

# ICMS



SYDNEY  
AUSTRALIA

2 0 1 9 P R O S P E C T U S

M A N A G E M E N T R E A D Y

## 100%

of our degree students  
graduate with  
industry experience

Almost

## 90%

of our students  
graduate with a job  
in their field.

*Internal Graduate Survey 2016*

## TOP 8

for overall employment  
in Australian Higher  
Education

*QILT Graduate Survey 2017*

Overall graduate  
employment rate

## HIGHER THAN THE G8

Australian universities  
*QILT Graduate Survey 2017*



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*QILT Graduate Survey 2017*

Overall graduate employment rate  
**HIGHER  
THAN THE G8**

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 New South Wales. Our world-class attractions, golden beaches, pristine national parks and unique cultural experiences will make study in Sydney an experience unlike any other.

## **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 generally are a pretty laid back people. 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.

## **Climate**

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

## **Cost of living and working in Sydney**

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. The cost of living in Sydney compares with many European and Asian cities.

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

## **Getting around**

ICMS is located 17 minutes by fast ferry from the city of Sydney. The public transport system in Sydney includes ferries, trains and buses. Trains operate regularly in the city and tickets can be purchased from booths or machines at railway stations. The closest railway station to Manly is at North Sydney, accessible by bus. The easiest way to get around on public transport, however, 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. No matter how much you travel, you won't pay more than \$60 per week using an Opal card.



# your new home

The International College of Management, Sydney (ICMS) is an award-winning higher education institution located in Northern Beaches Council, NSW, outside Sydney, Australia. The college, founded in 1996, is a leader in career-focused, quality education where almost 90% of graduates are employed in their field before graduation. The campus overlooks Manly Beach, recently rated by travel website Trip Advisor as the best beach in Australia.

ICMS offers a wide range of university-level undergraduate and postgraduate degrees and courses, including bachelor degrees in business management, hospitality management, events management, sports management, international tourism, property, business management (fashion and global brand management), business management (accounting).

Industry training is key to the success of ICMS students, with work placements built into each degree of study. ICMS enjoys a strong relationship with over 1000 industry partners, and has consistently, with the support of these partners, awarded multiple high value scholarships as part of the ICMS Scholarships Program. The college prides itself on its cultural diversity with a student body representing more than 55 nationalities, reflecting the international reach of ICMS alumni as they become leaders in the careers they choose to pursue.







# 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. Our college 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 training and our practical learning environments such as the ICMS Grand Dining Room, our collaborative student work spaces, library, and computer and mobile technology.

#### **Unique industry training program**

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

work with a strong academic foundation. All our undergraduate degrees include a work placement component called industry training. At ICMS you will work within your industry for up to nine months giving you a distinct edge over other graduates. Our industry training program will prepare you for your future career in your chosen field of study.

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

ICMS is not just a college, it 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 college 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 access to an online community of alumni with international opportunities to network and form professional partnerships.





# your backyard

It would be hard to find a college in a more spectacular location than ICMS. To the north of the College, there are spectacular views of the Pacific Ocean stretching to the New South Wales Central Coast. To the south, you can see sweeping views of Sydney Harbour.

The historic site of the ICMS main campus is surrounded by 20 hectares of parklands and is a short walk to Manly beaches, cafés, shops, restaurants and night life.

ICMS is also close enough to the city – 17 minutes by fast ferry – for visits to art galleries, museums, the best city shops, the historic Rocks area, and Sydney's famous Opera House.

## Getting to ICMS

Regular transport services to ICMS are available via Sydney ferries, buses and taxis.

## On foot

ICMS is a short stroll from the centre of Manly. After class, wander to the beach and study with sand between your toes.

## By bus

ICMS runs a free regular shuttle bus service during teaching weeks for ICMS students from the main Manly precinct up to our campus.

Sydney buses operate regularly around Manly and can transport you to regions across Sydney. For travel maps and timetables visit the Sydney Buses website.

## By car

Limited free parking is available on campus for our ICMS students and visitors.

## By ferry

The most scenic way to travel to ICMS 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.

But this is Manly, you could travel to ICMS by bike, skateboard, roller skates or scooter. You won't look out of place as you roll along the palm lined Manly esplanade.







BEACH LOVERS ARE SPOILED FOR CHOICE WHEN IT COMES TO BEAUTIFUL,  
TOP-RATED BEACHES WITHIN WALKING DISTANCE OF ICMS.

# 9 beaches near you

Surfing, snorkelling, shell seeking and picnicking on the beach are just a few of the leisure activities available to ICMS students thanks to the nine beaches right on their doorstep. Manly Beach itself was rated fourth best beach in Australia in the 2017 TripAdvisor Traveller's Choice Awards, with Shelly Beach coming in at #20.

So pack your sunscreen, swimming costumes, snorkel and surfboards and get exploring!

**Shelly beach:** This is the closest beach to the ICMS campus and is located in Manly, forming part of Cabbage Tree Bay, a protected marine reserve which lies adjacent to North Head and Fairy Bower. Scuba divers and snorkelers in particular love this beach thanks to the large variety of marine life which can be seen in relatively shallow water.

Laze on the beach or take a hike around the track that hugs the headland, offering spectacular views of North Head and the Northern Beaches. Pack a picnic and

enjoy the facilities available, or enjoy a meal at the beachside restaurant.

**Manly Beach:** Trip Advisor claims Manly Beach to be the best in Australia (2018). With easy access from Sydney, some of the best surfing waves in the world and lifeguards on duty for bathers, Manly Beach is a popular spot among ICMS students.

**Quarantine Beach:** Named after the old Quarantine Station, which operated from 1828-1984, Quarantine Beach was the first port of call for all quarantined ships and their passengers. Today it is part of the Sydney Harbour National Park. Its buildings are used for conferences and guided tours are conducted at the Station.

The beach is 200m long, faces northwest into North Harbour, and is hemmed in by rocks at each end, together with a seawall and wharf at the southern end. Quarantine Beach is located on the harbour side of Manly, and is nestled within the boundaries of Q Station. It is just a short drive from Manly Wharf or also reachable

via a pleasant and scenic walk. Keep your eyes peeled for a glimpse of Manly's local fairy penguins.

**Manly Cove Beach:** Located on the "ferry side" of Manly, this awesome beach is perfect for a chilled day out with friends. There are no waves, plenty of grassy areas and a shark net pool. Penguins often arrive in the evenings, a truly unique and magical sight to behold.

Tall trees provide shade on hot summer days and there is a promenade for strolling. Picnic and ablution facilities are also available.

**Little Manly Beach:** Little Manly Beach is one of Sydney's best kept secrets. Just a short walk from Manly Cove, the calm waters and quieter vibe offers an alternative to the busy Manly beach.

There is a beach kiosk nearby, and the beach offers stunning harbour views and picnic spots. The beach is also a popular diving spot, with a boat ramp and easy access to the clear waters.

**Collins Flat Beach:** With its scenic harbour views, Collins Flat Beach, nestled between North Head and Little Manly Cove, is an idyllic spot for a romantic picnic.

Whether you're swimming in the calm waters or nibbling on gourmet snacks from a hamper for two, this hidden beach, with a breathtaking view across The Heads, feels a world away from the hustle and bustle of the city.

With Q Station just a short drive away, you could even end off your romantic day out with an overnight stay at this beautifully restored heritage accommodation.

**Store Beach:** Located just inland from the old Quarantine Station, this sheltered beach is only accessible by water. This wonderfully secluded beach will make you feel like you're on a remote island in North Queensland.

**Fairlight Beach:** This is another one of those quiet little tucked-away beaches on Sydney harbour where you can usually get

away from the crowds on a hot summer's day.

The beach has amazing views right out to Sydney Heads, some good snorkelling, a sheltered swimming pool, and grass to lounge about on and munch your picnic goodies. There is some shade provided by a few trees, especially later on in the day when the sun is in the west.

**Freshwater Beach:** A stunning beach wedged between two headlands, Freshwater is a short walk north from Manly and is famous as the spot where surfing was first introduced to Australia.

The north headland provides excellent protection from the summer northeaster, and waves are fairly consistent right along the beach thanks to reliable sandbanks. An eight lane, 50 metre saltwater pool at the north end is a favourite with lap swimmers.

Freshwater's unique claim to fame is that this is where surfboard riding was popularised in Australia by Hawaiian


'Duke' Kahanamoku. Duke famously carved a board from a piece of local timber and demonstrated surfing for an enthralled crowd on 15 January 1915. A life-size statue of Duke Kahanamoku on the northern headland commemorates the historic day, and the board has been kept on display in the Freshwater Surf Life Saving Club since 1952.

Freshwater is part of the Manly-Freshwater National and World Surfing Reserve that recognises the historical, cultural, and environmental values of famous surfing beaches.

For article sources go to <https://www.icms.edu.au/news/what-campus-world-has-nine-beaches-its-doorstep>



# your classmates

A large group of approximately 20 diverse students, both men and women of various ethnicities, are posing for a group photo outdoors. They are dressed in semi-formal attire, including blazers, button-down shirts, and dresses. The students are arranged in several rows, with some standing and others sitting or leaning forward. They are all smiling and looking towards the camera. In the background, there is a large, light-colored stone building with arched windows and a flagpole flying several flags. Lush green trees and flowering bushes are also visible, suggesting a campus setting.

ICMS is not just a college, it is a community. With over 1,500 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.



# meet your predecessors

Successful careers start at ICMS. As an ICMS graduate you will join thousands of your predecessors who have found career success working in Australia and around the world.

ICMS graduates continue to be part of our community, visiting our students on campus and sharing their experiences of life in industry. As an ICMS graduate, you will be part of an international network of professional and personal contacts, connected online with a shared passion for service management and professional success. Catch up with former classmates, find out more about upcoming reunions and keep up to date with the latest developments at ICMS when you graduate to our Global Alumni Community.

We are very proud of the achievements of our ICMS graduates. Their ICMS experience and determined ambition have helped them secure impressive roles in premium international organisations. It is time to meet your predecessors...

