



CURRICULUM SUMMARY 2010



SYDNEY AUSTRALIA
ICMS CURRICULUM 2010

ICMS



STUDY + EXPERIENCE = SUCCESS

Trimester Program Structure

| | | |
|-------------------|-------------------|-------------------------------------|
| FIRST YEAR | 1 | Introduction to Information Systems |
| | | Service Management |
| | | Specialist Subject 1 |
| | | Specialist Subject 2 |
| | | Specialist Subject 3 |
| | 2 | Specialist Subject 4 |
| | | Specialist Subject 5 |
| | | Accounting Fundamentals |
| | | Business Organisation Principles |
| | | Business Communication |
| 3 | Industry Training | |

Diploma Exit Point

| | | |
|--------------------|--|------------------------------------|
| SECOND YEAR | 4 | Industry Training |
| | 5 | Specialist Subject 6 |
| | | Specialist Subject 7 |
| | | Principles of Marketing |
| | | Contemporary Leadership |
| | | Academic Writing & Research skills |
| | | Introduction to Human Resources |
| | 6 | Managerial Accounting |
| | | Business Economics |
| | | Basic Business Law |
| | Contemporary Issues in your specialisation | |
| | Specialist Subject 8 | |
| | Human Resource Planning & Performance | |

ICMS Associate Degree Exit Point

| | | |
|-------------------|--------------------------------|---------------------------------------|
| THIRD YEAR | 7 | Introduction to Statistics |
| | | Techniques & Elements of Finance |
| | | Strategic Management |
| | | Specialist Subject 9 |
| | 8 | Human Resource Planning & Performance |
| | | Business Elective |
| | | Distribution Decisions |
| | | Business Elective |
| | 9 | Business Project |
| | | Business Elective |
| | Strategic Marketing Management | |
| | Business Elective | |

Macquarie University BBA

BBA SPECIALISING IN EVENT MANAGEMENT

| | |
|---|-----------------------------------|
| 1 | Introduction to Event Management |
| 2 | Venue & Hospitality Operations |
| 3 | Legal Issues for Event Management |
| 4 | Event Operations & Logistics |
| 5 | Event Production & Design |
| 6 | Event Practicum |
| 7 | Promotions & Sponsorship |
| 8 | Exhibition Services |
| 9 | International Events |

BBA SPECIALISING IN INTERNATIONAL TOURISM

| | |
|---|---|
| 1 | Introduction to Tourism |
| 2 | Destination Sales & Marketing |
| 3 | Attraction & Resort Operations |
| 4 | Destination Management Issues |
| 5 | Tourism Governance & Policy |
| 6 | Tourism Product & Service Innovation |
| 7 | Environmental Planning & Sustainability |
| 8 | Consumer Behaviour & Product Management |
| 9 | Global Trends in Tourism |

BBA SPECIALISING IN PROPERTY SERVICES MANAGEMENT

| | |
|---|-------------------------------------|
| 1 | Introduction to Property Management |
| 2 | Principles of Valuation |
| 3 | Facilities Management |
| 4 | Land and Property Law |
| 5 | Building Principles |
| 6 | Commercial Valuation Techniques |
| 7 | Commercial Property Management |
| 8 | Property Development Controls |
| 9 | Corporate Real Estate |

BUSINESS ELECTIVES

| | |
|---|-----------------------------|
| 1 | Business Demographics |
| 2 | Business Forecasting |
| 3 | Cross Cultural Management |
| 4 | Asian Business Environments |

BBA SPECIALISING IN RETAIL SERVICES MANAGEMENT

| | |
|---|-----------------------------------|
| 1 | Principles of Retail Management |
| 2 | Process Business Tax Requirements |
| 3 | Facilities Management |
| 4 | Retail Technology |
| 5 | Buyer Behaviour |
| 6 | Retail Logistics |
| 7 | Buying for Retail Markets |
| 8 | Advertising and Public Relations |
| 9 | Retail Promotions |

BBA SPECIALISING IN HOSPITALITY MANAGEMENT

| | |
|---|---|
| 1 | Introduction to Hospitality |
| 2 | Facilities Management |
| 3 | Hospitality Operations 1 |
| 4 | Hospitality Operations 2 |
| 5 | Room Division Operations |
| 6 | Room Division Management |
| 7 | Operational Management & Cost Control |
| 8 | Hotel Management Simulations (HOTS) |
| 9 | Globalisation in the Hospitality Industry |

