

# ICMS

SYDNEY  
AUSTRALIA

2016

UNDERGRADUATE  
PROSPECTUS



**YOUR NEW  
HOME**

Discover the heritage  
and splendour of our  
College in Manly

**YOUR  
NEIGHBOURS**

Meet your classmates  
from over 40 countries

**YOUR  
PREDECESSORS**

Why ICMS graduates land  
the best jobs

**NEXT GENERATION EDUCATION**

How ICMS is leading the way

# 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. We recommend a minimum budget of \$18,000 per year for living expenses (not including tuition) for our international students.

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 a leading business school, offering a balance of management and practical training within a culture of innovation and entrepreneurialism. We are a community of scholars, industry professionals and students working together to produce leaders in business, events, hospitality, international tourism, property and sports management. Recognised as management specialists, we have world-class academics from across the globe and the best industry training program in Australia.

At ICMS, you won't just be part of the crowd. Our class sizes are smaller than most universities. This gives our students a more personal learning experience. Students come to our stunning Manly campus from across the globe. This international learning environment adds a global context to the classroom experience, preparing students for future international careers.

Our beautiful campus has a prestigious history as the former site of St Patrick's Seminary. The ICMS building with its Gothic style and romantic central bell tower holds a commanding position overlooking the azure of Sydney Harbour and the Pacific Ocean. The entire estate covers 20 hectares of parkland.

St Patrick's has produced many leaders of distinction including Cardinals Gilroy, Freeman, Cassidy and Clancy along with 41 bishops. Australia's former Prime Minister, Tony Abbott, was also a student of St Patrick's Seminary. St Patrick's College is now a centre for excellence of a different kind. In 1996, ICMS was established as a specialised college of education. Today, ICMS has more than 1,200 students from around the world.



# 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. Read more about our unique industry training program on pages 66-69.

#### **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. Read more about the ICMS student experience on pages 70-75.

#### **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 40 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 study abroad and exchange programs can send you overseas to study at one of our partner institutions. Your overseas study will be fully accredited to your ICMS degree. Our international double degree programs

allow you to study at both ICMS and a selected partner institution and qualify for a Bachelor degree from each institution. We have many partner institutions in countries in Europe and the Americas including Johnson & Wales University (USA), San Francisco State University (USA), César Ritz Colleges (Switzerland) and a number of universities in Germany.

#### **Global alumni community**

Successful careers start at ICMS. There are more than 4,300 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. Read more about our alumni community on pages 14-15.



# your backyard

It would be hard to find a college in a more spectacular location than the ICMS campus in the Sydney beachside suburb of Manly. 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 legendary 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

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.



# your classmates



ICMS is not just a college, it is a community. With 1,200 students from more than 40 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 more than 4,300 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...

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

**Adi Gulati** Business Solutions Specialist  
Oracle  
Sports Management Graduate, 2013

**Chakyl Camel** Investments Analyst  
Ganellen  
Property Management Graduate, 2012

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

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

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

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

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

**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

# your classes

A photograph of a classroom or lecture hall. Several students, primarily young men, are seated at desks. They are dressed in business suits, including jackets, shirts, and ties. In the foreground, a student with glasses is looking at a laptop. Other students in the background are also looking towards the front of the room. The desks are green, and there are papers and laptops on them. The lighting is bright, suggesting a well-lit room.

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 15 to 20 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.



Next Generation Education

7



Globally Recognised

Placement in Your Industry

Employers' Choice for Graduates



Best Industry Training Program in Australia

# next generation education

At ICMS we are at the forefront of next generation education. This is our commitment to providing you with a curriculum that incorporates rigorous academic study with comprehensive professional experience and an exceptional industry training program.

In addition to your extensive industry training, practical experiences will reinforce your classroom learning, regardless of your degree. As an Event Management student you will stage events from concept to completion.

In Hospitality Management you will perfect your skills in our very own Grand Dining Room and production kitchen. In International Tourism you will work with Manly Council on international tourism events like the Food and Wine Festival. As a Sports Management student you will juggle the media and sports personalities at real sporting events. In Property Management you will renovate buildings and in Business Management you will go on site visits with our industry partners to learn first-hand from the best in the business.

This is next generation education that gets you in the workforce before you've even graduated. At ICMS we train management leaders. You'll leave us with a strong understanding of business and management principles, hundreds of hours of industry training and countless hands-on experiences. You'll have everything you need to succeed in business management. The rest is up to you.

# BACHELOR OF BUSINESS MANAGEMENT

ICMS.EDU.AU/BUSINESS-MANAGEMENT



Penelope Soul, Australia  
Business Management Graduate, 2012  
Assistant Buyer, Temple and Webster

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, an ICMS Bachelor of Business Management has everything you need to dominate as a leading business professional.

# 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 for profit. 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, logistics, 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 ICMS 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 electives or 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 degree.

## DEGREE STRUCTURE

**Duration: 2.75 years full time**

With a Bachelor of Business Management you will be industry 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 generalist degree or specialise in: Entrepreneurship, Marketing and New Media, or Retail Marketing.

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management

**Plus** Applied Leadership

### INDUSTRY TRAINING

Industry Training I  
Industry Training II

### BUSINESS ELECTIVE SUBJECTS

Choose 6 elective subjects from a specified list of 9.

### SPECIALISATION SUBJECTS

Complete 8 subjects from one of the following specialisations and this will appear on your transcript.

Entrepreneurship  
Marketing and New Media  
Retail Marketing

### Or

Choose any 8 ICMS undergraduate subjects to gain a generalist business qualification.

## 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 the cross-functional and multi-dimensional perspective of the general manager. 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.

## OUR BUSINESS SPECIALISATIONS

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

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 an ICMS Bachelor of Business Management you will have transferable skills, industry experience, and in-depth knowledge of business management principles in practice. This will see you ready for a career that spans industries and continents. You can work in a multinational company locally or take your new found skills and experience around the world.

Positions include:

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



degree  
details

# LinkedIn™

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 EVENT MANAGEMENT

ICMS.EDU.AU/EVENT-MANAGEMENT



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

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

# 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 social events including 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**  
**(fast track options available)**

With a Bachelor of Event Management you will be industry 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).

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management  
**Plus** Applied Leadership

### INDUSTRY TRAINING

Industry Training I  
Industry Training II

### ELECTIVE SUBJECTS

4 elective subjects

### SPECIALIST SUBJECTS

Conventions and Meetings Management  
Introduction to Event Management  
e-Commerce and Social Media  
Event Management Project  
Event Operations and Logistics  
Event Practicum  
Event Production and Design  
Exhibition Services  
International Events  
Legal Issues for Event Management  
Promotions and Sponsorship  
Venue and Hospitality Operations

## 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 print materials 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 will work on high profile events like the Bear Cottage Christmas Party or ICMS Celebrity Chef Dinner. You'll learn the practicalities of running an event like site and risk management issues and stakeholder management issues as well as budget management, time management and project management.

## NEXT GENERATION EVENT MANAGEMENT

Whether you have an international conference in your sights or specialist wedding receptions a little closer to home, ICMS will provide you with a superior education in event management theory and practice that will prepare you for a leadership role. ICMS degrees focus on the next generation of education getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional event manager you need to have a sound knowledge of the events industry in practice. The best way to do that is to experience it first-hand.

### Backstage pass

Site visits to a range of venues will get you thinking like an event manager as you conduct site audits and consider the challenges and potential of each site. Venues range from the enormous, such as Stadium Australia, to smaller venues like hotels and restaurants. You'll speak with industry management experts about their business operations and management, and see behind the scenes of banqueting and conference rooms with back-of-house tours.

### Learn on location

You'll examine the décor, layout, signage, staffing and service at event venues with field trips and lectures on location. Inspecting and analysing the business functions at event venues and completing industry-based projects will reinforce everything that you have learnt in the classroom.

## Real clients – real experience

Can you visualise the perfect event from start to finish? Can you convince a client of your vision? Can you plan a budget? How will you manage under pressure? Working with clients you will stage an event from concept to completion. Applying all that you have learnt in the classroom to a real-world experience with real clients will train you for the demands of industry. Through our solid volunteer program with high profile events, you can also build experience and industry exposure across a range of industry sectors: arts, fashion, sports, corporate and community.

### Eventful networking

At ICMS we are a community. ICMS graduates continue to be part of our community, visiting our students on campus and sharing their experiences of life in industry. This is your opportunity to learn about the careers of our graduates and how they achieved their success. It is also a great way to find out about paid and volunteer job opportunities available to event management students.

### From Manly to Manhattan

Our study tours are part of what makes ICMS a global college with an international perspective. An overseas study trip like our New York Study Tour will give you unique access to some of the world's most impressive locations. You will go behind the scenes of world famous event spaces like Madison Square Garden and Radio City Music Hall. With guest lectures and inside information from key event staff you will see behind the operations, staging and logistics or prestigious hotels like the Plaza and the Waldorf. You'll have the opportunity to be part of New York Fashion Week, getting first-hand knowledge of their staging, logistics and operations.

## 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 in exotic locations like Europe, USA, South America, Asia and Pacific Islands.