**ci events.** **LinkedIn** **RAISE THE BAR** **ORACLE** **WESTS TIGERS** **SYDNEY FESTIVAL** **D2C** **starwood** **CBRE** **Shangri-La hotel** **Cinque** **BENT fork** **veeam**

**James Brady** Account Executive  
LinkedIn  
Business Management Graduate, 2013

**Kent Anderson** Managing Director  
Raise the Bar  
Hospitality Management Graduate, 2007

**Gemma Allen** Consumer Business  
and Events Assistant  
West's Tigers Rugby League Football Club  
Sports Management Graduate, 2013

**Fernando Motti** Catering And  
Sustainability Manager  
Sydney Festival  
Event Management Graduate, 2007

**Rob Dudley** Business Development Manager  
D2C  
Sports Management Graduate, 2011

**Martina Vitulli** Sales Coordinator  
Starwood Hotels and Resorts  
Hospitality Management Graduate, 2012

**Harry Webb** Retail Leasing Negotiator  
CBRE  
Property Management Graduate, 2013

**Anna Meredith** Event Manager  
Shangri-La Hotel  
Hospitality Management Graduate, 2009

**Peter Wood** Part Owner  
Bent Fork and Cinque e Mezzo Pizza  
Property Management Graduate, 2011

**Cliff Mann** Regional Account Manager  
Veeam Software  
International Tourism Graduate, 2010

**Briony Baglin** Event Director  
ci events  
Event Management Graduate,  
2008



# your classes

A photograph of three students in a classroom setting. In the foreground, a young woman with blonde hair tied back, wearing glasses and a black blazer over a yellow top, is focused on writing in a notebook. Behind her, two other students, a young woman and a young man, are also working at their desks. The classroom has green desks and a warm, slightly blurred background.

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.





# We are number ONE

## LEADING GLOBAL RESEARCH COMPANY RANKS ICMS NUMBER ONE IN AUSTRALIA FOR GRADUATE EMPLOYABILITY IN EVENTS AND HOSPITALITY MANAGEMENT PROGRAMS \*

International College of Management, Sydney (ICMS) has been ranked number one in Australia in a survey that examined the event management and hospitality management sector.

The 2017 survey, commissioned by ICMS and undertaken by the Kantar Group (Kantar Millward Brown), a world leading research, data and insights company, ranked ICMS number one in Australia for Event Management and Hospitality Management – based on graduate employability.

The survey asked leading industry brands\*\* to rank the employability of graduates from Australian higher education Institutions offering Event Management or Hospitality Management. ICMS came out on top with 89% of those surveyed seriously considering ICMS when hiring an Event Management or Hospitality Management graduate.

This means that that ICMS students can be confident of finding employment after graduation.

“In today’s current economic climate,

we find the results of this survey are an enormous credit to our institution,” ICMS Deputy Vice Chancellor, Professor Chris Auld said.

“We are extremely proud of the calibre of students passing through ICMS, all of whom are put through a rigorous academic program, supported by exceptional staff. The key, though, is that it is this strong theoretical training combined with our emphasis on industry training that has led to us being recognised as number one in career preparation for our students, and graduating quality candidates who will

add value to any company in which they are employed.”

ICMS has relationships with leading industry brands and work integrated learning is a part of every degree offered. This means that ICMS students are already experienced in their relevant fields before they graduate.

The survey also indicated that the ICMS Bachelor of Event Management and Bachelor of Hospitality Management programs ranked number one for “offering a professional learning environment

for students (83%), providing the most professional students (83%) and creating work ready students (85%)”.

“The Kantar Group survey supports our view that ICMS hospitality management and event management graduates are highly professional and competent and we are incredibly proud of this fact,” Professor Auld said.

“This is something we have methodically and consciously worked towards, and it is rewarding to have this outcome recognised. We are proud that our

students are the preferred candidates in job interviews in the events and hospitality industries.”

\*Event Management and Hospitality Management Research, commissioned by ICMS and prepared and conducted by the Kantar Group (Kantar Millward Brown) 18 September 2017 - based on a survey of employer industry partners (Leading brands within Australia) with 46 respondents from a list of 140. Students' employment prospects will vary based on individual performance and results. \*\* Leading industry brand partners of ICMS



# Bachelor of **BUSINESS MANAGEMENT**

“At ICMS, the social aspect of being a student was taken seriously, with loads of activities on offer to meet fellow students and make lifelong friends.”

Nathan Novacek  
Bachelor of Business Management





# BACHELOR OF BUSINESS MANAGEMENT

## ICMS.EDU.AU/BUSINESS-MANAGEMENT

Business management professionals are the people who get things done. They oversee the performance of teams and operations to maximise a company’s potential. Business management professionals also work in not-for-profit organisations to improve performance outcomes. To achieve this they need to be skilled in all areas of business including sales and marketing, accounting and finance, human resources, communication and negotiation, legal issues and leadership. Every organisation in every industry requires management professionals. This makes Business Management one of the most versatile and rewarding careers available to you.

The Bachelor of Business Management is highly regarded by the professional services industry. Your Business Management degree at ICMS is a well-rounded qualification with opportunities for in-depth study in a professional services sector of your choice. Your core subjects are supplemented with business and specialist industry electives in a range of study areas. Choose all your electives from one specialist major area to have a specialisation named on your academic transcript.

### DEGREE STRUCTURE

**Duration: 2.75 years full time**

With a Bachelor of Business Management you will be career ready. You will combine business and management studies, specialised business subjects and up to 1,200 hours of industry training in 2.75 years of full-time study (or equivalent part time).

You can choose to complete a Business degree or specialise in: General Business, Entrepreneurship, Marketing and New Media Management, or Retail Marketing.

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Core	Introduction to Human Resources Management	100	3
	Elective	Elective	100	3
	Other	Introduction to ICMS	100	0
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Business Economics	100	3
	Elective	Elective	100	3
	Elective	Elective	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Service Management and Innovation	200	3
	Elective	Elective	200	3
	Elective	Business Elective	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
	Elective	Elective	200	3
	Elective	Business Elective	200	3
	Elective	Business Elective	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	Elective	300	3
	Elective	Business Elective	300	3
	Elective	Business Elective	300	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Elective	300	3
	Elective	Elective	300	3
	Elective	Business Elective	300	3

At ICMS we are connected with industry. With in-depth knowledge of business and management principles, up to 1,200 hours of industry training, and your choice of specialisation, a Bachelor of Business Management has everything you need to be a leading business professional.

### SUBJECT SNAPSHOT

#### Career Planning and Strategy

Successful and satisfying careers don't just happen. Learn the concepts, techniques, tools and processes to plan and implement the career you want. With an emphasis on linking theoretical and empirical research with practical lifelong skill development, you will learn the best career management strategies for your work style, interests and personality.

#### Strategic Management

Learn how to approach complex and strategic business challenges from cross-functional and multi-dimensional perspectives. You will learn how to analyse a firm's internal resources and capabilities along with how to examine the various components of a business' external industry and macro-environments. Once you can do this, you'll know how to develop appropriate strategies with which to pursue sustainable competitive advantage in domestic and international markets.

#### Consumer Behaviour

Success in the marketplace depends on a company's ability to attract, satisfy and retain its customers. To grow, the business must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. Understanding what products and product attributes customers currently desire, and what they may desire due to emerging social trends, keeps businesses at the leading edge of consumer behaviour and product research. Learn the skills to understand consumers as buyers so you can manage product portfolios efficiently.

### WITH SUBJECTS

#### SPECIALISING IN

You can choose to specialise in one of three highly sought after areas of industry. Your specialisation will appear on your academic transcript when you graduate. Alternatively, you can choose to study a range of subjects across the spectrum of business electives.

#### Entrepreneurship

Entrepreneurs are made, not born. You can develop the tools and the skills to become an economic innovator, to think creatively, and to balance opportunity against risk. In the Entrepreneurship specialisation you will learn to identify and exploit business opportunities and manage business growth. You will learn how to build, promote, and manage your own businesses by understanding the processes used by start-ups and rapid growth small firms as well as large corporations and non-profits.

#### Marketing and New Media Management

As groups share, sell and swap goods and information via the digital world, there are new opportunities and challenges for marketers. New media has seen a power shift in the way consumers and retailers relate. With a greater public voice, consumers are taking a more active role in their purchase decisions. Any business involved in marketing requires the tools, tactics, strategies, and processes needed to create, track, and manage new media. Learn to make the technology work for you with integrated traditional and digital marketing communication strategies.

#### Retail Marketing

Retail marketing is a dynamic business. Technological, economic and social change influences consumer behaviour. Retail marketers must continually employ new tactics and strategies to secure sales and generate consumer loyalty. Retail Marketing at ICMS has been developed in partnership with leading industry professionals. It examines consumer behaviour, retail technology, advertising, e-commerce, social media, buying and logistics, and visual merchandising. Retail growth is critical to the global economy, and to the sustainability of every retail business. Retail marketing is ideal for careers in marketing, merchandising, store management and buying.

### YOUR FUTURE

At ICMS we train you to be a leader in business management. When you graduate with a Bachelor of Business Management you will have adaptive capabilities 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 can work in a multinational company locally or take your new found skills and experience around the world.

Positions include:

- Business Analyst
- Business Development Manager
- Entrepreneur
- Management Consultant
- Marketing Manager
- Retail Account Manager
- Sales Representative





James Brady, Australia  
Business Management Graduate, 2013  
Account Executive, LinkedIn

**What is your current role? Outline your professional experience.**

I am an Account Executive for LinkedIn. I drive new business sales by partnering closely with small businesses to help them use LinkedIn strategically to source and attract the best talent to their organisation. Prior to LinkedIn I worked in the Domestic Development department for ICMS part time whilst studying my degree.

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

My biggest career highlight so far was joining LinkedIn, the world's largest professional network, after graduating. I was selected for the role based on my ICMS qualification and experience working in the Development Team for the College. At LinkedIn, I have been able to successfully support the business with my knowledge and skills gained at ICMS, and was promoted into an Account Executive role.

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

My ICMS degree gave me great foundations in business, preparing me both academically and professionally to succeed in the high performance world of consumer and enterprise technology. The lecturers' passion and real-world experience guided me to the path I wanted to take, and the extracurricular activities gave me the business leadership skills needed to thrive early in my career.

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

The main factors were the specialised subjects you can study while doing a general business degree. Also the opportunity to be a part of a community that takes preparing you for success seriously. The location and reputation didn't hurt either!

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

I was awarded a scholarship covering my first two years of tuition. I was also a Student Ambassador and led the Residential Assistant (RA) team as the Senior RA in my final term. By far the biggest highlight for me was working part time for the College for the majority of my time there – giving me real business experience before I had even graduated.

**What advice would you give to someone considering study at ICMS?**

Get involved as much as you can in everything on offer. ICMS gives you the opportunities not only to study a degree, but also to develop as a future business leader.



Bachelor of Business Management

# **(FASHION AND GLOBAL BRAND MANAGEMENT)**





# BACHELOR OF BUSINESS MANAGEMENT (FASHION AND GLOBAL BRAND MANAGEMENT)

ICMS.EDU.AU/FASHION-BRAND

The Bachelor of Business Management (Fashion and Global Brand Management) degree blends core business subjects with specialised subjects relating to fashion and brand management, providing you with the perfect foundation for a successful career in fashion, retail or brand management.

