If you intend to live on campus at ICMS you'll need to book a room. Make your online booking early as places are limited at [www.icms.edu.au/accommodation](http://www.icms.edu.au/accommodation)

### 6 Come to Orientation Week and enrol in classes

Welcome to ICMS! Now you're ready to start life as an ICMS student. Come along to Orientation Week, enrol in your classes, explore the campus, meet your classmates and enjoy all the fun.

### APPLYING WITH AN ICMS INTERNATIONAL REPRESENTATIVE

ICMS has representatives from all over the world. Our education representatives can provide you with detailed information in your own language on our courses, educational requirements, accommodation, intakes and fees, as well as assist you in organising student visas and travel arrangements. For further details, visit [www.icms.edu.au/agencies](http://www.icms.edu.au/agencies)

### WHEN TO APPLY

ICMS has three trimesters for undergraduate studies per year (February, May and September) and three intakes for postgraduate studies per year (February, July and October). Applications should be made at least three months prior to the preferred enrolment date. Late applications are accepted, however places at ICMS are limited.

# APPLYING TO ICMS AS A DOMESTIC STUDENT

## YOUR STEP-BY-STEP APPLICATION GUIDE

Applying to study at ICMS as a domestic student means you are an Australian citizen, permanent resident, or a New Zealand citizen. You can apply directly to ICMS or through the Universities Admission Centre (UAC).

### 1 Choose your degree

Find out which of our ICMS degrees are the right fit for you. Read the degree descriptions in this prospectus (starting from page 26). Consider your interests, career goals, and the level of qualification you wish to attain.

**2 Apply to ICMS** - Complete and submit the application form on page 123. Alternatively, you can apply online at [www.icms.edu.au/apply](http://www.icms.edu.au/apply)

**Applying via UAC** - To apply to ICMS through UAC visit [uac.edu.au](http://uac.edu.au) and follow the instructions for undergraduate students.

### 3 Accept your offer

After we assess your application and issue you an official Letter of Offer you need to accept to secure your place at ICMS. Simply follow the instructions in your offer pack.

### 4 Book your accommodation

If you intend to live on campus at ICMS you'll need to book a room. Make your online booking early as places are limited at [www.icms.edu.au/accommodation](http://www.icms.edu.au/accommodation).

### 5 Come to Orientation Week and enrol in classes

Welcome to ICMS! Now you're ready to start life as an ICMS student. Come along to Orientation Week, enrol in your classes, explore the campus, meet your classmates and enjoy all the fun.

### WHEN TO APPLY

ICMS has three trimesters for undergraduate studies per year (February, May and September) and three intakes for Postgraduate studies per year (February, July and September). Late applications are accepted, however places at ICMS are limited.

To apply through the Universities Admissions Centre (UAC) you need to adhere to its application deadlines. 2021 UAC applications will open in early April 2010. Visit [www.uac.edu.au](http://www.uac.edu.au) for more info.

### ICMS High Academic Places (HAP) (February intake only)

Hard work deserves to be rewarded so our High Academic Places will mean that your study at ICMS will be at a cost more comparable to a Commonwealth Supported Place (CSP). These places are awarded on the basis of application interview and academic performance in your HSC or equivalent.

Only UAC applicants will be considered for an ICMS High Academic Place. Students who are not offered a High Academic Place are eligible for direct entry or alternative entry.

We recommend you apply both directly to ICMS and through UAC.

### PATHWAYS TO ICMS

If you fall short of ICMS entry requirements you may be offered an alternative entry pathway through Aspire Institute. For more information refer to page 94 or visit [www.aspire.edu.au](http://www.aspire.edu.au).

### EARLY ENTRY

Our Early Entry Scheme is designed for high-achieving HSC students who want to secure a place at ICMS before sitting the HSC exams.

To be eligible, you need to demonstrate that you have a strong academic record and the potential to be an outstanding ICMS student through your passion and commitment for a career in one of the areas of study we offer: Business Management, Event Management, Hospitality Management, International Tourism, Marketing and New Media Management, Entrepreneurship, Property Development, Sports Management, Fashion and Global Brand Management and Accounting.

### ELITE ATHLETE AND PERFORMER ENTRY PATHWAY

Being an elite athlete or performer should not impact your chances of university level study. We know you are not defined by your academic results alone. Let us take that into consideration with your application.

### LEADERSHIP ENTRY PROGRAM

Our Leadership Entry Program offers students who have demonstrated significant leadership in their school and/or community, a place at ICMS based on their academic achievement, leadership experience and aspirations, and a nomination from their school.