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



# degree details

# 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

ICMS.EDU.AU/HOSPITALITY-MANAGEMENT



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

**In partnership with the world-renowned César Ritz Colleges Switzerland we deliver this exceptional hospitality management degree. 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.**

# BACHELOR OF HOSPITALITY MANAGEMENT

ICMS.EDU.AU/HOSPITALITY-MANAGEMENT

From a 5 star New York hotel to a sundrenched island resort, the ICMS 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 and leading Swiss hotel school César Ritz Colleges wanted to create a degree that would make sure our graduates were at the top of their profession in hospitality management. The ICMS Bachelor of Hospitality Management features the most comprehensive practical training program in Australia.

## DEGREE STRUCTURE

**Duration: 3 years full time**  
**(fast track options available)**

With a Bachelor of Hospitality Management you will be industry 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).

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management  
**Plus** Applied Leadership

### INDUSTRY TRAINING

Industry Training I  
Industry Training II

### ELECTIVE SUBJECTS

4 elective subjects

### SPECIALIST SUBJECTS

e-Commerce and Social Media  
Gastronomy  
Global Trends in Hospitality and Tourism  
Global Wine Tourism  
Hospitality Operations I  
Hospitality Operations II  
Hospitality Management Project  
Hotel Management Simulations  
Introduction to Hospitality and Tourism Management  
Organisational Management and Cost Control  
Rooms Division Management  
Rooms Division Operations



### Embedded Qualifications

- Cocktail Making Certificate
- Responsible Service of Alcohol Certificate
- First Aid Certificate
- Safe Food Handling Certificate
- Barista Certificate
- Sommelier Certificate

## SUBJECT SNAPSHOT

### Hotel Management Simulations

Think you've got what it takes to design and run the best hotel? Compete with other ICMS students while you 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 might sound tricky at first but it is a great way to get you thinking like a hotel manager.

### Gastronomy

Did you know that there is a relationship between people, place, food and drinks? In Gastronomy you will evaluate and analyse the social and cultural aspects of food and drinks. 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 events like weddings, functions, dinners and conferences, you will gain first-hand experience in working for clients with high expectations. This will test your teamwork and project management skills.

## NEXT GENERATION HOSPITALITY MANAGEMENT

From brewing the perfect coffee to visiting a brewery, we want you to get out and experience the industry. ICMS degrees focus on the next generation of education getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional hospitality manager you need to have a sound knowledge of hospitality trends and operations. The best way to do that is to experience it first-hand.

Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in hospitality.

### Cheers to a successful career

We take the beverage component of hospitality very seriously but no one said you couldn't enjoy it! Learning about the different types of alcohol and the social and cultural impacts for business are essential to hospitality. You will be introduced to spirit making; experience a Moët and Hennessy champagne/sparkling wine tasting and presentation; and learn about innovation in beer (including "Space Beer") when you visit the 4 Pines Brewery and meet with their chief beer maker.

### Be a hotel insider

See inside the kitchens, banquet halls and backrooms of top hotels and restaurants. Our site visits will get you speaking with industry management experts, learning from the inside about the business operations and management issues to be found in successful hospitality enterprises.

### Get a closer inspection

Get up close and professional as you examine food quality and presentation, menu prices, uniforms, staffing, décor, layout, signage and service at different hospitality venues. On these field trips you will reflect on your classroom learning by analysing different hospitality business functions in practice.

### A grand start to your career

The Grand Dining Room is our fully licensed, on-site restaurant that is open to the public and is as impressive as its name. You will perfect your hospitality skills as you train in the Grand Dining Room and in the production kitchen.

### Real clients – real experience

Experience working at functions for real clients. You will manage the delivery of food, service and theming for clients like local communities, charities, government departments and private clients.

## YOUR FUTURE

An ICMS 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 in locations like Europe, USA, South America, Asia, Pacific Islands and other exotic destinations. You could join them working in leading hotels and resorts, restaurants, conference centres and events companies around the world.

Positions include:

- Hotel Manager
- Food and Beverage Director
- Accommodation Manager
- Hotel Sales and Marketing
- Guest Relations Manager
- Banquet Manager
- Conference and Event Coordinator
- Resort and Spa Manager
- Airline Operations Manager

degree  
details

# we're going to make you a...

Daniel Worsley, Australia  
Hospitality Management Graduate, 2008  
Front Office Manager, The Star



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

I was recently promoted to Front Office Manager. I have been at The Star since 2009 when I started as a Front Desk Agent and have since held various roles. I was firstly a Night Manager, then Assistant Front Office Manager, then Housekeeping Assistant Manager and moved back to the Front Office as Assistant Front Office Manager before this promotion.

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

I'm very proud to be a Front Office Manager for a five-star hotel. It's a role that is especially hard to achieve.

I am proud to have worked as a Night Manager and as Housekeeping Manager. These roles are extremely important within a hotel. Housekeeping is the largest workforce and cost for a hotel. As Night Manager you learn to back yourself especially in a casino and entertainment precinct. I was also nominated for the 2014 AHA (Australian Hotels Association) award for 'Rising Star.'

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

ICMS was instrumental in getting my first step in the industry door. If it wasn't for ICMS I would not have been able to get

my industry training job at Four Seasons Hotel with such relative ease. Having the Four Seasons Hotel on my resume has helped my career progress more quickly.

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

ICMS is known as the best hospitality school in Australia, and one of the leading hospitality schools in the world. I wanted a long successful career in the hotel industry and I knew that studying with the best would lead to working in the best hotels.

**Tell us about your industry training placement**

It was at the Four Seasons Sydney where I worked for nine months as a Front Desk Agent. It was a brilliant start to the industry as I could see how the world's best hotels work. I learnt invaluable lessons which stay with me today as a guide to how I conduct myself and the ideologies I have for my department. I learnt the best practices for service, staff motivation, hotel structure and in delivering personalised service in the hope of exceeding guest expectations. After my placement, I was asked to stay on casually while completing my final year at ICMS. I did so as Front Desk Agent and Concierge.

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

The industry connections I have made with people from ICMS. Knowing people within your industry helps when looking for staff and in situations of overbookings when you need alternative options at good rates. During industry training an obvious highlight was meeting countless celebrities, pop and rock stars and members of different royal families.

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

Do it! If you are serious about your career and want to impress future employers, study at ICMS. It is very much the case of the 'ICMS reputation precedes you' when you walk into an interview. Within our industry, hospitality school students' resumes get looked at first, and from all the hospitality schools, ICMS students get put straight to the top of the pile. Study at ICMS, it does make a difference.

# BACHELOR OF INTERNATIONAL TOURISM

ICMS.EDU.AU/INTERNATIONAL-TOURISM

Max Adler Ring, Sweden  
International Tourism Graduate, 2009  
Third Secretary/Vice Consul  
Swedish Embassy in Ankara, Turkey



**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.**



# BACHELOR OF INTERNATIONAL TOURISM

ICMS.EDU.AU/INTERNATIONAL-TOURISM

Channel your adventurous spirit, business acumen and lust 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.

In the Bachelor of International Tourism you will focus on a range of tourism considerations from accommodation and food and beverage to government policy, facilities management and sustainability. With specialist subjects 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  
(fast track options available)**

With a Bachelor of International Tourism you will be industry 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).

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management  
**Plus** Applied Leadership

### INDUSTRY TRAINING

Industry Training I  
Industry Training II

### ELECTIVE SUBJECTS

4 elective subjects

### SPECIALIST SUBJECTS

Attractions and Resort Operations  
Destination Management Issues  
Destination Sales and Marketing  
e-Commerce and Social Media  
Environmental Planning and Sustainability  
Facilities Management  
Global Trends in Hospitality and Tourism  
Global Wine Tourism  
International Tourism Project  
Introduction to Hospitality and Tourism Management  
Tourism Governance and Policy  
Tourism Technology and Service Innovation

## 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.

## NEXT GENERATION INTERNATIONAL TOURISM

From managing an island resort to helping clients complete their travel dreams, ICMS will provide you with a superior education in international tourism theory and practice that will prepare you for a leadership role. Our ICMS International Tourism degree focuses on the next generation of education that gets you job-ready by embedding industry training and practical experience into your degree. To be an exceptional tourism professional you need to have sound knowledge of the industry in practice.

Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in international tourism.

### Close encounters with Sydney icons

Every year millions of tourists come to iconic Sydney landmarks like the Sydney Opera House and Sydney Tower, but few have the chance to go behind the scenes. Your ICMS site visits will take you to some of Australia's most popular international attractions. You'll learn about visitor facilitation, speaking directly with industry experts about their business operations and management. You'll visit NSW Parliament House, a tourist attraction in its own right, and see where tourism policies go through State Government.

### A world class world view

When you study Attraction and Resort Operations your guest lecturers will include world-class experts in the tourism industry. Fijian and Thai tourism operators will give you inside information on the business aspects of tourism operations. You'll learn from international destination marketers from government such as the Tourism Attache

from the Philippines Department of Tourism, a recent ICMS guest lecturer.

### Real clients – real experience

Manly is the perfect location to study international tourism, after all it is one of the world's best tourist destinations. As a volunteer at some of Manly Council's most popular events like the annual Food and Wine Festival and the Jazz Festival you will experience international tourism in practice. Our students work closely with Manly Council and, in 2013, were part of the team behind the newly launched Hello Manly Information Centre. Our students were involved in the operation planning for this official visitor centre for Manly, giving advice on what should be in the centre and planning the website.