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.

At ICMS we believe in a curriculum that blends a thorough understanding of the theoretical principles of management with innovations in hands-on, practical education. You will discover how successful fashion and luxury brands are built, managed and experienced. Learning from business experts, and through extensive industry exposure, you will master the latest marketing and retailing strategies used to engage customers and sell fashion products both in Australia and across the globe.

## DEGREE STRUCTURE

Duration: 2.75 years full time

With a Bachelor of Business Management (Fashion and Global Brand Management), you will be career ready. You will combine business and management studies as well as specialised fashion and global brand management subjects and up to 1,200 hours of industry training in 2.75 years of full-time study (or equivalent part time).

	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	Elective	300	3

It takes more than just innovative designs to build a successful fashion brand. Experts in marketing, merchandising, logistics, sales, retailing and more, contribute to bringing a product from the runway to the 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.

## SUBJECT SNAPSHOT

### Introduction to the Fashion and Retail Industry

The aim of this subject is to provide students with an overview of the nature and scope of fashion retailing, and the elements required to develop and maintain a successful fashion brand strategy. You will identify and discuss the principles of merchandise management and fashion brand management in relation to strategy implementation.

### Styling and Creative Direction

Learn how to build a clear creative vision and brand through photography, event, editorial and personal styling. By the end of this subject, you will understand the basics of the design process including basic textile cuts, fabrics and construction, as well as how to build client briefs and analyse fashion trends.

### Fashion Planning and Buying

Increase your knowledge and understanding of working in fashion and trend orientated retail, such as clothing, accessories and homeware. You’ll look at topics ranging from industry trends and global retail buying to product trend analysis and waste management.

## YOUR FUTURE

From lifestyle blogging to Instagram, the way we engage with and consume fashion has changed and so must our marketing and retailing strategies. A new breed of professionals are required to help brands tell their story and present products to the right audience. Graduates with the latest skills in branding, digital and social media marketing, e-commerce, merchandising, public relations, retailing and event management are in high demand. When you graduate with a Bachelor of Business Management (Fashion and Global Brand Management), your industry experience and blend of practical management training will see you ready for a range of roles at both boutique labels or large multi-national companies.

Positions include:

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





Bachelor of Business Management  
**(ACCOUNTING)**



# BACHELOR OF BUSINESS MANAGEMENT (ACCOUNTING)

ICMS.EDU.AU/ACCOUNTING

The Bachelor of Business Management (Accounting) degree provides an accounting specialisation within a broader business context. The degree combines business, management and accounting studies to help you emerge as a well-rounded accounting professional ready to provide real business value.

This degree will equip you with a variety of specialist and more generic soft skills, to enable you to work and contribute effectively in a range of complex environments. The broader business skills taught as part of this degree, such as people management, business communication and leadership, will enable you to adapt in your future accounting career as the business environment continues to evolve.

When you study accounting at ICMS, you will not only develop a thorough understanding of accounting principles and their application; you will learn directly from business experts and through real industry experience. You'll get experience in preparing, evaluating and analysing financial data. As a graduate, you will be able to effectively communicate the financial position of an organisation and confidently contribute to business strategy.

## DEGREE STRUCTURE

Duration: 2.75 years full time

With a Bachelor of Business Management (Accounting), you will be career ready. You will combine business and management as well as specialised accounting and finance subjects and up to 1,200 of industry training in 2.75 years of full time study (or equivalent part time).

	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	100	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* / 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* / Elective	300	3
	Core	Corporate Finance	300	3
	Core	Research Project	300	3

\*Business Taxation and Audit and Assurance subjects are a CPA requirement and are best completed by students while undertaking their degree and are seeking CPA membership. Students who do not wish to seek CPA membership, may choose a 300-level elective substitute.

If you’re thinking of joining the growing league of clever individuals who make up the \$20 billion accounting industry in Australia, studying a business degree with an accounting focus will put you in a strong position to kick-start your career. Being good with numbers is only part of the equation; accountants also need to be able to interpret financial data to help inform business decisions and communicate their findings clearly and effectively.

## SUBJECT SNAPSHOT

### Accounting for Business

This subject aims to provide you with the accounting knowledge to understand the principles of accounting and how it relates to the internal and external decision making of an economic entity. 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.

### Financial Accounting I

This subject is designed specifically to provide you with an understanding of the role that accounting plays in various aspects of financial decision-making. You will learn how to summarise and present information within financial statements to aid the decision making of stakeholders.

### Management Accounting

This subject will provide you with the operational information and skills relevant to planning, controlling and evaluating accounting information within an organisation. You will also examine various tools that support management decision-making.

## YOUR FUTURE

In Australia alone, the accounting industry employs more than 115,000 people\*. Opportunities exist in internal accounting teams, corporate advisory firms like KPMG and Ernst and Young, and for the entrepreneurially minded, there’s the option to start your own practice. The Bachelor of Business Management (Accounting) will prepare you for a diverse range of roles thanks to the unique combination of business, management, accounting and industry experience.

Positions include:

- Financial Accountant
- Tax Accountant
- Auditor
- Business Analyst
- Financial Advisor
- Forensic Accountant
- Investment Manager



# Bachelor of **EVENT MANAGEMENT**

“Being taught by lecturers up to date with the latest trends in the industry makes such a difference. It was great being able to enjoy my student experience while working towards a degree that will help me so much further down the line. I will never forget my time at ICMS!”

Kristen Hargreaves  
Bachelor of Event Management





# BACHELOR OF EVENT MANAGEMENT

ICMS.EDU.AU/EVENT-MANAGEMENT

When you study one of Australia’s best event management degrees at ICMS, you will learn the strategic management, practical and personal skills that will make you an outstanding event professional. Our close connections with industry and our reputation as event management experts will give you the start you need to excel in your career. From business events including meetings, exhibitions and conferences to weddings, festivals and fashion parades – a professional event manager can make any event look seamless.

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

DEGREE STRUCTURE

Duration: 3 years full time

With a Bachelor of Event Management you will be career ready. You will combine business and management studies, specialised event subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Venue and Hospitality Operations	100	3
	Specialisation	Introduction to Event Management	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Event Operations and Logistics	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Event Production and Design	200	3
	Specialisation	Exhibition Services	200	3
Trimester 4	Industry Placement	Industry Training I		12
Trimester 5	Industry Placement	Industry Training II		12
Trimester 6	Core	Career Planning and Strategy	200	3
	Elective	Elective	200	3
	Specialisation	Event Practicum	200	3
	Specialisation	Legal Issues for Event Management	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Specialisation	Promotions and Sponsorship	300	3
	Specialisation	e-Commerce and Social Media	200	3
	Elective	Elective	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Elective	300	3
	Specialisation	International Events	300	3
	Specialisation	Conventions and Meetings Management	300	3
Trimester 9	Elective	Elective	300	3
	Specialisation	Research Project	300	3

The Bachelor of Event Management is your backstage pass to a professional business career in event management. From business events including meetings, exhibitions and conferences to weddings, festivals and fashion parades – a professional event manager can make any event look seamless.

SUBJECT SNAPSHOT

Production and Design

Event managers often have a flair for the creative. Production and Design is where you will harness that creativity to win over a real client and to develop the design and production elements of your event. Starting with promotion you will experiment with scriptwriting, voiceover, copyediting, and the social media campaigns needed to create a sought-after event. You'll sharpen your technical skills and learn production aspects like audio visual, lighting, sound and staging, room layouts and special effects. A field trip to a staging company will offer you an interactive experience in event staging.

Operations and Logistics

Site visits, event plans and a thorough working knowledge of event operations and logistics will keep you focused on running a smooth and stress-free event. We will take you on a back-of-house tour of an event venue to conduct your own site audit as you consider the logistics of a typical event. You will learn how to manage event operations taking into consideration project, labour, risk, financial, site and transport management issues that are all part of an event manager's job. By developing your own logistics manual for a simulated event and using industry software you will gain the skills you'll need to manage the logistics of any event.

Event Practicum

In your event practicum you have the opportunity to apply all your theoretical knowledge and practical skills to a real event with a real client. You'll work with your classmates to manage an event from conception through to execution and evaluation. You'll learn the practicalities of running an event like site and risk management and stakeholder management issues as well as budget management, time management and project management.

YOUR FUTURE

Event managers have the skills and expertise to make any event look easy. Composed under pressure, an extraordinary event manager seamlessly brings together all the key elements required to create an outstanding guest experience. At ICMS we are in the business of training extraordinary event managers.

Our graduates are experts in event management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Event Management graduates are trained to be professional leaders.

As your career develops, combining your knowledge and experience with a personal interest such as sport, business, arts or culture could lead to a wide range of new and fascinating career directions. Many of our graduates are working across the globe.

Positions include:

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



# cievents.

Briony Baglin, Australia  
Event Management Graduate, 2008  
Event Director, cievents



## What is your current role? Outline your professional experience.

I am an Event Director and look after large international incentives and conferences with a large team of people supporting me. In my role, I focus on development of our people, retaining incumbent clients and executing programs for cievents key client accounts.

I started at cievents more than four years ago as an Event Coordinator supporting a team of eight Event Managers and Directors. After working for cievents for 18 months, in July 2011, I was promoted to Event Manager and in June 2012, I moved into a Senior Event Manager role running larger programs and taking on international programs with larger teams working under me.

## What career achievements are you especially proud of?

I operated an event in July 2014 in the position of 2IC for Flight Centre taking 3,350 delegates to Macau from all over the world. My role involved recruiting and managing all staff, inducting and training all staff and assisting the program director on all tasks. The event was a huge success. I organised flights, accommodation, food and beverage, boat and car transfers, registrations, pool parties, after parties, welcome night, half day conference and a gala awards ceremony – all in the space of 48 hours. Combine this with a language barrier, 3,500 fancy dress costumes, a delegate app, a team of 25 staff and a different time zone – it was exhausting but watching it all unfold was a super proud moment in my career.

I also ran an event in April 2013 for the fashion label Ermenegildo Zegna, where 200 journalists and members of the press were brought to Australia from all over the world for their annual wool awards ceremony. We had a number of A list celebrities attend the awards and managed all logistics for the VIPs including chartering planes. This event was run on a four-week turn around with very tough clients (one based in Milan and the other in Japan). I am very proud of this event as it elevated my profile within cievents.

I have also won three outstanding achievement awards at cievents over the past one and a half years for my contributions to the company's growth and success.

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

My degree gives me credibility in the industry. It is a must-have in order to get a job at cievents so I can honestly say that without it I would not be where I am today. cievents respects the discipline of a degree qualification and the theoretical knowledge provides a significant head start when beginning in the industry in an entry level role. It has also helped me to move up more quickly within the company.