More details can be found on the ICMS website.

For the latest entry requirements go to [icms.edu.au/future-students/application-information/entry-requirements](http://icms.edu.au/future-students/application-information/entry-requirements)





# ENTRY REQUIREMENTS

ICMS.EDU.AU/ENTRY

## ACADEMIC ENTRY REQUIREMENTS

The minimum academic entry requirements for all ICMS degrees are detailed in the entry requirements section of the ICMS website. The most recent academic entry requirements by country are listed on the ICMS website at [www.icms.edu.au/entry](http://www.icms.edu.au/entry).

### How to Apply

ICMS offers several admission pathways and a holistic approach to assessing applicants including the opportunity of an interview combined with consideration of a recognised certificate, qualifications or at least 12 months of full time paid work experience in an area. Applicants may apply directly via the ICMS website Online Application or through the University Admissions Centre (UAC).

### Pathways to ICMS

Applicants who do not meet the required entry requirements should consider applying for a diploma through pathway provider Aspire Institute. Aspire offers higher education diplomas as a stand-alone qualification or, should applicants wish to further their studies, they could choose to use the diploma qualification as a pathway into a bachelor program at ICMS, or one of the other distinguished Australian universities and colleges that Aspire has partnership with.

### Advanced Standing / Recognition of Prior Learning / Credit Transfers

Applicants who can demonstrate successful completion of equivalent subjects at a recognised institution may be eligible for credit towards study at ICMS.

Similarly, applicants who can demonstrate competence attained through formal training, work experience and/or life experience may also be eligible for advanced standing in an ICMS course.

View the Advanced Standing Policy in the Student Handbooks or contact [info@icms.edu.au](mailto:info@icms.edu.au) for further information.

## ENGLISH LANGUAGE REQUIREMENTS

For entry into an ICMS Bachelor degree, the following English language requirements apply. If you do not meet the English language proficiency requirements, pathway options are available through the Aspire Institute – see page 74 for more information.

- IELTS (academic): Overall score of 6.0, writing 5.5, speaking 5.5.
- TOEFL i-BT: Overall score of 69, writing 19, speaking 17.

For additional information about other English language proficiencies accepted please visit [www.icms.edu.au](http://www.icms.edu.au)



Tasha Ross  
Bachelor of Event Management



# INVEST IN YOUR FUTURE

## TUITION FEES AND OTHER EXPENSES

### 2020 UNDERGRADUATE FEES

	Bachelor Degrees
Subject Fee	International - \$3,650 Domestic - \$2,950
Industry Training	No fee
Other Fees	Bachelor of Business Management (Fashion and Global Brand Management) and Bachelor of Business Management (Accounting) students complete Applied Leadership: International students \$1,170 Domestic students: \$970

### 2020 POSTGRADUATE FEES

	Graduate Certificate of Business Graduate Certificate in Event Management	Master of Management, Master of International Business, Master of Management (Tourism and Hospitality), Master of Event Management
Subject Fee	International - \$3,500 Domestic - \$3,000	International - \$3,500 Domestic - \$3,000
Industry Training	No fee	No fee

#### International students

International students are required to pay the tuition fee deposit of \$14,600 for all bachelor degrees or \$14,600 for postgraduate studies. This deposit is deducted from the first trimester tuition fee. International students are also required to arrange health insurance. All other college-related expenses such as text books and student experience activities are charged separately.

International students are required to have health insurance during their stay in Australia. The college can arrange your Overseas Student Health Cover (OSHC) if requested. If you are a student from Norway or Sweden, you may not require OSHC as cover is provided by your national health schemes. You must show proof of official health insurance cover from your home government provider. Your local representative will be able to provide more details.

#### Study abroad students

The fee for students coming to ICMS on a study abroad package is undergraduate \$14,600 and postgraduate \$14,600 for each trimester. This includes the tuition fees for four subjects. All college-related expenses such as textbooks are charged separately.

#### Domestic students

If you are an Australian citizen, you are eligible for FEE-HELP for your bachelor degree at ICMS. These Australian government loan schemes allow you to defer all or part of your tuition fees. More information is available at [www.studyassist.gov.au](http://www.studyassist.gov.au).

All college-related expenses such as textbooks are charged separately.

Note: Fees are for the 2020 calendar year and are expressed in Australian dollars. Tuition fees are for programs delivered during 2020 and will expire on 31 December 2020. Tuition fees are reviewed annually and are subject to change. Fees are payable prior to each trimester.