### Networking opportunities

At ICMS we are a community. ICMS graduates continue to be part of our community, visiting our students on campus and sharing their experiences of life in industry. This is your opportunity to learn about the careers of our graduates and find out more about how they achieved their success. It is also a great way to find out about paid and volunteer job opportunities available to International Tourism students.

### Study with your suitcase

Our study tours are part of what makes ICMS a global college with an international perspective. Previously our international study tours have included a trip to Siem Reap, Cambodia's largest tourism destination, to understand the tourism industry within a developing country and its impact on the economy. ICMS also runs study tours to New York so students can gain insight into one of the world's most visited cities. Closer to home, a visit to

the Hunter Valley as part our Global Wine Tourism subject will have you experiencing wine tourism from an operator's perspective, proposing improvements for the sustainability of wine tourism in the region.

## 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 an ICMS 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 in locations like Europe, USA, South America and Asia. Our ICMS Bachelor of International Tourism graduates work in leading hotels and resorts, government organisations and travel companies in Australia.

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

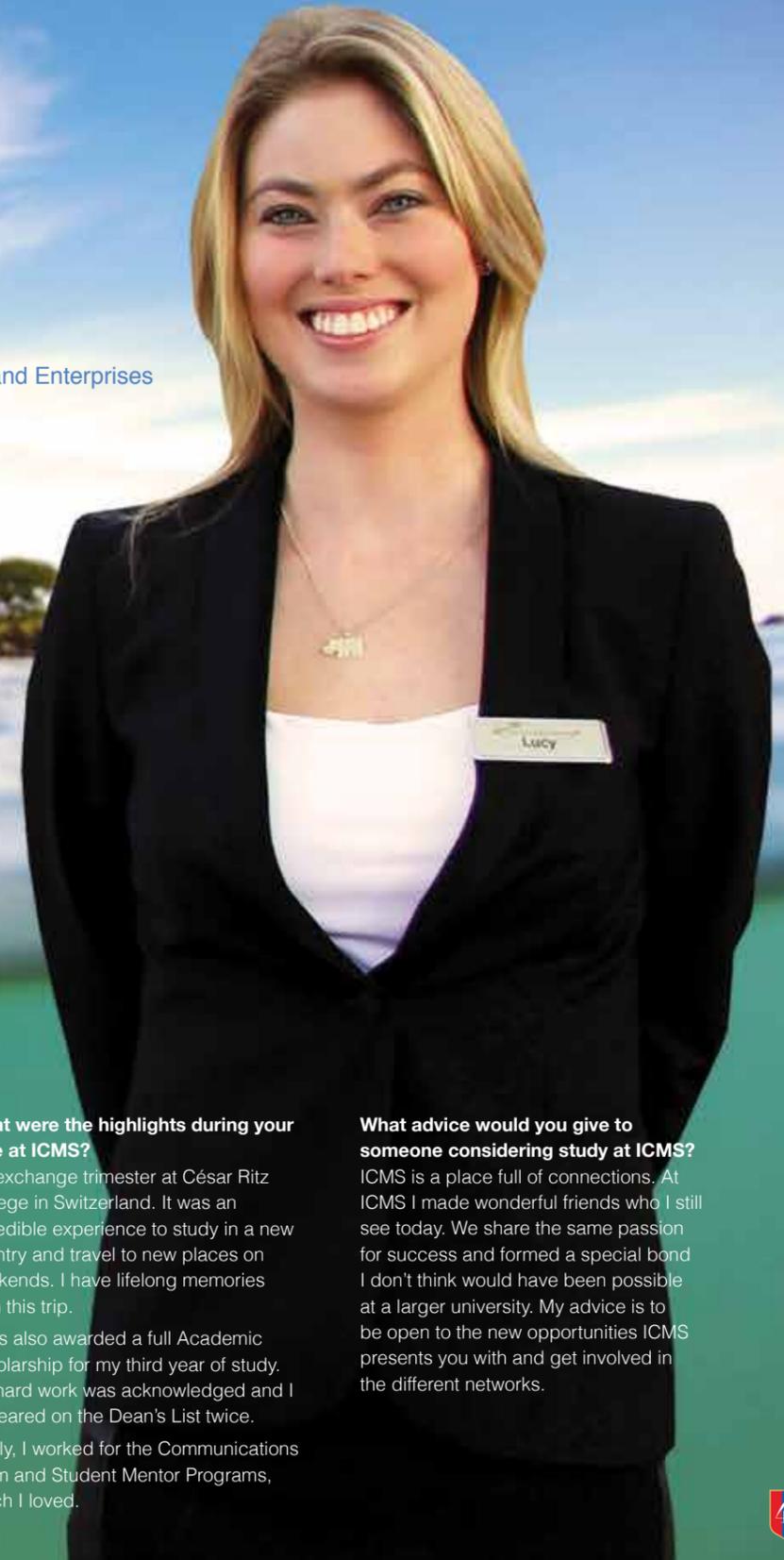


degree  
details

# 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 AND VALUATION)

ICMS.EDU.AU/PROPERTY



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

**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 manager. Working with real-world scenarios you'll learn how to make informed business decisions, thinking strategically to predict the movements of industry.**

# BACHELOR OF PROPERTY (DEVELOPMENT, INVESTMENT AND VALUATION)

ICMS.EDU.AU/PROPERTY

Property managers are wanted worldwide for their ability to manage complex issues related to real estate such as purchase, sale, leasing, valuation and development of property. Every major company with property relies on a property manager to ensure their assets keep their value. With a professionally recognised property management degree from ICMS you have huge earning and employment potential in areas as diverse as industrial, rural, commercial and residential property. Positions range from small property management firms to large commercial development companies.

## DEGREE STRUCTURE

**Duration: 3 years full time**  
**(fast track options available)**

With a Bachelor of Property (Development, Investment and Valuation) you will be industry 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).



### Embedded Qualifications

- NSW Real Estate Certificate
- NSW Real Estate License
- Real Estate Institute of Australia membership
- Australian Property Institute (membership and certification pending)

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management  
**Plus** Applied Leadership

### INDUSTRY TRAINING

Industry Training I  
Industry Training II

### ELECTIVE SUBJECTS

4 elective subjects

### SPECIALIST SUBJECTS

Commercial Valuation  
Commercial Real Estate  
Design Concepts  
e-Commerce and Social Media  
Facilities Management  
Introduction to the Property Industry  
Land and Property Law  
Principles of Valuation  
Property Development  
Property Investment and Finance  
Property Management  
Property Industry Project

## SUBJECT SNAPSHOT

### Building Construction

Property managers need to be the experts of their 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 dealing with leaks, cracks and mould 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 council.

### 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 even further when you examine the commercial mediation and arbitration 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.

## NEXT GENERATION PROPERTY MANAGEMENT

ICMS degrees focus on the next generation of education, getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional property manager you need to have a sound knowledge of relevant legislation, an understanding of building best practices and the skills to communicate with all types of industry professionals.

We'll put your understanding of property and business theory to work by sending you outside the classroom with these practical education opportunities.

### Develop an aptitude for applications

A development idea might be incredible but without a property development application, that masterpiece just can't be built. By interviewing a range of people including town planners, engineers, builders and developers, you will get the information you need to prepare your own property development application. You'll learn how to get the permissions required to make your development plans a real possibility.

### Go abroad and broaden your perspective

Skyscrapers in Dubai or shopping centres in Shanghai – the world is full of amazing properties that just need to be experienced to be understood. Experience our study tours to international cities and meet with successful property developers, real estate brokers and investors to learn how the property markets differ between countries. In 2014, the two-week property tour was to Hong Kong, Singapore and Shanghai. In 2015, we flew to the United Arab Emirates, met with industry professionals and viewed developments in Dubai.

### Real estate in a real courtroom

Take your understanding of property law to a new level by sitting in on real property cases when you visit the Environment and Planning Court. Make your own judgment as a spectator to real court proceedings with a case that is being decided in front of you.

### Build connections in property

At ICMS we are connected, with industry and with each other. You will mix with property professionals including property developers, financiers and sales managers at networking functions like our property graduate barbeques held every trimester. You'll learn from our own graduates and directly from industry professionals about the best ways to succeed in property management. You'll experience guest lectures from industry leaders each trimester. Guest lecturers have included internationally renowned restaurant designer, Mike McCann. His award winning development of the ground floor dining and bar at the Four Seasons in Sydney was a perfect location for a site visit for our students.

## 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 an ICMS 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

degree  
details

# GANELLEN

## BUILT ON EXPERIENCE

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

Currently I am an Investments Analyst at Ganellen, one of the largest privately owned construction companies in NSW that invests in retail property assets with in-house management. At Ganellen I am part of the team working on acquisitions and asset management of new and current investments.

Previous to this I worked as a Property Analyst for Property Beyond, a boutique real estate consulting firm in Sydney, focused on delivering major advisory and transaction management projects for private and public sector institutions.

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

I am proud that I am now placed in a strong role within the retail property sector that will continue building my career in Australia.

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

My ICMS degree helped me get recognition from industry leaders and gave me sufficient knowledge to understand complex industry issues.