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

At the time I graduated from high school, there were very few respected degrees in event management. At a career day organised by my school, I found out about the ICMS Event Management degree. The degree structure and the qualification you receive were very appealing to me. I knew as soon as I graduated high school that I wanted to attend ICMS.

## Tell us about your industry training placement

My experience at the Four Seasons Hotel Sydney was fantastic. I learnt so much about five star standards and discipline in the hospitality industry with regards to service, grooming and general day-to-day operations. I underwent a week-long extensive training induction program before beginning my banqueting role. This is where new starters meet management and learn about the standards in five star service in theory before practice. I stayed with the Four Seasons for just under two years after my industry placement finished. I enjoyed the position and loved working with the team there.

## What were the highlights during your time at ICMS?

Industry experience was a highlight for me. I learnt most of my skills on-site at the Four Seasons during my nine months of training.

It was a brilliant experience where I met some amazing people and learnt everyday event management skills.

I also enjoyed the term five event. The practical side of the program gives you a more realistic experience managing and executing an event, which is transferable to any job after you graduate.

## What advice would you give to someone considering study at ICMS?

Do your research and make sure the degree you want to study is the right one for you. Event Management is a team focused industry and it is very fast paced. It is important that you truly understand what the degree/industry entails and be 110% sure that you just can't live your life without being a part of it. Be prepared for incredibly long hours and some very hard work but be excited for the amazing travel, brilliant learning experiences and wonderful people you will meet along the way.



# Bachelor of **HOSPITALITY MANAGEMENT**

“The student body is truly culturally diverse, and I have learnt so much just being on campus. ICMS faculty, staff and students go out of their way to embrace students from all over the world, and this made a big difference to my student experience.”

So, Yessica Indah Sari  
Bachelor of Hospitality Management





# BACHELOR OF HOSPITALITY MANAGEMENT

ICMS.EDU.AU/HOSPITALITY-MANAGEMENT

From a 5 star New York hotel to a sundrenched island resort, the Bachelor of Hospitality Management could place you anywhere in the world. Turn your passion for professional service into a global career.

Hospitality is one of the world’s biggest industries with job opportunities in almost every country. Hospitality managers are in high demand and professionals are needed to fill roles in hotels, function centres, resorts, restaurants and airlines around the world. ICMS will get you there.

ICMS has created a degree that makes sure our graduates were at the top of their profession in hospitality management. The Bachelor of Hospitality Management features the most comprehensive practical training program in Australia.

## DEGREE STRUCTURE

### Duration: 3 years full time

With a Bachelor of Hospitality Management you will be career ready. You will combine business and management studies, specialised hospitality subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).



	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Hospitality Operations 1	100	3
	Specialisation	Introduction to Hospitality and Tourism Management	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Rooms Division Operations	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Hospitality Operations 2	200	3
	Specialisation	Gastronomy	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	Elective	200	3
	Specialisation	Operational Management and Cost Control	200	3
	Specialisation	Rooms Division Management	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	Elective	200	3
	Specialisation	Global Trends in Hospitality and Tourism	300	3
	Specialisation	e-Commerce and Social Media	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Elective	300	3
	Specialisation	Hotel Management Simulations	300	3
	Specialisation	Global Wine Tourism	300	3
Trimester 9	Elective	Elective	300	3
	Specialisation	Research Project	300	3

The Bachelor of Hospitality Management blends the Swiss quality of hospitality with an Australian flair for business. You will experience the best of traditional and modern hospitality practice, gaining a superior hospitality education that is internationally recognised and highly regarded.

## SUBJECT SNAPSHOT

### Hotel Management Simulations

Think you’ve got what it takes to design and run the best hotel? Compete with other ICMS students and test your decision-making skills in a simulated but highly realistic environment. You will use advanced software that simulates hotel operations including front office, the lodging cycle and the application of yield management principles in forecasting demand, it is a great way to get you thinking like a hotel manager.

### Gastronomy

Do you know that there is a relationship between people, place, food and drinks? In Gastronomy, you will evaluate food and drink from both a social and cultural aspect. You will also learn about the role of taste, nutrition and obesity in relation to diet and society. We will take you on a gastronomy study tour to discover modern trends and practices in hospitality, food and culture.

### Operational Management and Cost Control

Engage with real clients on real hospitality events. In this subject you will work closely with your classmates to conceptualise, plan and implement an event for up to 200 guests. Working on weddings, functions, dinners and conferences, you will gain first-hand experience in working for clients with high expectations. This is a real-world test of your project management and teamwork skills.

## YOUR FUTURE

A Bachelor of Hospitality Management can take you in many different professional directions, whether you would like to coordinate a conference or manage a multi-million dollar hotel. When you graduate with an ICMS degree, your industry experience and blend of practical and management training will see you ready for an impressive career in hospitality.

Our graduates are working across the globe. You could join them working in leading hotels and resorts, restaurants, conference centres and events companies around the world.

Positions include:

- Hotel Manager
- Hospitality Operations Manager
- Food and Beverage Director
- Accommodation Manager
- Hotel Sales and Marketing
- Guest Relations Manager
- Banquet Manager
- Conference and Event Coordinator
- Resort and Spa Manager
- Cruise Ship Hospitality Operations Manager
- Sommelier
- Hospitality Consultant
- Restaurant and Bar Owner/ Proprietor





# Working while studying

Jessica Ho, Australia  
Hospitality Management Graduate, 2016  
Corporate Sales Coordinator, Hyatt Regency Sydney

## 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 paid internship 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 internship and from the Hospitality

Practical 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?

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

The close proximity of the beach, the ability to stay on campus at an affordable cost, the support from lecturers and industry training to get you into the industry, and the practical experience that was part of the degree.

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

Being a Residential Assistant.

## What lessons did you learn from your industry training?

I learnt to bring what I had learnt theoretically into practice, and the industry training enhanced my ability to think on my feet. Studying at a university that specialises in the hotel industry gave me a substantial advantage in understanding the industry from the inside.

## 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.



“ICMS lecturers know what they are talking about, and are happy to share that knowledge! I feel confident going into my career knowing that I have had the best start possible.”

Laura Behrens  
Bachelor of International Tourism

# Bachelor of **INTERNATIONAL TOURISM**





# BACHELOR OF INTERNATIONAL TOURISM

## ICMS.EDU.AU/INTERNATIONAL-TOURISM

Channel your adventurous spirit, business acumen and love of travel into a rewarding career. As an international tourism professional you will be responsible for the management, promotion and marketing of destinations around the world.

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

### DEGREE STRUCTURE

#### Duration: 3 years full time

With a Bachelor of International Tourism you will be career ready. You will combine business and management studies, specialised international tourism subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).

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

ICMS is a five time winner of the NSW Tourism Award for Excellence in Tourism Education. Channel your adventurous spirit, business acumen and desire for travel into a rewarding career. As an international tourism professional you will be responsible for the management, promotion and marketing of destinations around the world.

### SUBJECT SNAPSHOT

#### Destination Sales and Marketing

When marketing a destination you need to get inside the mind of the tourist and use this insight to make strategic decisions. In Destination Sales and Marketing you will study a range of topics from the psychology of purchase decisions to strategic marketing planning. You will review data from tourism case studies and consider factors such as positioning, branding, traditional and online marketing tools to identify and design your own sales and marketing initiatives.

#### Destination Management Issues

Whether it is political unrest, rising sea levels or increased development, there are many ways that the natural and built environments can be impacted by change. In Destination Management Issues, you will learn how to analyse these variables and consider the future sustainability of destinations and the tourism industry. You will learn about the concepts of crisis management and the appropriate strategies to assist a tourism organisation or destination in crisis. You will write a tourism journal article based on your research of a current issue of your choice.

#### Global Trends in Hospitality and Tourism

The physical, cultural and economic aspects of destinations can differ vastly across the globe. Global Trends in Hospitality and Tourism is a comprehensive examination of the similarities and differences between worldwide destinations. This will prepare you for a global career and also help you to understand the current and predicted trends in the international tourism market.

### YOUR FUTURE

A career in international tourism can be as exotic and colourful as its destinations. Understanding what motivates tourists and meeting their needs can be both emotionally and financially rewarding. When you graduate with a Bachelor of International Tourism, your award-winning education and blend of industry experience and management training will turn your passion for travel into a successful career.

Many of our graduates are working across the globe and Australia in leading hotels and resorts, government organisations and travel companies.

Positions include:

- Guest Relations Manager
- Resort Manager
- Airline Operations Manager
- Travel or Tourism Consultant
- Tour Wholesaling and Operations
- Tourism Bureau Manager
- Regional Destination Manager
- Destination Development Manager



# HAMILTON ISLAND

GREAT BARRIER REEF AUSTRALIA

## Lucy McLachlan, Australia

International Tourism Graduate, 2012

Direct Sales Consultant, Hamilton Island Enterprises

### What is your current role? Outline your professional experience.

In my current role as Direct Sales Consultant with Hamilton Island Enterprises, I work in the Direct Sales Team based in Sydney. With my knowledge of the local and international markets, I work with the general public to create hotel and flight bookings suited to their needs. During my time at ICMS I worked as a part time supervisor with Merlin Enterprises for companies such as Madame Tussauds, Sea Life and Legolands.

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

At Hamilton Island Enterprises I was nominated for an Eminence Award and received a Silver Award for teamwork. I was also the top salesperson and won many incentives for my high performance, even though I had limited sales experience at the time.

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

Connections are invaluable. I have made contacts through former students and lecturers, industry training and extra-curricular activities. The opportunity to be interviewed for the role at Hamilton Island was made possible through a connection made at ICMS. In addition to that, in all my working roles I have used skills developed at ICMS from business and tourism specialty subjects.

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

I wanted to study business as it covers a broad range of employment opportunities. I liked the idea of being able to study tourism with my business degree. ICMS was the only place that offered this mix.

### Tell us about your industry training placement experience

My industry training experience at Swain Tours was invaluable. During my final two years at ICMS I continued to work casually with Swain Tours.

### What were the highlights during your time at ICMS?

My exchange trimester at César Ritz College in Switzerland. It was an incredible experience to study in a new country and travel to new places on weekends. I have lifelong memories from this trip.

I was also awarded a full Academic Scholarship for my third year of study. My hard work was acknowledged and I appeared on the Dean's List twice.

Lastly, I worked for the Communications Team and Student Mentor Programs, which I loved.

### What advice would you give to someone considering study at ICMS?

ICMS is a place full of connections. At ICMS I made wonderful friends who I still see today. We share the same passion for success and formed a special bond I don't think would have been possible at a larger university. My advice is to be open to the new opportunities ICMS presents you with and get involved in the different networks.