# IMPORTANT DATES

As a result of the impact of COVID-19 on international travel, additional intakes may be made available towards the end of 2020. Please speak to your ICMS Representative to discuss your options.

### Undergraduates term dates

Term	Orientation	Start (Week 1)	Census Dates	End of Term
May 2020	Wednesday 27 May 2020	Monday 1 June 2020	Friday 19 June 2020	Fri 28 August 2020
September 2020	Wednesday 9 September 2020	Monday 14 September 2020	Friday 2 October 2020	Fri 11 December 2020
February 2021	Wed 10 February 2021	Mon 15 February 2021	Fri 5 March 2021	Fri 14 May 2021
May 2021	Wed 26 May 2021	Mon 31 May 2021	Fri 18 June 2021	Fri 27 August 2021
September 2021	Wed 8 September 2021	Mon 13 September 2021	Fri 1 October 2021	Fri 10 December 2021

### Postgraduates term dates

Term	Orientation*	Start (Week 1)	Census Dates	Mid-Semester Break	End of Term
July 2020	Thursday 23 July 2020	Monday 27 July 2020	Friday 14 August 2020	12 -27 September 2020	Friday 27 November 2020
October 2020	Friday 25 September 2020	Monday 28 September 2020	Friday 9 October 2020	N/A	Fri 18 December 2020
February 2021	Monday 8 February 2021	Monday 15 February 2021	Friday 5 March 2021	TBA	Friday 18 June 2021
July 2021	Thursday 22 July 2021	Monday 26 July 2021	Friday 13 August 2021	TBA	Friday 26 November 2021
October 2021	Friday 24 September 2021	Monday 27 September 2021	Friday 15 October 2021	N/A	Friday 17 December 2021

\*Some intakes do not have a full week of orientation. Term breaks are between 'End of Term' and Orientation of the next study period.

#### For the latest important dates go to

[icms.edu.au/future-students/application-information/important-dates](https://icms.edu.au/future-students/application-information/important-dates)

**International students on student visas must complete their course within the duration specified on their Confirmation of Enrolment (COE). The course duration is based on a full-time study load in each study period.**





# connect with us





# Contact us

We are represented in the following countries:  
Contact us - [info@icms.edu.au](mailto:info@icms.edu.au)

Argentina	Mongolia
Australia	Myanmar
Bangladesh	Nepal
Brazil	New Zealand
China	Norway
Colombia	Philippines
France	Russia
Germany	Singapore
Hong Kong	South Africa
India	Spain
Indonesia	Sri Lanka
Italy	Sweden
Japan	Taiwan
Macau	Thailand
Malaysia	United Kingdom
Mauritius	United States of America
Mexico	Vietnam





# UNDERGRADUATE APPLICATION FORM FOR INTERNATIONAL STUDENTS

## COURSE DETAILS

UNDERGRADUATE COURSE AND SPECIALISATION

Preference 1

Preference 2

TRIMESTER DETAILS

Commencing: ☐ February ☐ May ☐ September Year

## PERSONAL DETAILS

We will contact you by email, telephone or mail. To avoid delays in your application, it is important you complete ALL your details clearly including your email address.

Family name

Given name/s

Date of birth

DAY

/

MONTH

/

YEAR

Gender: ☐ Male ☐ Female

## CITIZENSHIP AND OTHER DETAILS

You must submit a certified true copy of the personal details page of your passport.

Country of passport

Country of birth

DO YOU CURRENTLY HAVE AN:

Australian visa: ☐ Yes ☐ No

Passport number

## CONTACT DETAILS

Permanent address in home country (required). This address cannot be the address of your agent.

Street address

Suburb

Postcode

Country

Current address  
(only complete if different from your permanent address)

Street address

Suburb

Postcode

Country

Telephone number (required)

Mobile number

Email address (required)



ACADEMIC QUALIFICATIONS

SECONDARY STUDIES  
(for example, high school studies, Year 12 certificate)

Name of qualification

School attended

Year completed

TERTIARY STUDIES  
(for example, Diploma, Bachelor, Master degree)

Name of qualification

Institution attended

Year completed

ADVANCED STANDING FOR PREVIOUS STUDY ☐ Yes ☐ No

If you have studied at another academic institution, you may be eligible for advanced standing towards your course at this Institution. To request to have previous learning recognised for advanced standing, you will need to provide documentary evidence of your current or previous studies. Certified copies\* and official translations of relevant documents must be attached to this application.

