



# YOUR SUCCESSFUL CAREER BEGINS HERE



SYDNEY AUSTRALIA  
ICMS PROSPECTUS 2010 - 2011

# ICMS

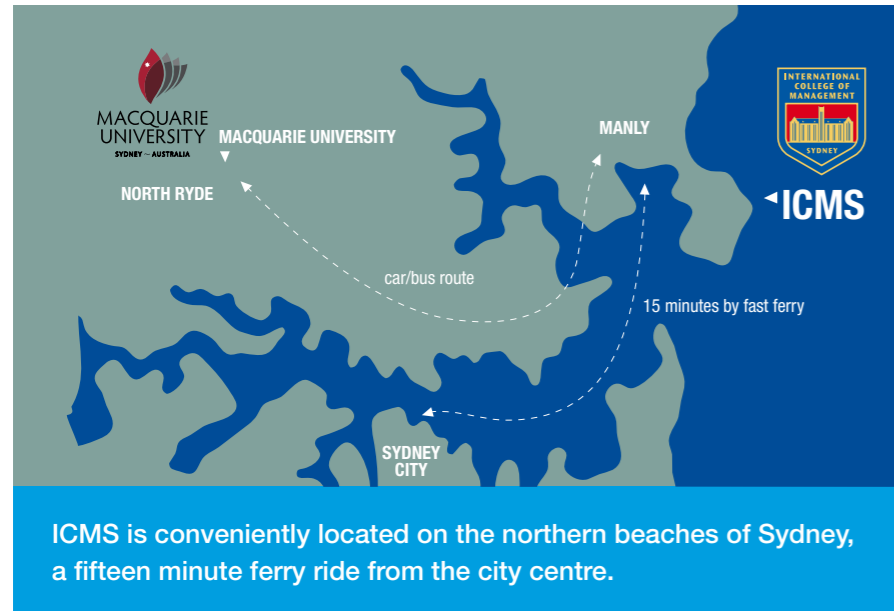


STUDY + EXPERIENCE = SUCCESS

## ABOUT OUR CAMPUS

The building that houses The International College of Management, Sydney (ICMS), which was once St. Patrick's Seminary, has stood in its commanding position overlooking Manly and its surrounds for more than a century.

ICMS upholds the traditions of St Patrick's through the community contribution scheme which encourages students to be active global citizens by providing work and volunteer opportunities with local communities and international aid organisations.



## ACADEMIC CALENDAR

### 2010 – UNDERGRADUATE

Trimester	Orientation Commences	Academic Trimester
February	Monday 1 February	8 February to 6 May
May	Monday 24 May	31 May to 26 August
September	Monday 13 September	20 September to 16 December

Accelerate your learning at ICMS by studying in three trimesters a year

### 2010 - POSTGRADUATE

Semester	Orientation Commences	Academic Semester
1st	Thursday 11 February	22 February to 25 June
2nd	Thursday 22 July	2 August to 3 December

Postgraduate orientation takes place at Macquarie University

### 2011 - UNDERGRADUATE

Trimester	Orientation Commences	Academic Trimester
February	Monday 7 February	14 February – 12 May
May	Monday 31 May	6 June – 1 September
September	Monday 19 September	26 September – 22 December

\* The Academic Calendar is subject to change

Cover image: Johann Calchera is studying Master of International Business and Hanna Cha is studying Bachelor of Business Administration in Event Management.



**“THE EDUCATIONAL PROGRAM AT ICMS BALANCED THEORETICAL KNOWLEDGE AND PRACTICAL EXPERIENCE.”**

Valentina Gonzalez  
2006 ICMS Business Administration & Hospitality Management Graduate  
2008 Guest Relations Manager, W New York Court & Tuscany Hotel

# WHY ICMS IS A SMARTER CHOICE

## YOU WILL...

- ... be career ready when you graduate
- ... gain paid industry training during your undergraduate study
- ... learn from professionals who have worked in industry
- ... study alongside students from more than 40 countries
- ... be part of an active and social student body
- ... live and study in one of Sydney's best beachside locations

# WELCOME

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*"Our strength is our concentration on all three dimensions of learning: practical, academic and professional. Our capstone project will allow you to apply your academic study to find a solution to a real-world business need. Our professional conduct system will encourage you to think and act like a professional from the first day you arrive. Nine months of industry training integrated into your program will ensure you get the professional experience you need to be career-ready by the day you graduate."*

**Frank Prestipino**  
Managing Director



*"Macquarie University is about discovery, learning and participation in a borderless world. Renowned for its international outlook, Macquarie is a dynamic and engaged university with a strong reputation for excellence in research, teaching and global citizenship."*

*Macquarie is proud of its partnership with ICMS. We share the same mission - to ensure our graduates are equipped with the high-level academic and practical skills that are always in demand within the fast changing international business industry."*

**Steven Schwartz**  
Vice-Chancellor  
Macquarie University



WELCOME ►

# WHY ICMS IS A SMARTER CHOICE

The International College of Management, Sydney [ICMS] is a leading business school, teaching a balance of management and practical training within a culture of innovation and entrepreneurialism. At ICMS, you won't just be part of the crowd. Our class sizes are smaller than most universities, so you'll receive a more personal learning experience. Plus, you'll be studying alongside students from more than 40 different countries, making cross-cultural experience a part of your everyday learning. And, when you're ready to start your career, you'll be well equipped with the practical skills and theoretical knowledge to take you to the top of your profession.