Bachelor of  
**PROPERTY**  
(Development, Investment & Valuation)

“Studying property has opened doors towards my future career. The industry placement program has also allowed me to network with professionals in the industry.”

Brett Johnson  
Bachelor of Property (Development, Investment & Valuation)



# BACHELOR OF PROPERTY (DEVELOPMENT, INVESTMENT AND VALUATION)

ICMS.EDU.AU/PROPERTY

Property managers are in demand worldwide for their ability to manage complex issues related to real estate such as purchase, sale, leasing, valuation and development. Almost every large to mid size company in the world has real estate assets which require managing. Property Managers are needed in all of these businesses, to ensure company assets contribute to a company's profitability. With a professionally recognised property degree from ICMS you have huge earning and employment potential in areas as diverse as industrial, rural, commercial and residential property. Positions range from small property management firms to large commercial development companies.

## DEGREE STRUCTURE

### Duration: 3 years full time

With a Bachelor of Property (Development, Investment and Valuation) you will be career ready. You will combine business and management studies, specialised property subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).

	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
Trimester 3	Core	Business Statistics	100	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	Elective	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	Elective	200	3
	Specialisation	Commercial Real Estate	300	3
	Specialisation	e-Commerce and Social Media	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Elective	300	3
	Specialisation	Property Investment and Finance	300	3
	Specialisation	Design Concepts	300	3
Trimester 9	Elective	Elective	300	3
	Specialisation	Research Project	300	3

Buying, selling, valuing and negotiating – markets and people move fast in real estate and property managers need to have resourcefulness and business acumen to stay ahead. At ICMS we train you to think like a property specialist. Working with real-world scenarios you’ll learn how to make informed business decisions, thinking strategically to predict the movements of industry.

## SUBJECT SNAPSHOT

### Building Construction

Property managers need to be the experts about buildings and developments. They may not be working as engineers, but they need to know how buildings are constructed, the types of materials and building techniques used, and how to analyse plans and understand contracts. From development proposals to project managing a major development, you will learn the essentials in building construction. You will also learn the jargon and negotiation skills for working with builders, tradesmen, architects, draftsmen, town planners and government agencies.

### Property Investment and Finance

Property development involves investment and a sound knowledge of financial principles. It can be the difference between a development triumph that is a commercial success, and one that ends up losing money. Your financial plan will help you answer questions like: Should I renovate or demolish and rebuild? Should I seek out other investors? Is this project financially viable? Any property development project will require financing and this subject will introduce you to the essential financial concepts you'll need.

### Commercial Valuation

Commercial property values can be influenced by location, size, expenses, and leasing revenue just to name a few. You will learn how commercial valuation professionals research and report on the value of a commercial property. You will develop your knowledge further when you examine the commercial mediation and arbitration procedures that can be a part of the commercial valuation process. You will investigate the best strategies for performance and analyse commercial valuations that may be used for financial reporting, insurance, litigation, tax or sales.

## YOUR FUTURE

Property managers are leaders in the business of buildings – from property acquisition and development, to use and maintenance, marketing and finance, and valuation and sales. Property management has become a global industry with a shortage of qualified professionals for many key roles. At ICMS we are the management specialists, training you for an international career as a property management leader.

When you graduate with a Bachelor of Property (Development, Investment and Valuation) your industry experience and blend of practical and management training will see you ready for an impressive career in property.

Positions include:

- Facilities Manager
- Strata Manager
- Commercial Property Valuer
- Business Manager
- Portfolio Manager (Corporate)
- Retail Centre Manager
- Operations Manager
- Contract Manager
- Project Manager
- Senior Property Manager



At ICMS we train you to think like a property manager. Working with real-world scenarios you'll learn how to make informed business decisions, thinking strategically to predict the movements of industry. Property managers are wanted worldwide for their ability to manage complex issues related to real estate such as purchase, sale, leasing, valuation and development.

# CBRE

Thomas Bennett  
Industry Placement CBRE Sydney



Bachelor of  
**SPORTS  
MANAGEMENT**

**“I love how I can relate the business management aspect of the industry to my passion for sports.”**

Nathaniel Page  
Bachelor of Sports Management



# BACHELOR OF SPORTS MANAGEMENT

## ICMS.EDU.AU/SPORTS-MANAGEMENT

The largest events on the planet are all sports related – FIFA World Cup, the Olympics and Tour De France to name a few. Professional sports management spans everything from the management of elite athletes and major teams to the administration of mass market, mass participation sports and the myriad of industries and government bodies that support them. The business of sports management requires people with skills across many areas, including management, marketing, law, finance, commercial development, sponsorship, event management, player and performance management, coaching, psychology, human performance and health.

The Bachelor of Sports Management is a well-rounded and multi-disciplinary qualification that prepares you for sports management leadership.

### DEGREE STRUCTURE

**Duration: 3 years full time**

With a Bachelor of Sports Management you will be career ready. You will combine business and management studies, specialised sports subjects and up to 600 hours of industry training in 3 years of full-time study (or equivalent part time).

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Introduction to Sports Management	100	3
	Specialisation	Contemporary Health Issues	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	Sports Psychology, Health and Wellbeing	100	3
	Core	Business Statistics	100	3
Trimester 3	Core	Business Economics	100	3
	Specialisation	Facilities Management	200	3
	Specialisation	Introduction to Sports Law	200	3
	Industry Placement	Industry Training I		12
	Core	Career Planning and Strategy	200	3
Trimester 4	Elective	Elective	200	3
	Specialisation	Innovation in Sports Management	200	3
	Specialisation	Risk Management in Sport	200	3
	Other	Applied Leadership	200	1
	Core	Research Methods	300	3
Trimester 5	Elective	Elective	200	3
	Specialisation	Promotions and Sponsorship	300	3
	Specialisation	e-Commerce and Social Media	200	3
	Core	Strategic Management	300	3
	Elective	Elective	300	3
Trimester 6	Specialisation	Sports Media Management	300	3
	Specialisation	Performance Management in Sport	300	3
	Elective	Elective	300	3
	Specialisation	Research Project	300	3
	Specialisation			

Professional sports management is a multi-billion dollar industry. Whether you are interested in managing an individual athlete, sporting team or organisation, your ICMS Bachelor of Sports Management will train you to be a leading sports management professional.

### SUBJECT SNAPSHOT

#### Contemporary Health Issues

Constant striving to improve puts great strain on an athlete's body and mind. New drugs, treatments, equipment, techniques and laws of the game, bring many new problems along with their intended improvements. In Contemporary Health Issues you will learn to identify these changes and to make management decisions when dealing with them.

#### Sports Psychology Health and Wellbeing

The psychology and wellbeing of an athlete can have a significant impact on their sporting performance. Understanding how sports psychology can influence the mental focus, confidence, injury recovery and mental and physical health of an athlete can make a big difference to how you work with them as a manager. In Sports Psychology Health and Wellbeing you will develop your understanding of the core principles of sports psychology. You will learn to identify an athlete with a sports-related psychology issue and write an intervention program to improve their wellbeing.

#### Player and Performance Management

A skilled sports manager must know how to motivate their athlete or team to strive for peak performance. Regular performance management techniques such as behavioural contracts and practical goal setting help the athlete and manager to each understand their professional expectations. From athlete assessment to setting long term goals, you will learn how to manage and maximise the performance of athletes and teams.

### YOUR FUTURE

When you are working in an industry that is loved by millions it is important that you have the resilience, confidence and determination to stay level-headed when making management decisions. Practical experience and in-depth business and industry knowledge is essential when representing an athlete, team or organisation. Sports managers must be skilled all-rounders who can manage media pressure, assist in negotiations between owners and players of professional sports teams, provide motivational support to athletes, understand the legal implications of a contract, and ensure that their clients are getting the performance support they need to keep them competing at the highest level.

At ICMS we are in the business of training extraordinary sports managers. Our graduates are experts in sports management principles, are technically skilled, and have a working experience of the industry. Our Bachelor of Sports Management graduates are trained to be professional leaders.

Positions include:

- Player or Team Manager
- Sports Marketing Manager
- Facilities Management
- Fitness Manager
- Merchandising Manager
- Sports Promotion and Sponsorship Manager
- Events Manager
- Sports Media Manager





### Amy Edward

Bachelor of Sports Management, 2016  
Events and Hospitality Coordinator, Sydney Swans Football Club

ICMS alumni Amy Edwards made such a good impression during her internship that she now works full-time in events at the Sydney Swans Football Club.

#### **What is your current role? Outline your professional experience.**

I am an Events and Hospitality Coordinator for the Sydney Swans Football Club. In this role I take care of Corporate Hospitality clients for both match days and events. I have been at the Swans full-time since January 2015.

The Sydney Swans is a professional Australian rules football club, based in Sydney, which plays in the Australian Football League.

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

While working as a waitress at a Mexican restaurant I met the General Manager of match day and events for the Sydney Swans. I was fortunate enough to leave an impression where I was offered an internship which I could use as my industry experience. Through hard work and determination I was offered a full-time role at the Swans.

After a year of successfully executing events and match days I was offered a promotion. I now look after all Corporate VIPs on match days and have my own events which I look after from conception to execution.

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

Having studied Sports Management I have been able to come straight into the sporting world with a good understanding of match day activations, sports law and sports marketing. I have been able to find my confidence a lot quicker than if I had not studied this course.

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

ICMS took into consideration other attributes aside from grades for course selection. This created an instant environment of acceptance.

ICMS allows students to be creative, to live and study in an amazing location, all whilst gaining invaluable industry experience.

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

A highlight of my time at ICMS was being a part of the ICMS netball team in the first year where ICMS students participated in the Eastern University Games. This was a great way to emphasise how much the college has to offer and to show how it is developing. I also lived on campus for two terms where I met some lifelong friends.

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

From my own personal experience, ICMS provided me with the flexibility to do my course how I wanted to, in the time frame I wanted to, while looking out over Manly beach and, best of all, you get industry experience. It's a no brainer!

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

I work in a very fast-paced environment where no match day or event is the same. There are lots of once-in-a-lifetime opportunities and memorable moments that we get to be a part of.

Some of the best events in the world are sporting events. I get to work with amazing people and watch the footy!



# 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 Masters 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.

## City Campus

Level 6 & 7, Winter Garden 1 O'Connell Street,  
Sydney CBD (Near Bent Street corner)





**Options for the Masters program includes:**

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

**Master of International Business  
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  
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)  
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  
2 Years**

The Master of Management (Management and Organisations) 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  
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 successful completion of the Graduate Certificate in Business, students may apply for admission to the Master of Management.

**Graduate Certificate in Event  
Management  
6 months**

The Graduate Certificate in Event Management (GCE) 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 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.