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

The beautiful location in Manly! Also, a specialised degree in property and industry training which allowed me to gain experience in the sector of my choice.

### **Tell us about your industry training placement experience**

My property career started at ICMS with an industry training placement at the Reserve Bank of Australia. I gained valuable experience in facilities management, engaging with stakeholders and managing projects.

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

I was awarded the International Student Scholarship and was part of the team that won the Leadership Competition, which is part of Leadership Foundations a compulsory subject for all ICMS undergraduate students.

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

ICMS designs courses to prepare graduates for the business world. All the subjects you take have been developed so that you will have confidence in the workplace.

Chakyl Camal, Mozambique  
Property Management Graduate, 2012  
Investments Analyst, Ganellen

# BACHELOR OF SPORTS MANAGEMENT

ICMS.EDU.AU/SPORTS-MANAGEMENT



James Gellert, Australia  
Sports Management Graduate, 2012  
Fan Engagement and Insights Coordinator,  
Australian Rugby Union



**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.**



# 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 ICMS 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  
(fast track options available)**

With a Bachelor of Sports Management you will be industry 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).

## SUBJECTS OVERVIEW

### CORE SUBJECTS

Accounting Fundamentals  
Business Economics  
Business Statistics  
Career Planning and Strategy  
Introduction to Human Resources  
Managing People and Organisations  
Principles of Marketing  
Research Methods  
Service Management and Innovation  
Strategic Management  
**Plus Applied Leadership**

### INDUSTRY TRAINING

Industry Training I

### ELECTIVE SUBJECTS

4 elective subjects

### SPECIALIST SUBJECTS

Contemporary Health Issues  
e-Commerce and Social Media  
Facilities Management  
Introduction to Sports Management  
Innovation in Sports Management  
Introduction to Sports Law  
Performance Management in Sport  
Promotions and Sponsorship  
Risk Management in Sport  
Sports Media Management  
Sports Psychology, Health and Wellbeing  
Sports Management Project



### Embedded Qualifications

- First Aid Certificate
- Coaching Certificates
- Refereeing Certificates

Note: These certificates allow you to gain a holistic perspective of the sports industry and may include specific sports such as cricket and rugby league.

## 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.

## NEXT GENERATION SPORTS MANAGEMENT

Whether you dream of standing on the sidelines at the Super Bowl or watching your athlete claim gold at the Olympics, ICMS will provide you with a superior education in sports management theory and practice that will prepare you for a leadership role. ICMS degrees focus on the next generation of education getting you job-ready by embedding industry training and practical experience into each degree. To be an exceptional sports manager you need to have a sound knowledge of the sports industry in practice. The best way to do that is to experience it first-hand. Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in the sports industry.

### Inside sport

From locker rooms to boardrooms, ever wondered what it is like behind the scenes at some of your favourite sporting venues? You'll meet with industry management experts and learn about the business of sport from the inside with site visits to sporting venues like the Sydney Cricket Ground.

### Evaluate a sports venue

You will examine the business functions of professional sports venues. Reflecting on your classroom learning you will inspect these venues to study their site quality, presentation, ticket pricing, uniforms and staffing.

### Fit for emerging industries

The fitness industry has experienced a major boom. The strong emphasis on fitness in our curriculum has given our students a professional advantage as this industry continues to grow with careers like gym management and corporate fitness management.

### Step up to the plate at sport functions

Experience working at sport functions for real clients as you manage the media, promotional material and sport personalities. Your real clients could include local communities, charities, government departments and private clients.

## 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

degree  
details





Gemma Allen, Australia  
Sports Management Graduate, 2013  
Consumer Business and Events Assistant, Wests Tigers Rugby League Football Club

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

I am currently working for the Wests Tigers Rugby League Football Club as a Consumer Business and Events Assistant. During the season this involves being the frontline for customer service, managing the delivery of membership packs, organising member activities during Match Days and selling tickets. During the off season my role focuses on membership renewals and analysing data to improve our customer service and generate higher profits.

During my time at ICMS I worked for Australian Rugby Union as Membership and Ticketing Assistant, Match Day Assistant for Waratahs Rugby Union and

Social Media Coordinator for the Australian Baseball League at the 2013 Asia Baseball Series in Taiwan.

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

Working for the Australian Baseball League (ABL) as a Social Media Coordinator in Taiwan has been my biggest career highlight. I worked alongside incredible professionals from ABL and Canberra Cavalry who taught me a lot about sports media and baseball. The experience was unique, staying with the team in a five-star hotel whilst travelling to sports venues each day on a tight and busy schedule. An Australian team had never won a game at the Asia Series before but against all odds, Canberra took home the title. The journey

of this victory I shared with them in Taiwan is something I'll never forget.

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

My sports lecturers always encouraged me to begin networking early within the industry. This inspired me to start an internship with Australian Rugby Union (ARU) and volunteer for every sports event possible.

My industry experience working in Membership and Ticketing at the ARU made it easier to gain a similar role at the Wests Tigers within months of graduating. I was offered the role by the CEO, Grant Major, who was once my lecturer at

ICMS. He was seeking additional staff within this department and remembered I had experience from ARU. I was able to transition into full-time work quickly as it was a role and industry I was familiar with.

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

- Location – Manly is a beautiful part of the world and close to where I live.
- Industry training – ICMS has some great contacts in sport which I knew would become beneficial.
- Fast track study – Most courses take four years to complete with long holiday breaks. I preferred to fast track my course and be more productive with my time.

**Tell us about your industry training placement experience**

I worked at the Australian Rugby Union as a Membership and Ticketing Assistant. I gained experience in customer relations management, events and fan engagement. I handled customer enquiries via phone and email, and processed memberships and delegated tickets. I also assisted at Wallaby Fan Days and Rugby 7s tournaments in various roles such as running information to the communications department and making sure the day runs strictly to schedule, for example managing the location of players.

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

- Australian Baseball League Asia Baseball Series Tour – I was selected as the ICMS representative as a Social Media Coordinator
- Industry training with Australian Rugby Union and Waratahs Rugby Union

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

Gain as much work experience as you can within your chosen industry. This allows your studies to be more enjoyable and makes graduating less daunting.

# UNIVERSITY OF LONDON DEGREES

ICMS.EDU.AU/LONDON



**ICMS has partnered with the University of London (UOL) to support the delivery of two University of London International Programs: Bachelor of Science (Banking and Finance) and Bachelor of Science (Accounting and Finance). Developed by the London School of Economics and Political Science (LSE), one of the world's leading universities, you will gain specialist business expertise with an international perspective.**

**ICMS will provide academic and personal support as well as campus facilities to help you excel in your UOL degree. A variety of support modes are available to suit your circumstances, whether you are studying on a full time or part time basis.**

#### **Program Structure**

The UOL degree consists of 12 courses (subjects) taken over 3 (minimum) to 8 years (maximum).

You begin with a strong foundation in quantitative economic, accounting and finance subjects. You progress to a core of compulsory courses in finance, banking and risk management. You can then choose from a range of complementary electives to finish your studies.

#### **Professional Recognition**

The UOL Bachelor of Science in Accounting and Finance program is professionally recognised. Graduates of the degree can take advantage of a 'fast-track' agreement with four professional bodies:

- The Institute of Chartered Accountants in England and Wales (ICAEW)
- The Institute of Singapore Chartered Accountants (ISCA)
- CPA Australia
- The Association of Chartered Certified Accountants (ACCA)
- The Chartered Institute of Management Accountants (CIMA)

Subject to passing the required combination of courses in the degree, you will be exempt from certain modules required on the route towards professional accreditation.

The UOL Bachelor of Science in Banking and Finance is recognised by the following three professional bodies for professional accreditation:

- The ifs School of Finance
- The Institute of Singapore Chartered Accountants (ISCA) (based on case-by-case application)
- The Association of Chartered Certified Accountants (ACCA)



# master your destiny

Standing out in today's competitive job market is critical. Once you have completed your Bachelor degree, you can continue your studies at ICMS and enhance your knowledge and skills by taking one of our three postgraduate business degrees: Master of International Business, Master of Management or Graduate Certificate of Business. 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 with small classes, subjects tailored to your career interests and a faculty dedicated to your success.

In two years or less, you'll be prepared to enter the field of hospitality and tourism, international business or general management. 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.

#### **Master of International Business**

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 Management (Tourism and Hospitality)**

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 (Management and Organisations)**

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**

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;
- Study abroad 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 work experience and want to gain a postgraduate qualification.