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

AGENT DETAILS

(IF APPLICABLE)

Agency name

Telephone

Email address

Agent staff name

Agent stamp

PARENT, LEGAL GUARDIAN OR SPONSOR DETAILS

(if you are under 18 years of age)

Name of parent/guardian

Parent/guardian's telephone

Parent/guardian's email address

YOUR APPLICATION CHECKLIST

- ☐ Proof of citizenship (certified copy of passport)
- ☐ Certified copies of final education transcripts (official English translations)
- ☐ Certified certificates of required English language proficiency tests no older than one year

IF YOU ARE REQUESTING CREDIT TRANSFER

- ☐ Certified academic transcripts and course syllabus
- ☐ CV and certified certificates of employment showing all previous work, if applying on the basis of work/life experience.

PLEASE NOTE: INCOMPLETE APPLICATION FORMS WILL CAUSE DELAYS IN PROCESSING.

DECLARATION AND SIGNATURE

The information collected on this form is used to assess your application for entry to ICMS. Personal information may be disclosed to government agencies (for example, Australian Department of Home Affairs) as required by legislation.

- I declare that the information provided on this form and in support of my application is correct, complete and up to date in every detail.
- I am aware of the estimated total course fees at ICMS and living costs for my stay in Australia and have sufficient funds to support myself for the total period of my studies.
- I declare that I am a genuine temporary entrant (GTE) and a genuine student (GS) and that I have read and understood the conditions in relation to these requirements as defined on the following website: <https://www.border.gov.au/Trav/Stud/More/Genuine-Temporary-Entrant>
- I agree to be bound by the applicable standards of conduct, statutes, regulations, policies and procedures of ICMS, including any variations to these that the College makes from time to time.

Signature (If under 18, guardian signature mandatory)

DAY / MONTH / YEAR

For further information please visit [www.icms.edu.au](http://www.icms.edu.au) or contact [info@icms.edu.au](mailto:info@icms.edu.au)

SUBMIT YOUR COMPLETED APPLICATION FORM

- Send to your Education Agent with the required documentation OR
- Send directly to: Head of Development  
International College of Management, Sydney  
151 Darley Road, Manly, NSW, 2095 Australia OR
- Submit electronically via our website: [www.icms.edu.au](http://www.icms.edu.au)

**\*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 the Australian Embassy or Consulate; an authorised ICMS agent/representative (international applicants only).**



UNDERGRADUATE APPLICATION FORM FOR DOMESTIC STUDENTS

COURSE DETAILS

UNDERGRADUATE COURSE AND SPECIALISATION

Preference 1

Preference 2

TRIMESTER DETAILS

Commencing: ☐ February ☐ May ☐ September Year

PERSONAL DETAILS

We will contact you by email, telephone or mail. To avoid delays in your application, it is important you complete ALL your details clearly including your email address.

Family name

Given name/s

Date of birth

DAY / MONTH / YEAR

Gender: ☐ Male ☐ Female

CITIZENSHIP AND OTHER DETAILS

Country of passport

Is your country of birth Australia?

☐ Yes ☐ No

If no, you must submit a certified true copy of the personal details page of your passport.

Are you an Aboriginal or Torres Strait Islander?

☐ Yes ☐ No

CONTACT DETAILS

Permanent address in home country (required)

Street address

Suburb Postcode

Country

Current address (only complete if different from your permanent address)

Street address

Suburb Postcode

Country

Telephone number (required)

Mobile number

Email address (required)



ACADEMIC QUALIFICATIONS

SECONDARY STUDIES  
(for example, high school studies, Year 12 certificate)

Name of qualification

School attended

Year completed

TERTIARY STUDIES  
(for example, Diploma, Bachelor, Master degree)

Name of qualification

Institution attended

Year completed

ADVANCED STANDING FOR PREVIOUS STUDY Yes No

If you have studied at another academic institution, you may be eligible for advanced standing towards your course at this Institution. To request to have previous learning recognised for advanced standing, you will need to provide documentary evidence of your current or previous studies. Certified copies\* and official translations of relevant documents must be attached to this application.

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

PARENT, LEGAL GUARDIAN OR SPONSOR DETAILS

(if you are under 18 years of age)

Name of parent/guardian

Parent/guardian's telephone

Parent/guardian's email address

YOUR APPLICATION CHECKLIST

- All relevant sections of this application form are completed
- Certified copies of final education transcripts (official English translations)
- Proof of citizenship (certified copy of passport or birth certificate if your country of birth is not Australia)

IF YOU ARE REQUESTING CREDIT TRANSFER

- Certified academic transcripts and course syllabus
- CV and certified certificates of employment showing all previous work, if applying on the basis of work/life experience.