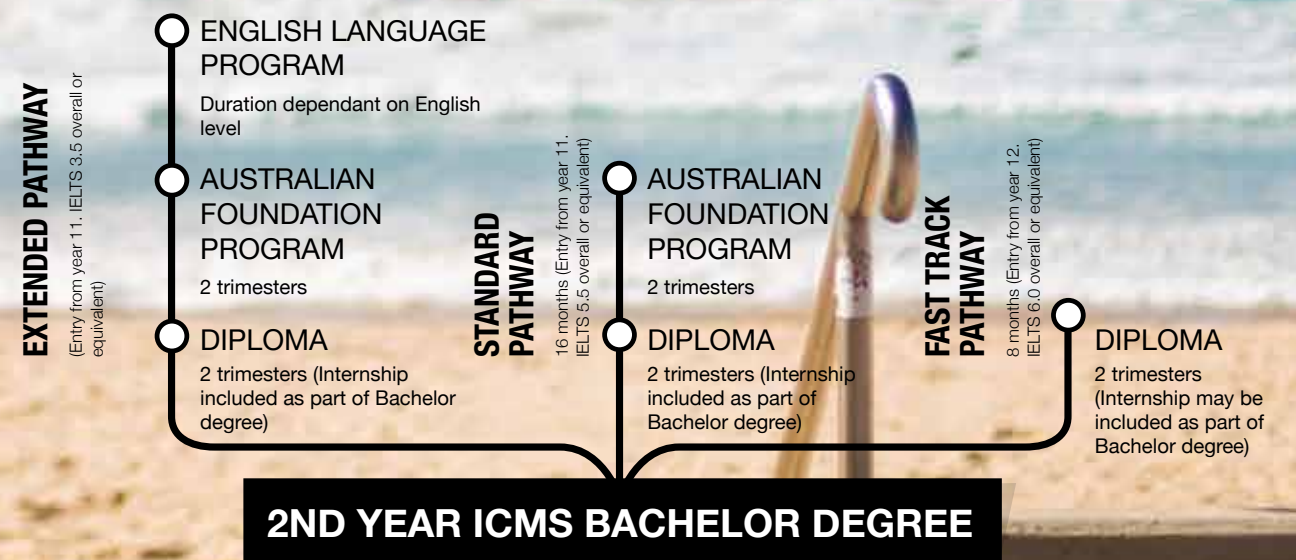
# aspire

## 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.

Note: Diploma of Business Management is two trimesters in duration and does not include industry training



# YOUR PATHWAY TO ICMS

ASPIRE.EDU.AU



Cooper Hayne  
Diploma of Business Management

**WHY ASPIRE INSTITUTE?**

All Aspire students are a fully integrated part of the ICMS student community. You attend lectures at our campuses in Manly 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 beachside campus environment**

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

**Exceptional student experience**

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

**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: \$26,400  
Domestic: \$21,920

**Duration:** Diploma as a pathway to an ICMS Bachelor degree: 8 months full time  
1 year fulltime which includes a 3 month internship

Note: Diploma of Business Management is two trimesters in duration and does not include industry training

**Entry requirements:** Academic: Completion of year 12 or equivalent  
English language: IELTS 6.0 overall 5.5 in speaking and 5.5 in writing or equivalent.

Note: If you are progressing to an ICMS Bachelor degree, the internship will be part of the second year of your degree. If you're not progressing to an ICMS Bachelor degree, the internship module fee is \$3,200.

**Australian Foundation Program** - 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:** \$22,000

**Postgraduate Qualifying Program** - 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 or July 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:** \$14,900

**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 in Manly 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:** \$410 per week

**General English Program**

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

**Academic English Program**

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

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/)





# 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)

JWU offers the largest Hospitality program in the USA, however they also specialise in Retail Marketing, International Business, Culinary Arts, Sports Entertainment and Event Management. [www.jwu.edu/providence](http://www.jwu.edu/providence)

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

You need to be enrolled in an ICMS Degree, have a Grade Point Average of 2.7/4.0 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.

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.

The ICMS student experience is like no other. We provide the best industry training program in Australia. It's a structured part of your degree and can provide a foundation for your final subjects with us.

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 team of industry training consultants 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

Kiana Harvey

Graduate

Sponsorship and Promotions Team Member - Channel Seven

**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 (ICMS internal 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 tells students. 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.

The ICMS graduate employment rate is better than the top 2 QS ranked Australian Universities. 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 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.



# over 1000 Industry Partners



Over the past five years, the International College of Management, Sydney (ICMS) has worked with over 1000 industry partners, a milestone that places ICMS at the forefront of career-focused higher education in Australia.

ICMS is located on the Northern Beaches, NSW, just outside Sydney, but work experience through industry partners can take students abroad. Long term partner, Walt Disney World Resort in Florida has hosted 58 students over the years.

Closer to home, Northern Beaches Council has hosted 12 students, Lakeba Group - 24 students and Novotel Sydney Manly Pacific - 30 students.

"Reaching this milestone speaks volumes about how serious we are about working with industry partners to ensure our students are leaders in their fields and highly employable," ICMS CEO and President Dr Dominic Szambowski said.

"Thank you to all our industry partners over the years for partnering with us as we shape

the leaders of tomorrow. We appreciate your support, your investment in our students and your willingness to mentor within your organisations."

ICMS offers university-level degrees in disciplines ranging from sports management and international tourism to hospitality, events and property management.

With industry partners crossing the spectrum from global events agency Clevents, the worlds largest commercial real estate and investment company, CBRE to the Sydney

International Convention Centre (ICC), the Football Federation Australia (FFA) and Sydney based Australian Rules Football team, GWS Giants, ICMS students are given the opportunity to be at the coalface of the industry of their chosen discipline.

Industry partners, both in Australia and abroad, offer ICMS students the opportunity to complete the work integrated learning component built into each degree. The ICMS Industry Training placement entails working for up to 1200 hours (approximately nine months full-time) for undergraduate degree

students. This is an opportunity for students to prepare for their future professional career by gaining relevant experience in their chosen industry, learning skills required and gaining valuable contacts and networks.

For many students, these internships translate into employment post-graduation, with almost 90% of ICMS students employed in their field before they graduate. There are over 1000 industry partners on the ICMS database, and in each period of work placement, ICMS works with over 100 industry partners.

There are also a number of industry partners with ICMS alumni at the forefront of the organisation, a fantastic scenario of past students giving current students the opportunity to take their first steps up the ladder of their chosen career. ICMS alumnus Alejandro Jara, founder of Black & White Waiters, offers an annual scholarship opportunity to current hospitality or events management students.





# 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 qualifications and our industry partners and faculty embrace these tips, holding them front and centre when engaging with ICMS students.





# position yourself

**When it is time to embark on your industry training, we work closely with you to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you anywhere in Australia, or internationally. We have opportunities in major cities as well as in regional areas. It is all about finding the best placement for you.**

Positions include:

#### **Business Management**

Trainee Assistant Manager  
Sales Assistant  
Finance Research Assistant  
Accounts and Finance Assistant  
Buyers Administration Assistant  
Marketing Assistant  
Internet Marketing Administrator  
Recruitment Assistant

#### **Event Management**

Conference Coordinator  
Events Coordinator  
Events Assistant  
Reservations Coordinator  
Marketing Assistant  
Functions Coordinator  
Guest Services Coordinator  
Banquets Assistant

#### **Hospitality Management**

Food and Beverage Attendant  
Banquet Wait Staff  
Guest Service Agent  
Reservations Coordinator  
Porter/Concierge Attendant  
Housekeeping Attendant  
Human Resources Assistant  
Sales and Marketing Assistant

#### **International Tourism**

Tour Guide  
Attractions Coordinator  
Travel Sales Agent  
Marketing Agent for Tourism  
Reservations Coordinator  
Hospitality Hosts  
Tourist Information Guide  
Sales and Marketing Assistant

#### **Property (Development, Investment and Valuation)**

Portfolio Assistant in Strata Management  
Leasing Coordinator  
Real Estate Sales Representative  
Assistant Development Consultant  
Assistant in Property Management  
Property Marketing Coordinator

#### **Sports Management**

Sponsorship Assistant  
Media and Communications Assistant  
Assistant Gym Manager  
Holiday Resort Sports Coordinator  
Sports Analyst  
Merchandising and Ticketing Coordinator  
Sports Coach  
Sports Event Assistant

#### **Business Management (Accounting)**

Financial Accountant Assistant  
Business Analyst Assistant  
Financial Advisor  
Forensic Accountant Assistant  
Investment Assistant  
Finance Assistant  
Management Accountant  
Accounts Receivable Intern  
Accounts Payable Intern

#### **Business Management (Fashion and Global Brand Management)**

Brand Assistant  
Visual Merchandiser  
Marketing Coordinator  
Fashion Buyer Assistant  
Digital Marketer  
Creative Designer  
Retail Assistant  
Stylist  
Event Coordinator





# 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.

## **Academic Support Services**

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, 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. During trimesters the library opening hours are Monday to Thursday from 8am to 8pm and Friday 8am to 5pm. The library is also open on Saturday and Sunday from 1pm to 5pm.

## **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.





ICMS draws students from all over the world attracted by our reputation as a vibrant social community with incredible student experiences.

**Student Clubs and Associations**

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

- Asian Students Association
- Scandinavian Students Association
- ARK - Act of Random Kindness Association
- Living Water (Inter-Denominational Christian Group)

- Melody, ICMS Music Club
- Green Team
- Asian students association

**Sport at ICMS**

Whether you're into rugby, netball, futsal, basketball, beach volleyball, or just general fitness, you can become involved in sport and fitness programs at ICMS. We have sporting teams representing ICMS in internal and external tournaments. Our Student Experience Team support all our sports teams and if there's not one that meets your needs, find friends and form your own! Other activities on campus include tennis, tae kwon do, yoga, zumba and boot camp. Manly is also a paradise for outdoor activities and we organise weekend activities such as surf camp trips,

snorkelling, kayaking, stand-up paddle boarding, canoeing, horse riding, surf lessons and bushwalks all within a short distance from the ICMS campus.

**Coots Collegial Club (CCC)**

The Coots Collegial Club (CCC), located in Kelly House, is a fantastic area for students to meet and unwind. Major college parties and themed events are hosted here throughout trimesters including our icebreaker, SRC party, karaoke and trivia night, and sports viewing events such as the Melbourne Cup and other sports matches. CCC is open for leisure and games most days and features Foxtel TV, foosball table, table tennis table and a pool table.