BBA SPECIALISING IN SPORT MANAGEMENT

| | |
|---|---|
| 1 | Introduction to Sport Management |
| 2 | Facilities Management |
| 3 | Contemporary Health Issues |
| 4 | Psychology & Sociology of Sport & Leisure |
| 5 | Introduction to Sport Law |
| 6 | Player & Performance Management |
| 7 | Sports Communication & Broadcasting |
| 8 | Sports Promotion & Sponsorship |
| 9 | Strategic Facilities Management |

ICMS SPECIALIST BACHELOR DEGREES

TYPICAL STUDY PATTERN



Trimester Program Structure

| Trimester | Program Structure |
|--|---------------------------------------|
| FIRST YEAR | 1 Specialist Subject 1 |
| | Business Economics |
| | Academic Writing & Research Skills |
| | Introduction to Information Systems |
| | Elective – Level 100 or 200 |
| | 2 Specialist Subject 2 |
| | Specialist Subject 3 |
| | Accounting Fundamentals |
| | Principles of Marketing |
| | Introduction to Human Resources |
| | 3 Specialist Subject 4 |
| | Specialist Subject 5 |
| | Service Management |
| | Business Communication |
| | Business Law |
| Trimester 3 Industry Training - Diploma only | |
| SECOND YEAR | 4 Industry Training |
| | 5 Industry Training |
| | 6 Specialist Subject 6 |
| | Business Statistics |
| | Managerial Accounting |
| | Managing People & Organisations |
| | Human Resource Planning & Performance |
| | 7 Specialist Subject 7 |
| | Business Ethics |
| | Business Finance I |
| Elective – Level 200 or 300 | |
| THIRD YEAR | 8 Specialist Subject 8 |
| | Research Methods |
| | Strategic Marketing Management |
| | Elective – Level 200 or 300 |
| | 9 Specialist Subject 9 |
| | Business Forecasting |
| | Strategic Management |
| Elective – Level 200 or 300 | |

ICMS Degree

ICMS SPECIALIST SUBJECTS



BACHELOR OF EVENT MANAGEMENT

| | |
|---|-----------------------------------|
| 1 | Introduction to Event Management |
| 2 | Event Operations & Logistics |
| 3 | Venue & Hospitality Operations |
| 4 | Event Production & Design |
| 5 | Legal Issues for Event Management |
| 6 | Event Practicum |
| 7 | Promotions & Sponsorship |
| 8 | International Events |
| 9 | Event Management Project |

BACHELOR OF INTERNATIONAL TOURISM

| | |
|---|---|
| 1 | Principles of Tourism Management |
| 2 | Destination Sales & Marketing |
| 3 | Attraction & Resort Operations |
| 4 | Destination Management Issues |
| 5 | Tourism Governance and Policy |
| 6 | Tourism Product & Service Innovation |
| 7 | Environmental Planning & Sustainability |
| 8 | Global Trends in Tourism |
| 9 | International Tourism Project |

BACHELOR OF PROPERTY SERVICES MANAGEMENT

| | |
|---|--|
| 1 | Introduction to Property Management |
| 2 | Building Construction Technology |
| 3 | Principles of Valuation |
| 4 | Commercial Building & Hotel Valuation |
| 5 | Land & Property Law |
| 6 | Computer Based Property Management & Maintenance |
| 7 | Property Finance & Portfolio / Trust Management |
| 8 | Strategic Facilities Management |
| 9 | Property Services Management Project |

BACHELOR OF RETAIL SERVICES MANAGEMENT

| | |
|---|------------------------------------|
| 1 | Introduction to Retail Management |
| 2 | Process Business Tax Requirements |
| 3 | Retail Technology |
| 4 | Buyer Behaviour |
| 5 | Buying for Retail Markets |
| 6 | Retail Logistics |
| 7 | Advertising & Public Relations |
| 8 | Contemporary Retail Management |
| 9 | Retail Services Management Project |

BACHELOR OF HOSPITALITY MANAGEMENT

| | |
|---|---|
| 1 | Introduction to Hospitality Management |
| 2 | Hospitality Operations I |
| 3 | Rooms Division Operations |
| 4 | Hospitality Operations II |
| 5 | Operational Management & Cost Control |
| 6 | Rooms & Revenue Management |
| 7 | Globalisation in the Hospitality Industry |
| 8 | Hotel Management Simulations |
| 9 | Hospitality Management Project |