PLEASE NOTE: INCOMPLETE APPLICATION FORMS WILL CAUSE DELAYS IN PROCESSING.

DECLARATION AND SIGNATURE

The information collected on this form is used to assess your application for entry to ICMS. Personal information may be disclosed to government agencies as required by legislation.

- I declare that the information provided on this form and in support of my application is correct, complete and up to date in every detail.
- I agree to be bound by the applicable standards of conduct, statutes, regulations, policies and procedures of ICMS, including any variations to these that the College makes from time to time.

Signature (If under 18, guardian signature mandatory)

Date

DAY / MONTH / YEAR

For further information please visit [www.icms.edu.au](http://www.icms.edu.au) or contact [start@icms.edu.au](mailto:start@icms.edu.au)

SUBMIT YOUR COMPLETED APPLICATION FORM

- Send directly to:  
Associate Vice President (Australia and New Zealand Development)  
International College of Management, Sydney  
151 Darley Road, Manly, NSW, 2095 Australia OR
- Send to your Education Agent with the required documentation OR
- Submit electronically via our website: [www.icms.edu.au](http://www.icms.edu.au)

\*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 the Australian Embassy or Consulate; an authorised ICMS agent/representative (international applicants only).

USEFUL WEBSITES

[www.icms.edu.au](http://www.icms.edu.au)  
Pathways to ICMS: [www.aspire.edu.au](http://www.aspire.edu.au)  
Living in Manly: [www.manlyaustralia.com.au](http://www.manlyaustralia.com.au)

**Resources for Australian students**  
Youth 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/Regulatory-Information/>

DOWNLOAD THE ICMS AUSTRALIA APP



INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY (ICMS)  
CRICOS PROVIDER CODE: 01484M  
CRICOS COURSE CODES:  
BACHELOR OF BUSINESS: 0101110  
BACHELOR OF BUSINESS MANAGEMENT (FASHION AND GLOBAL BRAND MANAGEMENT): 097374A  
BACHELOR OF BUSINESS MANAGEMENT (ACCOUNTING): 097375M  
BACHELOR OF BUSINESS (ENTREPRENEURSHIP): 0101115  
BACHELOR OF EVENT MANAGEMENT: 0101130  
BACHELOR OF HOSPITALITY MANAGEMENT: 0101132  
BACHELOR OF BUSINESS (INTERNATIONAL TOURISM): 0101128  
BACHELOR OF BUSINESS (MARKETING): 0101119  
BACHELOR OF BUSINESS (SPORTS MANAGEMENT): 0101122  
BACHELOR OF PROPERTY (DEVELOPMENT, INVESTMENT AND VALUATION): 068279G  
MASTER OF INTERNATIONAL BUSINESS: 078928G  
MASTER OF MANAGEMENT (TOURISM AND HOSPITALITY): 078929F  
MASTER OF MANAGEMENT: 078929F  
MASTER OF EVENT MANAGEMENT: 097379G  
GRADUATE CERTIFICATE OF BUSINESS: 078930B  
GRADUATE CERTIFICATE IN EVENT MANAGEMENT: 097378G

ASPIRE INSTITUTE  
CRICOS PROVIDER CODE: 01484M  
CRICOS COURSE CODES:  
AUSTRALIAN FOUNDATION PROGRAM 076374G  
POSTGRADUATE QUALIFYING PROGRAM 094357D  
DIPLOMA OF BUSINESS 0101112  
DIPLOMA OF BUSINESS (ENTREPRENEURSHIP) 0101118  
DIPLOMA OF BUSINESS (MARKETING) 0101121  
DIPLOMA OF BUSINESS (SPORTS MANAGEMENT) 0101124  
DIPLOMA OF BUSINESS (INTERNATIONAL TOURISM) 0101125  
DIPLOMA OF EVENT MANAGEMENT 0101126  
DIPLOMA OF HOSPITALITY MANAGEMENT 0101127  
DIPLOMA OF PROPERTY MANAGEMENT 072935A  
DIPLOMA BUSINESS MANAGEMENT 097376K

INTERNATIONAL SPORT COLLEGE AUSTRALIA (ISCA)  
CRICOS PROVIDER CODE: 01484M  
CRICOS COURSE CODE:  
DIPLOMA OF SPORTS MANAGEMENT (HIGH PERFORMANCE) - 097377J





**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 2000

Tollfree 1800 110 490  
(within Australia)  
T +61 2 9160 8841  
E [info@icms.edu.au](mailto:info@icms.edu.au)  
W [www.icms.edu.au](http://www.icms.edu.au)



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