**Orientation Week\***

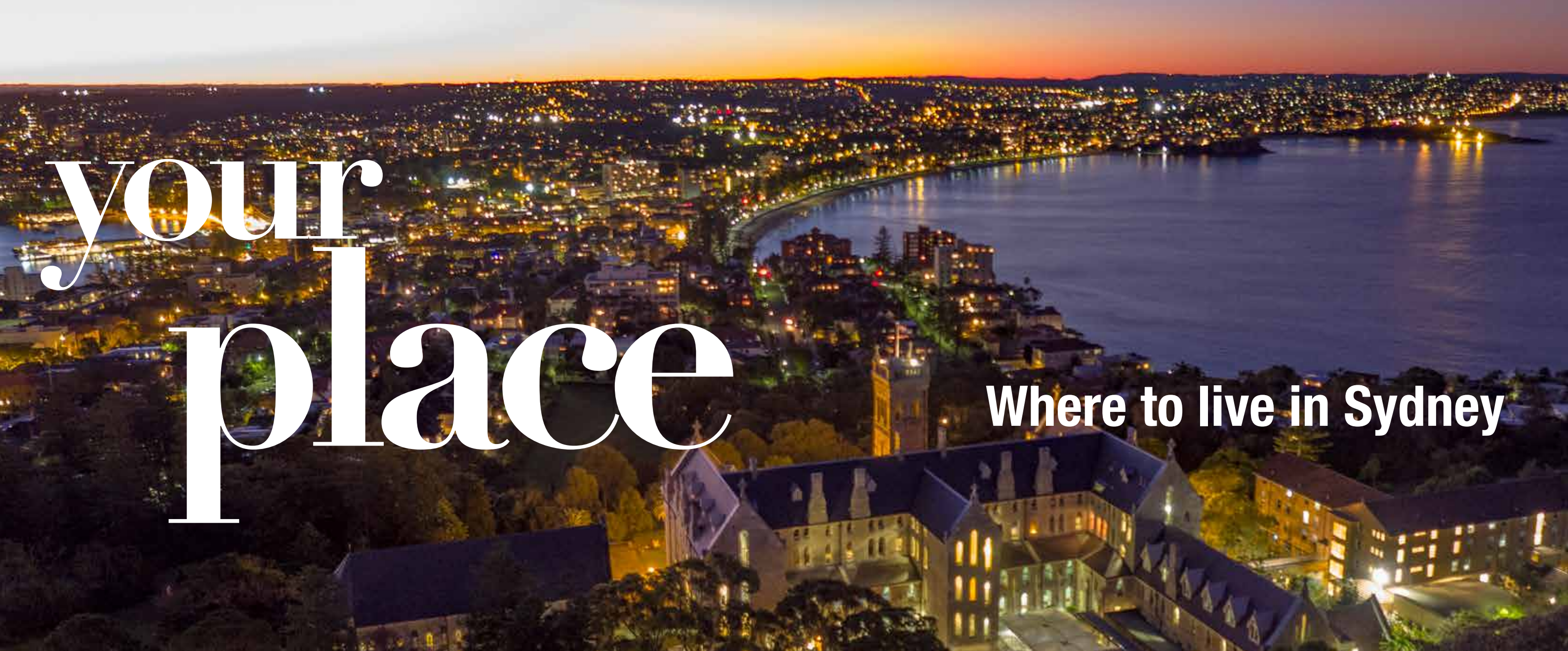
Your first week at ICMS begins with Orientation Week (O-Week). During this action-packed week, you will be introduced to the ICMS community and also to life in Manly. You will learn about the academic side of things, have fun and meet new people who will be sharing your ICMS experience with you.

\*Not all intakes have a full week of orientation.

These are just a few of the things you'll do in O-Week:

- Enrol in your classes and get your timetable.
- Meet your new classmates.
- Tour the College and Manly.
- Attend a surf safety course at Manly Beach.
- Catch the ferry to Sydney for a city tour.
- Attend the Welcome Cocktail Party and Manly night life induction.
- Enjoy Campus Day, full of fun activities such as tug-o-war.





# your place

## Where to live in Sydney

Manly and the surrounding Northern Beaches represent some of the most desirable neighbourhoods in Sydney. Students have a variety of accommodation options available, ranging from living on campus to finding lodging off campus either alone or in a shared house with classmates. The Sydney rental market is highly competitive, so we suggest you start thinking about what type of accommodation will best suit your needs as soon as possible.

### On-campus accommodation

Campus living is an ideal way to make the most of our spectacular ICMS location. Students who live on campus enjoy a fantastic lifestyle with all meals provided, wireless internet, 24 hour access to computer labs, as well as the luxury of being in close proximity to classes, and the world-famous Manly Beach. Rooms are equipped with a desk, wardrobe, heating and wireless internet. All linen is provided and rooms are dusted and vacuumed once a week.

Each floor is equipped with a kitchenette, common showers, toilets and ironing facilities. You will also receive residential support from the Resident Assistants, senior ICMS student leaders who live on campus.

You will have the choice of a single, double or triple dormitory room, depending on your budget, residential preference and availability. Shared rooms are single sex but are allocated randomly for cultural experience.

On campus accommodation is very popular and places fill up quickly for the 230 beds available. It is recommended that you apply for a place as soon as possible.

### Study Intensive Residential Floor

Prefer living on a floor where other students share the same study focus and interests?

Then you should consider ICMS Study Intensive Residential Floor. Beyond living with others who have something in common with you, there are many additional benefits. Students can enjoy the following: small and quiet accommodation floor, zero alcohol tolerance, students with same major interests. This community environment is a popular offering to a limited number of our residents. Although study-intensive floors remain lively and fun places to live, residents who select these floors generally place a greater focus on their academics. Study-intensive floors are present to help you manage your environment in ways that help facilitate effective study habits.

For more information visit [icms.edu.au/accommodation](https://icms.edu.au/accommodation)

### On-campus accommodation

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	\$5,920	\$8,200
Single Water View	\$6,240	\$8,640
Twin/ Double	\$5,320	\$7,370
Triple/ Quad	\$5,000	\$6,920

### Accommodation in Manly and surrounding suburbs

Manly is a vibrant cosmopolitan centre and as such there is a large demand for temporary accommodation, particularly in the summer months. Suburbs located close to Manly include Dee Why, Freshwater, Manly Vale, Balgowlah, Brookvale, Seaforth and Fairlight. Alternatively you could live in the city centre, Manly is only a 17-minute fast ferry ride from Sydney city.

Options for accommodation include shared accommodation where you pay for a room in an apartment/house or renting your own place. When renting your own place, most landlords require a 12 month lease, although six month contracts can sometimes be found. Of course there are also numerous hotels, motels, serviced apartments, furnished accommodation and backpacker style accommodation available.

When searching for accommodation, remember that many rental properties require an upfront bond of one to two months rental fees to cover any damages during your stay. You may also be required to provide references to show you are an ideal tenant/flatmate.



# SCHOLARSHIPS

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Nathan Novacek  
ICMS Professional Scholarship Winner

**Our Professional Scholarships reward high performing future and current students for their dedication to their studies, as well as their commitment to a career that inspires passion. Corporate Scholarships, with practical and financial incentives, offer students a unique opportunity to launch and enhance their careers and their CV's.**

**ICMS scholarships are awarded to many students each year. They cover tuition fees for study and/or accommodation. In some instances, tuition fees can be valued at up to \$50,000. Partial scholarships, and accommodation scholarships are awarded at the discretion of the Scholarship Board.**

**In 2017 ICMS awarded over \$1 million and over 60 scholarships, and each year that is increasing.**

## SCHOLARSHIPS FOR NEW DOMESTIC STUDENTS

### ANZ Scholarship, Business Management

**Open to:** Australian and New Zealand students entering the Bachelor of Business Management. Other degrees may be considered.

**Trimester available:** February.

**Value:** Over \$17,000. Includes 12-14 weeks full-time paid work placement at ANZ.

We have partnered with ANZ to present this unique scholarship for new students who show potential to be corporate leaders. This experience and exposure to the world of corporate banking will be of enormous value on the resume of a young professional leader.



### HOSTPLUS Scholarship Hospitality Management

**Open to:** Australian and New Zealand students entering the ICMS Bachelor of Hospitality Management. Other degrees may be considered.

**Trimester available:** February.

**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.



### HOSTPLUS Scholarship Sports Management

**Open to:** Australian and New Zealand students entering the ICMS Bachelor of Sports Management. Other degrees may be considered.

**Trimester available:** February.

**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.



### Aspiring Education Foundation Equity Scholarship

**Open to:** Australian high school students who are completing their final school year (year 12).

**Trimester available:** February, May and September.

**Value:** The Aspiring Education Foundation (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.



### ICMS Professional Scholarships

**Open to:** Australian and New Zealand high school students who are completing their final school year.

**Trimester available:** February.

**Value:** Up to \$29,000.

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.



**Together with the Corporate Sponsored Scholarships, ICMS Professional Scholarships include:**

- ICMS Business Management Scholarship
- ICMS Business Management (Accounting) Scholarship
- ICMS Business Management (Fashion & Global Brand Management) Scholarship
- ICMS Event Management Scholarship
- ICMS Hospitality Management Scholarship
- ICMS International Tourism Scholarship
- ICMS Property Management Scholarship
- ICMS Sports Management Scholarship

### Souths Cares HOSTPLUS Indigenous Scholarship

**Open to:** Indigenous students commencing a Degree at ICMS.

**Trimester available:** Annual.

**Value:** Up to \$20,000 in tuition fees and/or accommodation credit.

SOUTHS CARES, an affiliate of the Rabbitohs, HOSTPLUS and ICMS have teamed up to provide a scholarship for an indigenous student commencing college for a Degree.





# SCHOLARSHIPS

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## SCHOLARSHIPS FOR CONTINUING ICMS STUDENTS

### Postgraduate Innovation Scholarship

**Open to:** Current ICMS Master students completing semester two their program (Entering the final year of study).  
**Semesters available:** February and July  
**Value:** Up to 4 subject tuition waiver.

Applicants must have demonstrated consistency in academia, and excellence in innovation, professional performance, and overall contribution to ICMS.



### Academic Excellence Scholarship

**Open to:** Current ICMS students with between 3 and 12 subjects remaining not including the current trimester.  
**Trimesters available:** February, May and September.  
**Value:** Up to \$20,000.

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. There are two scholarships available each trimester, two for the students with the highest cumulative GPA.



### Courtney-O'Connor Scholarship

**Open to:** Current ICMS students with between 3 and 12 subjects remaining not including the current trimester.  
**Trimesters available:** February, May and September.  
**Value:** Up to \$29,400. Includes tuition fee waiver of up to 12 subjects and a work placement (8 hours per week during one trimester) within the ICMS.