For more information visit [www.icms.edu.au/postgraduate](http://www.icms.edu.au/postgraduate)

# aspire

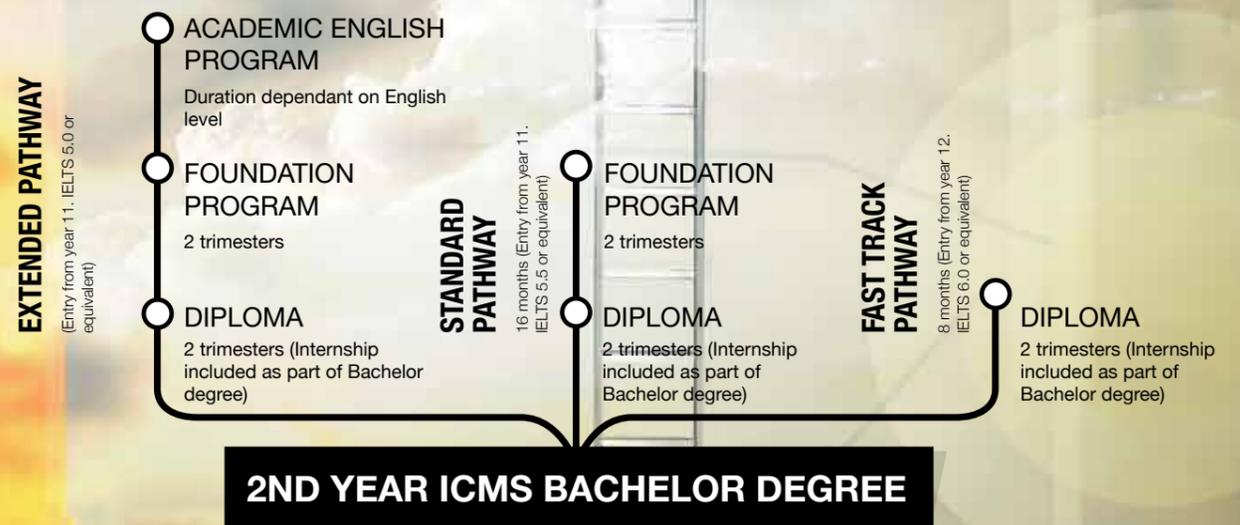
## anything is possible



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 academic results in the past 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: the Diploma programs, the ICMS Foundation program, and the English language courses.

### CHOOSE YOUR PATHWAY



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

# YOUR PATHWAY TO ICMS

WWW.ASPIRE.EDU.AU

## WHY ASPIRE INSTITUTE?

All Aspire students are a fully integrated part of the ICMS student community. You attend lectures at our campus 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.

### Guaranteed 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.

#### Business Management

International: \$23,200  
Domestic: \$20,000

#### Event Management Hospitality Management International Tourism Property Management Sports Management

International: \$25,200  
Domestic: \$20,000

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 \$2,900.

**Duration:** Diploma as a pathway to an ICMS Bachelor degree: 8 months full time  
Stand alone diploma: 1 year full time with a 3 month internship  
**Entry requirements:**  
Academic: Completion of year 12 or equivalent  
English language: IELTS 6.0 overall or equivalent

**Foundation Program** - The ICMS Foundation Diploma 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 an ICMS Bachelor degree or a pathway program delivered by the 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:** \$19,500

**English Language Programs** - The ICMS Academic English program helps you to improve your English language skills required for further study. The Program is delivered by Sydney English Language Centre (SELC) in Manly. General English programs are also available if your overall IELTS score is at least 4.0 or equivalent (writing and speaking no less than 3.5). General English programs are delivered off campus by SELC.

Benefits of this 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  
**Entry requirements:**  
Minimum IELTS score of 4.5 overall or equivalent (writing and speaking no less than 4.0)  
**Cost:** \$380 per week



## INTAKE DATES

### Diploma and Foundation Programs

	Orientation week	Teaching commences
<b>2016</b>		
February	01/02/2016	08/02/2016
June	23/05/2016	30/05/2016
September	12/09/2016	19/09/2016
<b>2017</b>		
February	30/01/2017	06/02/2017
June	22/05/2017	29/05/2017
September	11/09/2017	18/09/2017

### Academic English Language Programs

Please refer to the Aspire website ([aspire.edu.au/courses/english/](http://aspire.edu.au/courses/english/)) for the latest intake dates for Academic English language programs.



# A CAREER IN GOLF AND BUSINESS

ICMS.EDU.AU/GOLF



## PGA IGI Diploma of Golf Management

**Duration: 8 months full time**

If you love the golf course you will love this academic course designed with the golfer in mind. Score a professional hole in one with a 10459NAT Diploma of Golf Management from our academic partner, the PGA International Golf Institute (IGI).

The PGA of Australia and the PGA IGI (RTO number: 31270, CRICOS Provider Code: 02754G) are acknowledged as Australia's leading golf education providers with an international profile to match. You can study the PGA IGI Diploma of Golf Management at the PGA IGI Sydney campus located at ICMS as a qualification on its own or as a pathway to a Bachelor degree at ICMS. ICMS is the exclusive PGA IGI campus in Sydney.

This diploma has been specifically written for the golf sector. You will gain core business knowledge and skills in the field of golf management. The diploma includes golf course membership and competition play at Monash Country Club, golf management theory classes and golf skills coaching. Monash Country Club, only 20 minutes by car from ICMS, is your home course for the duration of your PGA IGI program.

### Golf skills

You are required to participate in a compulsory weekly event to improve your skills in a competitive environment. You will also undertake weekly group coaching sessions as part of your studies, working on your golf skills and game improvement.

### PGA IGI Sydney campus experience

You will be taught by PGA IGI academics at the ICMS Manly campus using ICMS facilities. This includes access to student support services and opportunities to participate in social activities.

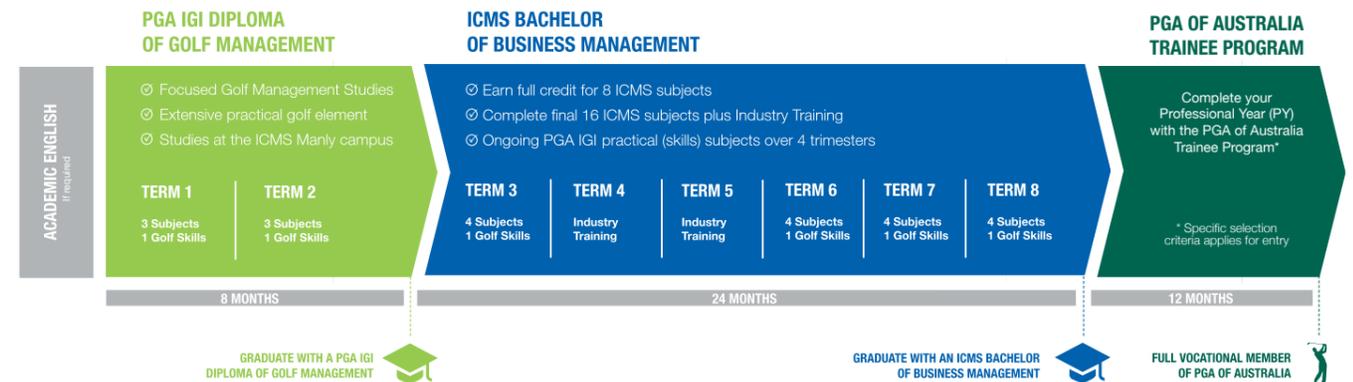
## Progress to an ICMS Bachelor degree

After successful completion of the diploma, you can further your studies and directly enter the second year of an ICMS Bachelor degree in sport management, hospitality management, business management or event management. To complete the PGA of Australia pathway you must add ongoing golf practical (skills) subjects each trimester.

### Entry requirements

Entry into the program generally requires:

- Successful completion of Australian Year 12 (or equivalent), or relevant work experience, or you to be over 21 years of age.
- A golf playing standard of a golf handicap of 18 or better for males, 25 or better for females.
- A minimum age of 18 years in your first year of study.
- For international students an IELTS academic score of 5.5 or higher (or equivalent).



# our industry connections are your industry connections



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 provides 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.



# 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 Coordinator  
Sales and Marketing Coordinator

**International Tourism**

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

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

Portfolio Assistant in Strata Management  
Leasing Coordinator  
Real Estate Sales Representative  
Assistant in Valuation  
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



# 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 Academic Learning Centre (ALC) has academic learning advisers who will help you to develop your academic skills and prepare you for the cultural change to tertiary student life. It also has specialised ESL advisers to help support students and a numeracy adviser who offers support in numeracy subjects. The ALC is open from Monday to Friday every week of the ICMS trimester.

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) and provide feedback on marked assignments including academic style and language. Learning support can help you to reach your full academic potential.

The ALC 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 high-speed printer/copier/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 Academic Board. 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 Support**

Our Resident Assistants (RAs) are senior student leaders who live on campus and provide support to all ICMS students throughout their time at ICMS. The RAs 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 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.



# join the club

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
- Rotaract Club (associated with Rotary International)
- Living Water (Inter-Denominational Christian Group)

#### Community Contribution Scheme

The Community Contribution Scheme has been developed to encourage and acknowledge voluntary participation of our students within ICMS and the local community. The scheme acknowledges the voluntary contributions made by our students. Students may choose to donate their time and skills to any events, functions or activities organised by ICMS.

#### 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 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.

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 177 beds available. It is recommended that you apply for a place as soon as possible.

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

### On-campus accommodation

The fees for on-campus accommodation are as follows.

Room Type	Per Trimester Cost (Based on 13 week trimester)	Inclusions
Single	\$5,200	All meals, WiFi Internet
Single Water View	\$5,500	All meals, WiFi Internet
Twin	\$4,700	All meals, WiFi Internet
Triple	\$4,400	All meals, WiFi Internet

### 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.

# 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. These are indicative academic entry requirements and do not guarantee a place in ICMS degrees. They may also be amended from time to time. 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.