BACHELOR OF SPORT MANAGEMENT

| | |
|---|---|
| 1 | Introduction to Sport Management |
| 2 | Contemporary Health Issues |
| 3 | Psychology & Sociology of Sport & Leisure |
| 4 | Introduction to Sport Law |
| 5 | Player & Performance Management |
| 6 | Sports Communication & Broadcasting |
| 7 | Sports Promotion & Sponsorship |
| 8 | Strategic Facilities Management |
| 9 | Sports Management Project |

All specialisations include: Contemporary Leadership program and 1200 hours of Industry Training
Electives: Four electives may be chosen subject to the rules of progression. At least one elective must be chosen from the non-compulsory specialist units listed above. The remaining three electives may be selected from the full list of units at level 200 or level 300. Each unit of study has a designated level. In general the level indicates the amount of prior knowledge required to successfully study the unit.

100 level units may be studied in the first two terms of study and often do not have any pre-requisite units. 200 level units may have 100 level units as pre-requisites. 300 level units may have 200 level units as pre-requisites. View the full list of electives at www.icms.edu.au/electives

Note: The above Curriculum Summary is subject to change.

ICMS BACHELOR OF BUSINESS MANAGEMENT

TYPICAL STUDY PATTERN

| Trimester | Program Structure |
|-----------------------------|---------------------------------------|
| FIRST YEAR | 1 Business Economics |
| | Academic Writing & Research Skills |
| | Introduction to Information Systems |
| | Principles of Marketing |
| | 2 Managing People & Organisations |
| | Accounting Fundamentals |
| | Business Statistics |
| | Introduction to Human Resources |
| | 3 Elective – Level 100 or 200 |
| | Service Management |
| Business Communication | |
| Business Law | |
| SECOND YEAR | 4 Industry Training |
| | 5 Industry Training |
| | 6 Elective – Level 100 or 200 |
| | Management, Philosophy & Performance |
| | Business Finance I |
| THIRD YEAR | Human Resource Planning & Performance |
| | 7 Research Methods |
| | Strategic Marketing Management |
| | Elective – Level 200 or 300 |
| | Elective – Level 300 |
| | 8 Business Project |
| Strategic Management | |
| Elective – Level 200 or 300 | |
| Elective – Level 300 | |

Industry Training: May be completed between term 4 and 8 or taken part time. Six electives may be chosen from the full list of unit offerings, subject to the rules of progression. View the list of electives available at www.icms.edu.au/electives. Any of the subjects previously completed as electives within the first degree study pattern must be substituted with an approved alternative subject in the second degree.

DOUBLE DEGREES

| First program of study | Second program of study | Your final qualification |
|--------------------------|--|---|
| ICMS SPECIALIST DEGREE | + ICMS SPECIALIST DEGREE = Two trimesters of Bachelor specialist subjects All 9 compulsory specialist subjects that make up the Bachelor of your chosen specialisation. | TWO ICMS SPECIALIST DEGREES |
| ICMS SPECIALIST DEGREE | + ICMS BBM = Two trimesters of BBM subjects Trimester 9 Elective – Level 100 or 200 Elective – Level 200 or 300 Elective – Level 200 or 300 Elective – Level 300 Trimester 10 Elective – Level 300 Management, Philosophy & Performance Business Project | ICMS SPECIALIST DEGREE & ICMS BBM |
| ICMS BBM | + ICMS SPECIALIST DEGREE = Three trimesters of specialist subjects 15 subjects which must include any compulsory specialist subjects not previously completed as electives in the BBM | ICMS BBM & ICMS SPECIALIST DEGREE |
| MACQUARIE UNIVERSITY BBA | + ICMS SPECIALIST DEGREE = Two trimesters of specialist subjects All 10 compulsory specialist subjects that make up the Bachelor of your chosen specialisation. The specialisation chosen must be different to that completed in the BBA. | MACQUARIE UNIVERSITY BBA & ICMS SPECIALIST DEGREE |
| MACQUARIE UNIVERSITY BBA | + ICMS BBM = Two trimesters of BBM subjects Trimester 9 Elective – Level 100 or 200 Elective – Level 200 or 300 Elective – Level 200 or 300 Elective – Level 300 Trimester 10 Elective – Level 300 Management, Philosophy & Performance Research Methods Elective – Level 300 | MACQUARIE UNIVERSITY BBA & ICMS BBM |

Students will be assisted by an Academic Advisor in choosing their elective subjects.