Each trimester, the Courtney-O'Connor Scholarship recognises a student exhibiting leadership, community service, academic consistency and work place performance.



### Northern Beaches Council Scholarship

**Open to:** Current ICMS students enrolled in an Event Management degree.  
**Trimesters available:** February, May and September.  
**Value:** Includes a 4 subject fee-waiver and an amount of \$300 paid weekly during a 14-week, full-time internship.

This is an exciting opportunity to gain invaluable experience working on key international events such as the Manly Food and Wine Festival, Manly Jazz Festival and Australian citizenship ceremonies and other major events. You will develop, plan and deliver events to assist Northern Beaches Council to meet its strategic business goals.



### ACCOR Scholarship

**Open to:** Current ICMS Students in trimester 6 or above of their Hospitality Management, Event Management or Business Management\* degree.  
**Trimesters available:** February.  
**Value:** \$10,000 of tuition fees, and potential graduate employment.

ICMS has partnered with ACCOR Hotels to present this unique scholarship for ICMS students currently studying their hospitality degree. The experience and exposure to the hospitality industry with this leading international hotel company will be of enormous value on the C.V. of a passionate hospitality student looking for a career in hospitality management.



*\* Business Management and Event Management students will be considered in the case where there is considerable work experience in the Hospitality industry.*

### Black & White Waiters Scholarship

**Open to:** Current ICMS Students enrolled in a Hospitality or Events Management degree.  
**Value:** Up to \$7,500

ICMS has partnered with Black & White Waiters to present this unique scholarship opportunity for students currently in the first year (term 1, 2, or 3\*) of their Bachelor of Hospitality Management or Bachelor of Event Management degree. The successful recipient will receive a tuition waiver up to the value of \$7,500 which includes work placement at Black & White Waiters (200hrs) throughout the term of their Scholarship. The experience and exposure to the world of Hospitality and Events Management will make the recipient's C.V stand out, while also creating many potential networking moments.



*\* Interested applicants further along in their degree will be considered.*

### Sydney Northern Beaches Surf Life Saving Scholarship

**Open to:** Current ICMS Students enrolled in a Sports Management or Event Management degree.  
**Value:** Up to \$10,000 tuition waiver and includes an internship with an amount of \$300 paid weekly during the term of the internship.

The Sydney Northern Beaches Surf Life Saving 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 the Sydney Northern Beaches Surf Life Saving's business goals.



## SCHOLARSHIPS FOR NEW INTERNATIONAL STUDENTS

### ICMS International Scholarships

**Open to:** International students entering an ICMS Bachelor degree.  
**Trimesters available:** February, May and September.  
**Value:** Up to \$25,000.

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. May consist of tuition waivers and/or accommodation.

A large percentage of International students applying for scholarships are successful. Successful students have originated from nations such as: Argentina, Australia, Bhutan, Brazil, Canada, China, Croatia, Germany, India, Indonesia, Italy, Macao, Malaysia, Mauritius, Mexico, Myanmar, New Zealand, Norway, Philippines, Portugal, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, United Kingdom, Uzbekistan and Viet Nam.



### Postgraduate Innovation Scholarship

**Open to:** Students entering an ICMS Master degree.  
**Semesters available:** February and July  
**Value:** Up to 6 subject tuition wavier.

These scholarships will be awarded to promising scholars based on their effort, dedication, attitude and aptitude, demonstrated business acumen and motivation.



Laura Pinker  
ACCOR Scholarship Winner



# SCHOLARSHIPS

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“Studying at ICMS is the opportunity of a lifetime, the experience offers social, academic and industry training opportunities that you won’t find anywhere else.”

Jemma Cavallaro  
ANZ Business Scholarship Winner



## HOW TO APPLY

Our application process generally involves three stages.

- 1

Written application
- 2

Interview with ICMS scholarship panel
- 3

For scholarships with an industry partner organisation (ACCOR, ANZ, HOSTPLUS, Northern Beaches Council, SNB Surf Life Saving and and South Cares HOSTPLUS):  
Finalists interview with ICMS scholarship panel and the industry partner.  
For ICMS professional scholarships and the Aspiring Education Foundation Equity Scholarship:  
Evaluation of year 12 subject results, application, and interview.

If you are applying for the Academic Excellence Scholarship for continuing students, you must complete an application form to be considered. Students must have between 3 and 12 subjects remaining not including the current trimester. The decision to award any Academic Excellence Scholarship may be impacted by the level of academic performance of all students.

For the application kit including deadlines and selection criteria, go to:  
[icms.edu.au/scholarships](https://icms.edu.au/scholarships)

*Scholarships are subject to variations in value and availability.*



# 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 an 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 20). 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 109. 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.border.gov.au](http://www.border.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 two semesters for Postgraduate studies per year (February and July). Applications should be made at least three months prior to the preferred enrolment date. Late applications are accepted, however places at ICMS are limited.

### 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, Retail Marketing 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 ATAR. 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.

# 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 20). 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 111. 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 two semesters for Postgraduate studies per year (February and July). 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. 2019 UAC applications will open in early August 2018. 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 ATAR (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 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 70 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, Retail Marketing 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 ATAR. 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 academic 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)

Applicants who have not completed 12 years of formal education may apply for entry into a Bachelor degree if they meet specific requirements as detailed on the ICMS website. Applicants must also meet the relevant English language requirements.

#### Entry Pathways

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 applying through the University Admissions Centre (UAC) will find admission requirement details on the UAC website at [www.uac.edu.au](http://www.uac.edu.au)

#### Pathways to ICMS

Aspire Institute provides pathways into most qualifications at ICMS. Information on these opportunities and articulation arrangements are available on page 70.

#### Advanced Standing

ICMS supports the Australian Qualifications Framework with the objective of facilitating pathways to, and through, formal qualifications. In support of this objective all academic studies and prior learning will be taken into consideration when applying to ICMS.

Applicants who can demonstrate successful completion of equivalent subjects at a recognised institution may be eligible for credit or exemptions when studying at ICMS. For further details, please refer to the recognition of prior learning section of the ICMS handbook at: [icms.edu.au/handbook](http://icms.edu.au/handbook)

### 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 70 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

### 2019 UNDERGRADUATE FEES

	Bachelor of Business Management 24 subjects: 10 compulsory core + 6 business electives + 8 other electives	Specialist Bachelor degrees 26 subjects: 10 compulsory core + 12 specialist subjects + 4 electives
Subject Fee	International - \$3,300 Domestic - \$2,740	International - \$3,300 Domestic - \$2,740
Industry Training	No fee	No fee
Other Fees	Applied Leadership: International: \$1,100, Domestic: \$920	Applied Leadership: International: \$1,100, Domestic: \$920

### 2019 POSTGRADUATE FEES

	Graduate Certificate of Business 4 subjects	Masters of Management, Masters of International Business 12 Subjects + Industry Training
Subject Fee	International - \$3,350 Domestic - \$2,950	International - \$3,350 Domestic - \$2,950
Industry Training	No fee	No fee

#### International students

International students are required to pay the tuition fee deposit of \$13,200 for all Bachelor degrees or \$13,400 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 do 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 \$13,200 and postgraduate \$13,400 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 and student amenities fee. 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 2019 calendar year and are expressed in Australian dollars. Tuition fees are for programs delivered during 2019 and will expire on 31 December 2019. Tuition fees are reviewed annually and are subject to change. Fees are payable prior to each trimester.

# IMPORTANT DATES

### 2019 - Undergraduates dates

Trimester	Orientation Week	Academic Trimester
February	11 to 15 February	18 February to 17 May
May	29 May to 31 May	3 June to 30 August
September	11 to 13 September	16 September to 13 December

### 2020 - Undergraduates dates

Trimester	Orientation Week	Academic Trimester
February	10 to 14 February	17 February to 16 May
May	28 to 30 May	2 June to 29 August
September	9 to 11 September	15 September to 12 December

### 2019 - Postgraduates dates

Semester	Orientation	Academic Semester
February	11 to 15 February	18 February to 21 June
July	25 to 26 July	29 July to 29 November

### 2020 - Postgraduates dates

Semester	Orientation	Academic Semester
February	10 to 14 February	17 February to 20 June
July	23 to 24 July	28 July to 28 November

Disclaimer: Some intakes do not have a full week of orientation.

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





# 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

CREDIT FOR PREVIOUS STUDY

If you have studies at another academic institution, you may be eligible for credit towards your degree at ICMS. To request for credit transfer (advance standing or recognition of prior learning), 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?

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?

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
- ☐ Certified certificates of employment showing all previous work

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 Immigration and Border Protection) 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)

Date

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)



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.

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

CREDIT FOR PREVIOUS STUDY ☐ Yes ☐ No

If you have studied at another academic institution, you may be eligible for credit towards your degree at ICMS. To request for credit transfer (advanced standing or recognition of prior learning), 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
- ☐ Certified certificates of employment showing all previous work

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

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- 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)

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)

DOWNLOAD THE ICMS AUSTRALIA APP



**ICMS CRICOS PROVIDER CODE: 01484M**  
CRICOS COURSE CODES:  
Bachelor of Business Management: 068149F  
Bachelor of Business Management (Fashion and Global Brand Management): 097374A  
Bachelor of Business Management (Accounting): 097375M  
Bachelor of Event Management: 068282A  
Bachelor of Hospitality Management: 068277J  
Bachelor of International Tourism: 068278G  
Bachelor of Property (Development, Investment and Valuation): 068279G  
Bachelor of Sports Management: 068281B  
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:  
Applied Diploma of Business Management - 072938J  
Diploma of Business Management - 097376K  
Diploma of Business Management (Fashion Management) - 097373B  
Diploma of Event Management - 055639F  
Diploma of Hospitality Management - 055638G  
Diploma of International Tourism - 055640B  
Diploma of Property Management - 072935A  
Diploma of Sports Management - 072937K  
Postgraduate Qualifying Program - 094357D  
Australian Foundation Program - 076374G  
Academic English Program - 092650D  
General English Program - 092652B

International College of Management, Sydney Pty Ltd ACN 003 144 045 ATF The ICTHM Trust ABN 54 174 259 919, trading as International College of Management, Sydney, Aspire English, and Aspire Institute, CRICOS Provider Code: 01484M, RTO Code: 90851, TEQSA ID: PRV12025

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any subject, or to withdraw any subject or degree which it offers, or to impose limitations on enrolment in any subject or program of study. College fees, terms and conditions of enrolment are subject to change. Printed in July 2018.





**ICMS**  
**INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY**  
**NORTHERN BEACHES CAMPUS**

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NSW 2095 Australia

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(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)



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[@icmscampus](https://www.instagram.com/icmscampus)



[/icmsaustralia](https://www.facebook.com/icmsaustralia)