### Alternative Entry

ICMS offers several admission alternatives and a holistic approach to assessing applicants including the opportunity of an interview combined with consideration of a recognised certificate, qualifications or two years of relevant work experience. 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 and into several Australian universities. Information on these opportunities and articulation arrangements are available on page 60.

### Recognition of Prior Learning

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

## ENGLISH LANGUAGE REQUIREMENTS

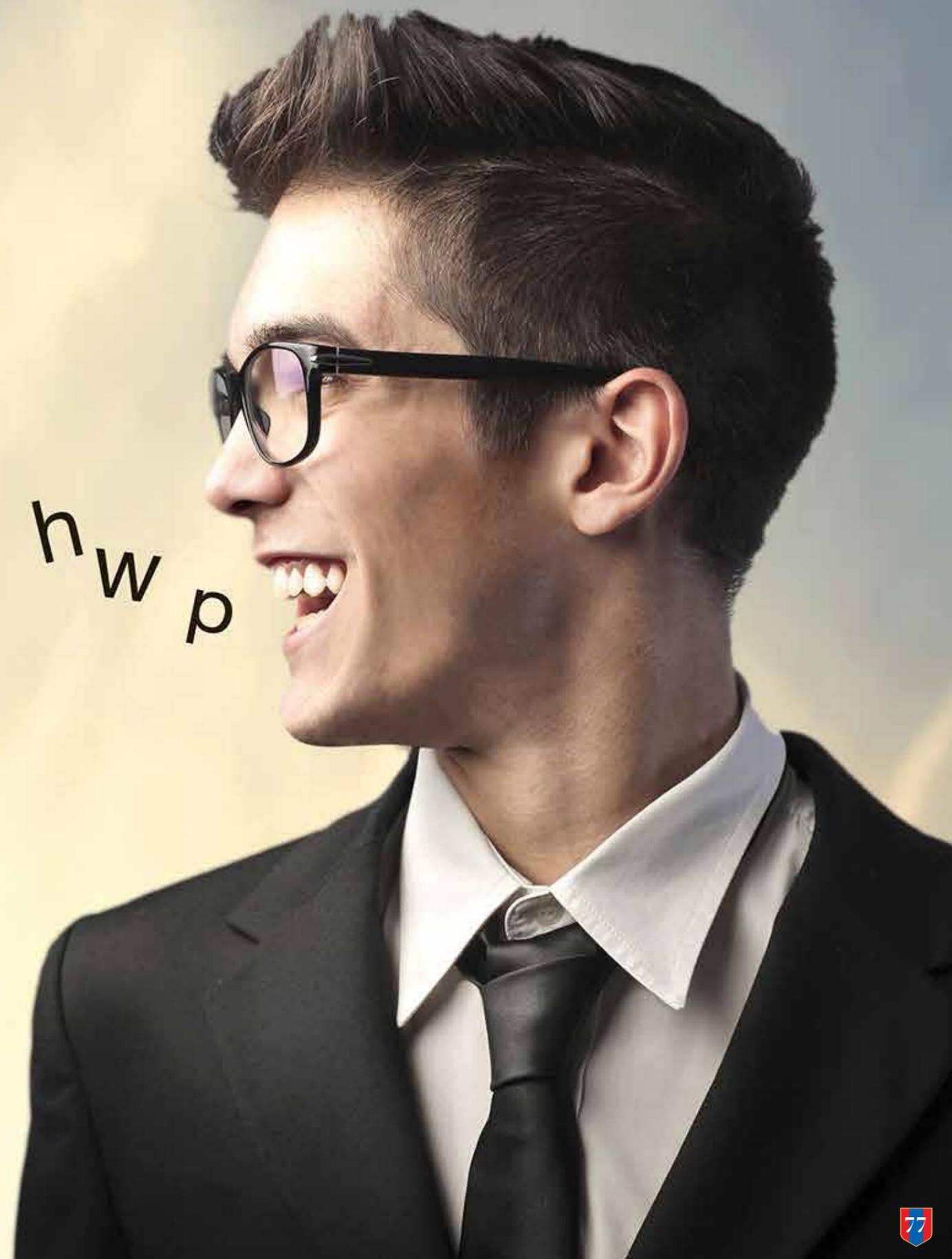
For entry into an ICMS Bachelor degree, the following English language requirements apply. If you do not meet the English language proficiency requirements, pathway options are available through the Aspire Institute – see page 60 for more information.

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

ICMS also accepts the following qualifications as meeting the English language proficiency requirements:

- Completion of secondary or tertiary level qualification in which English is the official language of instruction.
- A satisfactory score in the English assessment administered by the SELC on behalf of ICMS.

For detailed information about ICMS English language requirements including country specific qualifications, visit: [www.icms.edu.au/entry](http://www.icms.edu.au/entry)



# APPLYING TO ICMS AS AN INTERNATIONAL STUDENT

## YOUR STEP-BY-STEP APPLICATION GUIDE

To become an ICMS student, follow the seven steps below.

### 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. You can read more about ICMS degrees online at [www.icms.edu.au](http://www.icms.edu.au).

### 2 Check the entry requirements

All ICMS degrees have academic and English language entry requirements as specified on pages 76-77. If you find you don't meet the entry requirements, there are other study opportunities through Aspire Institute which provides pathways for you to become an ICMS student. Read about the Aspire Institute entry pathways on page 60.

### 3 Submit an application

Complete and submit the application form on page 95. Alternatively, you can apply online at [www.icms.edu.au/apply](http://www.icms.edu.au/apply) or through an education agent. Make sure you complete your application carefully and include all supporting information including proof of English language proficiency and academic transcripts. This will ensure there are no delays in the process. If you are eligible for streamlined visa processing (SVP), you may be required to submit additional documentation.

### 4 Accept your offer

Once ICMS receives and processes your application, if successful you'll receive a Letter of Offer. Sign and return your offer to ICMS along with the required documentation outlined in your Letter of Offer and your evidence of payment. Upon successful assessment you will receive your Confirmation of Enrolment (CoE). You can then apply for your visa.

### 5 Apply for your visa

All international students require a student visa to come to Australia to study. For information on how to apply for your visa visit the Department of Immigration and Border Protection website at [www.immi.gov.au](http://www.immi.gov.au).

### 6 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)

### 7 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 in more than 50 countries around 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 per year (February, May and September) and you can start your Bachelor degree in any of these trimesters. Applications should be made at least three months prior to the preferred enrolment date. Late applications are accepted, however places at ICMS are limited.



# APPLYING TO ICMS AS A DOMESTIC STUDENT

## YOUR STEP-BY-STEP APPLICATION GUIDE

Applying to study at ICMS as a domestic student means you are an Australian citizen, permanent resident, or a New Zealand citizen. As a domestic student applying to ICMS you have two options. 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. You can read more about ICMS degrees online at [www.icms.edu.au](http://www.icms.edu.au).

**2 Apply to ICMS** - Complete and submit the application form on page 97. Alternatively, you can apply online at [www.icms.edu.au/apply](http://www.icms.edu.au/apply)

**Applying via UAC** - We recommend you apply directly with ICMS and also through UAC. Either way, you may be considered for one of our High Academic Places. These places are awarded on the basis of an application interview and ATAR (or equivalent) - see next page for more information.

### 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 per year (February, May and September) and you can start your qualification in any of these trimesters. If you are applying directly, you should submit your application two months before your desired start trimester. Late applications can be accepted however places are limited.

To apply through the Universities Admissions Centre (UAC) you need to adhere to its application deadlines. 2016 UAC applications closed 30 September 2015. 2017 UAC applications will open in early August 2016 and applications will close 30 September 2016. After this date, increased application fees will apply.

### ICMS High Academic Places (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).

All UAC and direct entry 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.

### ALTERNATIVE ENTRY

Applicants who have not completed Year 12 (or equivalent) and have relevant work experience and/ or completion of a qualification recognised by ICMS will be considered for entry. For more information, please email: [info@icms.edu.au](mailto:info@icms.edu.au)

### PATHWAY TO ICMS

Through Aspire Institute you can complete a pathway program for entry into an ICMS Bachelor degree if you haven't met the direct entry requirements. Aspire Institute has flexible entry requirements and is a supportive environment for you to develop your tertiary study skills. Successful graduates may proceed directly into the second year of an ICMS Bachelor degree. For more information, please refer to page 60 or visit [www.aspire.edu.au](http://www.aspire.edu.au)

# INVEST IN YOUR FUTURE

## TUITION FEES AND OTHER EXPENSES



Studying a Bachelor degree is a big commitment in many ways, not least financially. You will need to consider tuition fees, living costs and other expenses such as transport, textbooks, food and accommodation.

The main expense will be tuition fees. Students studying a Bachelor degree pay tuition fees on a trimester basis. Tuition fees are not payable during industry training trimesters unless part time study has been arranged, and you may be paid during industry training placement. You must complete all prerequisite subjects before starting your industry training placement.

	Bachelor of Business Management	Specialist Bachelor degrees
	24 subjects: 10 compulsory core + 6 business electives + 8 other electives	26 subjects: 10 compulsory core + 12 specialist subjects + 4 electives
Tuition fee	Depending on subjects chosen International: \$69,600 – \$73,600 Domestic: \$60,000	Depending on subjects chosen International: \$80,900 – \$82,900 Domestic: \$65,000
Industry Training	No fee	No fee
Other fees	Applied Leadership: International: \$967, Domestic: \$833	Applied Leadership: International: \$967, Domestic: \$833

### International students

International students are required to pay the tuition fee deposit (\$11,600 for Bachelor of Business Management or \$12,100 for a Specialist Bachelor degree). 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 \$10,800 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 and student experience activities are charged separately.

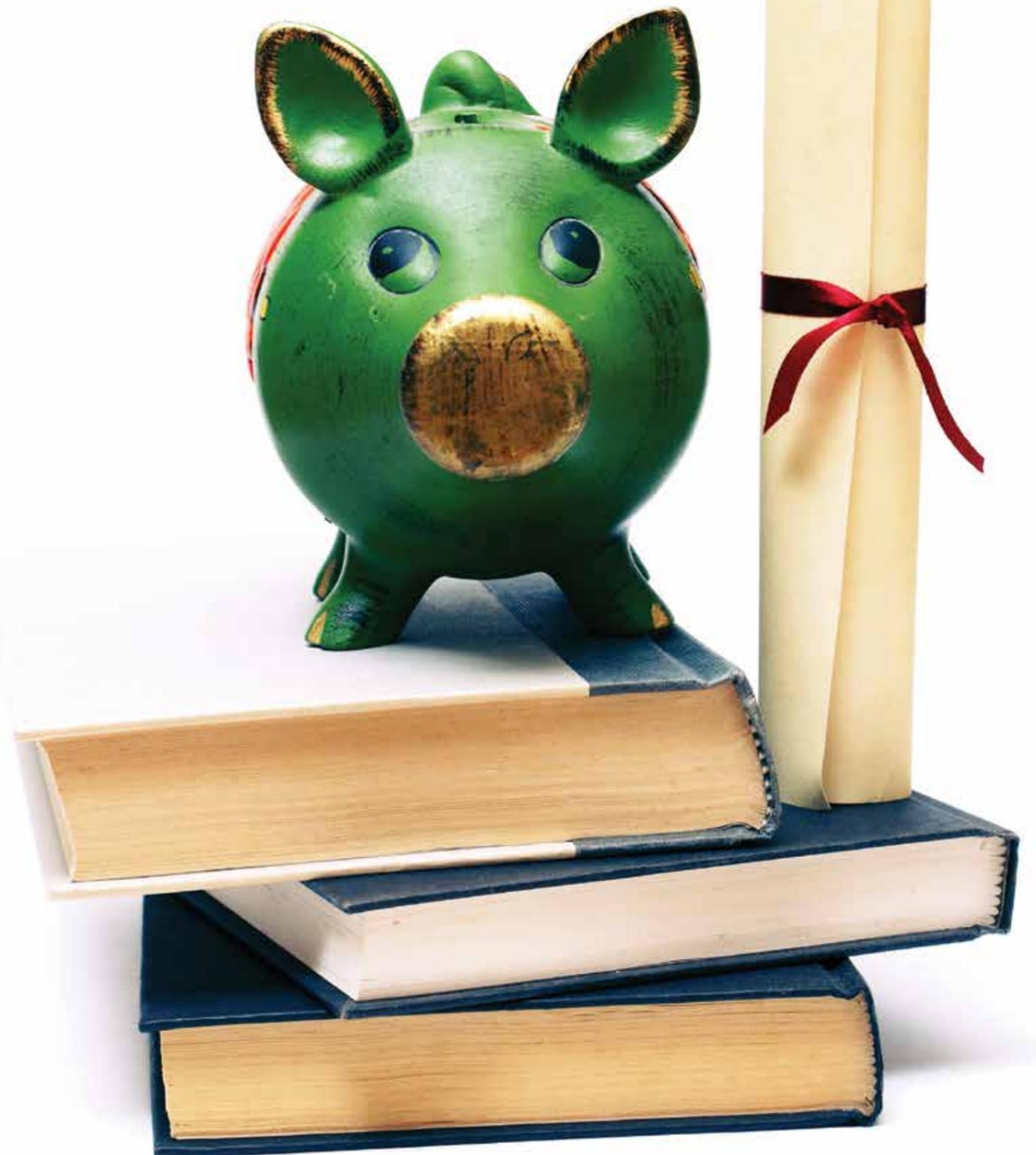
Note: Fees are for the 2016 calendar year and are expressed in Australian dollars. Tuition fees are for programs delivered during 2016 and will expire on 31 December 2016. Tuition fees are reviewed annually and are subject to change. Fees are payable prior to each trimester.

# IMPORTANT DATES

## 2016

Trimester	Orientation Week	Academic Trimester
February	8 to 12 February	15 February to 13 May
May	25 to 27 May	30 May to 26 August
September	7 to 9 September	12 September to 9 December

Please note: The academic calendar is subject to change.



# SCHOLARSHIPS

ICMS.EDU.AU/SCHOLARSHIPS

# aim high

**Our Professional Scholarships reward high performing current and future students for their dedication to their studies and academic excellence, as well as their commitment to a career that inspires passion. We also have partnered with industry to provide Industry Placement Scholarships, offering practical as well as financial incentives.**

**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. Half scholarships, other partial scholarships, and accommodation scholarships may also be awarded at the discretion of the Scholarship Board.**



# SCHOLARSHIPS

ICMS.EDU.AU/SCHOLARSHIPS

## SCHOLARSHIPS FOR NEW DOMESTIC STUDENTS



### Michael Hill Scholarships

**Open to:** Australian students entering the Bachelor of Business Management. Other degrees will be considered.

**Trimester available:** February.

**Value:** \$10,000 of tuition fees. Includes 12-14 weeks full-time paid work placement at Michael Hill Jeweller.

ICMS has partnered with Michael Hill Jeweller to present this unique scholarship opportunity for students commencing the Bachelor of Business Management in 2016. It offers exposure to the world of retail management. Only one scholarship is awarded per year.



### Hostplus Scholarship Hospitality Management

**Open to:** Australian students entering the ICMS Bachelor of Hospitality Management.

**Trimester available:** February.

**Value:** Up to \$17,600 of tuition fees.

ICMS has partnered with HOSTPLUS to present this opportunity. With 12-14 weeks of full time paid work experience, you will learn from the inside what it is like to be part of the hospitality industry.



### Aspiring Education Foundation Equity Scholarship

**Open to:** Australian high school students who are completing year 12.

**Trimester available:** February.

**Value:** The Aspiring Education Foundation (AEF) Committee awards scholarships based on financial hardship, which determines the level and value of each scholarship awarded.

Through the AEF, ICMS awards equity scholarships to help secondary school students in Australia experiencing financial hardship to achieve their tertiary goals. Scholarships are available for tuition fees and/or accommodation expenses.



### ANZ Scholarship, Business Management

**Open to:** Australian students entering the Bachelor of Business Management. Other degrees will be considered.

**Trimester available:** February.

**Value:** Up to \$17,600 of tuition fees.

We have partnered with ANZ to present this unique scholarship for new students who show potential to be corporate leaders. It includes a 12-14 week full-time paid work placement within the ANZ organisation.



### Hostplus Scholarship Sports Management

**Open to:** Australian students entering the ICMS Bachelor of Sports Management.

**Trimester available:** February.

**Value:** Up to \$17,600 of tuition fees.

ICMS has partnered with HOSTPLUS to offer this scholarship in sports management. Students will receive financial support as well as invaluable experience with 12-14 weeks full time paid work placement.



### ICMS Sports Management Scholarships

**Open to:** Australian students entering the ICMS Bachelor of Sports Management.

**Trimester available:** February.

**Value:** Up to \$25,000 of tuition fees.

The ICMS Sports Management Scholarship encourages the most dedicated sports enthusiasts to follow their ambition for a career in sports management.



### NSW Rugby League Scholarship

**Open to:** Australian students entering the ICMS Bachelor of Business Management.

**Trimester available:** February.

**Value:** Up to \$15,000 of tuition fees.

ICMS has partnered with NSW Rugby League to offer this scholarship. Students will receive financial support as well as invaluable experience of a paid work placement at NSW Rugby League.



### PGA IGI Scholarship

**Open to:** Australian students entering a PGA IGI Diploma of Golf Management, followed by an ICMS Bachelor degree.

**Trimester available:** February.

**Value:** Up to \$5,000 of tuition fees.

ICMS has partnered with PGA International Golf Institute (IGI) to present this scholarship for new students undertaking a Bachelor degree at ICMS, commencing with the PGA IGI Diploma of Golf Management. The exposure to the world of the golf industry will be of enormous value to students looking for a career in golf management.



### ICMS Professional Scholarships

**Open to:** Australian school students who are completing year 12.

**Trimester available:** February.

**Value:** Up to \$25,000 of tuition fees.

These scholarships are offered for study commencing at ICMS in February. In addition to financial support, business-minded students have the opportunity to demonstrate their leadership skills as a student ambassador.

## 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 of tuition fees.

ICMS International Scholarships are for the very best of our international students who can demonstrate high academic performance, leadership skills and determination to succeed as ICMS students.

“Our international scholarships are open to potential students from all around the world.”

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



## SCHOLARSHIPS FOR CONTINUING ICMS STUDENTS



### Touraust Scholarship

**Open to:** Current students entering the third (final) year of study at ICMS

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

**Value:** Up to \$29,400. Includes tuition fee waiver for up to 12 subjects and a work placement within the Touraust Corporation.

Each trimester, the Touraust Corporation (TC) recognises a second year student exhibiting leadership, community service, academic consistency and work place performance.



### Manly Council Foundation Scholarship

**Open to:** ICMS students enrolled in an Event Management degree

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

**Value:** Up to \$14,000. 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 events such as the Manly Food and Wine Festival, Manly Jazz Festival and Australian citizenship ceremonies. You will develop, plan and deliver events to assist Manly Council to meet its strategic business goals.



### Academic Excellence Scholarship

**Open to:** ICMS students who have completed at least 16 subjects.

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

**Value:** Up to \$20,000 of tuition fees.

Highly competitive and highly regarded, this scholarship reflects the academic best at ICMS. There are two scholarships available each trimester for students with the highest cumulative GPA.



### Michael Hill Scholarships

**Open to:** Australian students enrolled in the Bachelor of Business Management. Other degrees will be considered.

**Trimester available:** February.

**Value:** \$10,000 of tuition fees. Includes 12-14 weeks full-time paid work placement at Michael Hill Jeweller.

ICMS has partnered with Michael Hill Jeweller to present this unique scholarship opportunity for students enrolled in the Bachelor of Business Management in 2016. It offers exposure to the world of retail management. Only one scholarship is awarded per year (to a domestic or continuing international student).



### Accor Scholarship

**Open to:** ICMS students entering their final year of their Hospitality Management degree.

**Trimesters available:** February.

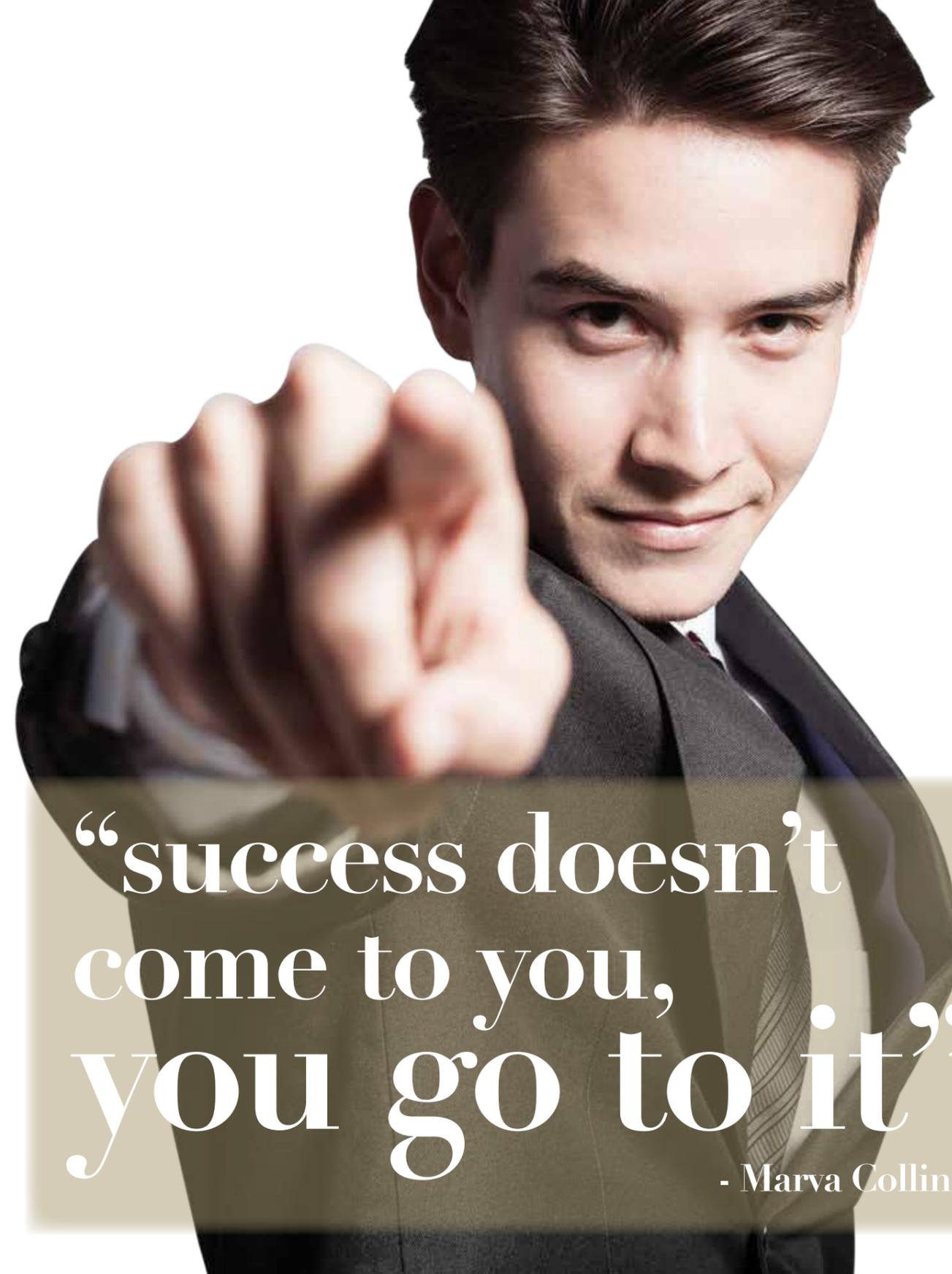
**Value:** \$10,000 of tuition fees.

Sponsored by ACCOR Hotels, the experience and exposure of this scholarship opportunity to the hospitality industry will be of enormous value on the C.V. of a passionate hospitality student looking for a career in hospitality management.

# details

# SCHOLARSHIPS

ICMS.EDU.AU/SCHOLARSHIPS



“success doesn't  
come to you,  
you go to it”

- Marva Collins

## 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, Manly Council, Michael Hill, NSW Rugby League, PGA IGI): Finalists interview with ICMS scholarship panel and the industry partner.  
For ICMS professional scholarships, ICMS sports management and the Aspiring Education Foundation Equity Scholarship: Evaluation of year 12 subject results and ATAR.

If you are applying for the Academic Excellence Scholarship for continuing students, you must complete an application form to be considered. Submit your application in the trimester that you will be completing the minimum number of subjects required (16 subjects for Business Management students or 20 for Specialist Bachelor students).

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



**Hong Kong**

14/F China Hong Kong Tower  
8 Hennessy Rd Wanchai  
Hong Kong

T: +852 6345 0657

E: tpalioca@icms.edu.au



**Ho Chi Minh City, Vietnam**

T: +84 90905 9901

E: ngoc@icms.edu.au



**Mainz, Germany**

T: +49 6151 9674 666

E: europe@icms.edu.au



**Sydney, Australia**

151 Darley Road, Manly

T: +61 2 9977 0333

E: info@icms.edu.au



**New Delhi, India**

T: +91 4104 1429

E: herbert.koschier@gmail.com



**Jakarta, Indonesia**

T: +62 8 11330 6708

E: ysaksono@icms.edu.au

# contact us

# connect with us



# UNDERGRADUATE APPLICATION FORM FOR INTERNATIONAL STUDENTS

## COURSE DETAILS

UNDERGRADUATE COURSE AND SPECIALISATION	COURSE CRICOS CODE
Preference 1	
Preference 2	

Each course has a unique CRICOS code - using this code in your application will make the admission process quicker. You can find the CRICOS code on the program page in this guide or at [www.icms.edu.au/courses](http://www.icms.edu.au/courses)

## 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

Visa 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

Institution 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?

No  Yes (if yes please answer the two questions below in this section)

Please indicate the area/s of impairment:

Hearing  Vision  
 Learning  Medical  
 Mobility  Other

Would you like to receive advice on support services, equipment and facilities which may assist you?

Yes  No

## AGENT DETAILS

(IF APPLICABLE)

Agency name

Telephone

Email address

Agent staff name

Agent stamp

## PARENT, LEGAL GUARDIAN OR SPONSOR DETAILS

(if you are under 18 years of age)

Name of parent/guardian

Parent/guardian's telephone

Parent/guardian's email address

## YOUR APPLICATION CHECKLIST

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

## IF YOU ARE REQUESTING CREDIT TRANSFER

- Certified academic transcripts and course syllabus
- 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: [www.immi.gov.au/students/\\_pdf/211-genuine-temporary-entrant.pdf](http://www.immi.gov.au/students/_pdf/211-genuine-temporary-entrant.pdf)
- 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

## 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	COURSE CRICOS CODE
Preference 1	
Preference 2	

Each course has a unique CRICOS code - using this code in your application will make the admission process quicker. You can find the CRICOS code on the program page in this guide or at [www.icms.edu.au/courses](http://www.icms.edu.au/courses)

## 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

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

Institution 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?

- 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.

## DECLARATION AND SIGNATURE

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

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

### Signature

### 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 directly to: Head of 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.centrelink.gov.au](http://www.centrelink.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)

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