## PAID INDUSTRY TRAINING + REAL WORLD EXPERIENCE

At ICMS we believe that the best learning combines practical 'real world' work with a strong academic foundation. Our undergraduate degrees, associate degrees and diplomas all include Industry Training. Most students choose to take full-time paid Industry Training, but there are flexible options such as taking your industry training part time, as relevant volunteer work, or a mixture of all three. Our Career Services department works with you through your first two trimesters to find an industry training placement that will form the foundation of your practical business skills and your first CV.

## A BEAUTIFUL PLACE TO LEARN

It would be hard to find a college in a more spectacular position 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, sweeping views of legendary Sydney Harbour.

The campus is a five-minute walk to famous Manly Beach, one of Sydney's premier surfing beaches. A few minutes walk in the other direction will lead you to the foreshores of the harbour. To help you take advantage of this unique natural environment, the College organises surfing and sailing lessons,

offshore fishing expeditions, and outings to many of Sydney's other attractions including the mountains to the west of the city. There are harbour and ocean foreshore walks to explore, extending more than 50 kilometres north and south. Manly also boasts a vibrant shopping precinct and is well known for its cafés and restaurants.

ICMS is also close enough to the city – 15 minutes by fast ferry – for visits to art galleries, museums, the best city shops, the historic Rocks area, and Sydney's famous Opera House.

## EMPHASIS ON PROFESSIONALISM

The College is committed to ensuring that your education incorporates professional and practical training. When you study at ICMS you will wear a business suit and meet a professional standard of behaviour, grooming and presentation. Our industry partners have told us that our graduates stand out from the crowd because of their professional behaviour and presentation – a great asset for any business career.

## LOCALLY RECOGNISED

ICMS is the recipient of many awards including two Australian Business Awards [2009], the NSW Premiers Export Awards [2008] and was the three time winner of the NSW Tourism Awards for Excellence in Education.

## OUR RELAXED AND FRIENDLY LIFESTYLE

The College's approach to education combines academic pursuits with a wide variety of sporting and social activities to ensure the educational, personal and social needs of students are met.

At ICMS, you'll meet students from over 40 countries covering all the continents of the world. The College is a truly multicultural campus.

When you study at ICMS, you'll be living in a safe, friendly and progressive environment in a location that will literally take your breath away.



**"MEETING SO MANY PEOPLE FROM DIFFERENT PLACES IS SOMETHING THAT I COULDN'T HAVE EXPERIENCED ANYWHERE ELSE."**

Hanna Cha  
2008 Paid Industry Training,  
Event Coordinator  
International Quality and  
Productivity Centre



## AFFILIATIONS



### Macquarie University

Macquarie University is about discovery, learning and participation in a borderless world. They are a dynamic, flexible and engaged university, committed to excellence in research, teaching and global citizenship. ICMS has been partnered with Macquarie University for more than ten years.



### "César Ritz" Colleges Switzerland

The ICMS hospitality qualifications are awarded in conjunction with "César Ritz" Colleges, Switzerland - one of Europe's first and finest hotel schools. Students also have the opportunity of international exchange with a "César Ritz" college in Switzerland.



### Queenstown Resort College

ICMS is affiliated with the Queenstown Resort College [QRC] which is New Zealand's first tertiary college dedicated to meeting the demands of an international tourist resort. The QRC is licensed to teach the ICMS Associate Degree program via their campus. Graduates may articulate directly into the third year of the ICMS bachelor program.



### International Air Transport Association and United Federation of Travel Agents

For students in tourism, ICMS is affiliated with both the Montreal-based IATA [International Air Transport Association] and UFTAA [United Federation of Travel Agents Association]. As a result of this relationship, the College is one of the two testing centres in Australia offering the IATA/UFTAA Foundation Diploma. This Diploma is available as an add-on to all ICMS students.

# WHICH ICMS PROGRAM SHOULD I CHOOSE?

## BUSINESS PREPARATION PROGRAMS

Our business preparation programs [the BPP and BPP Plus] are designed for students whose English levels fall just short of that required for entry. Students study English relevant to their specialisation. Students of the BPP complete one ICMS degree subject alongside their English subjects. BPP Plus students complete English subjects only.

## THE DIPLOMA PROGRAMS

### Specialisations in Hospitality, Tourism and Events

The ICMS Diploma programs combine applied study in your specialisation with basic business skills and 4 months of paid Industry Training. The diploma programs require three trimesters [twelve months] of full time study – two trimesters of on-campus study and one trimester [4 months] of Industry Training. During the Diploma you may be eligible to articulate directly into the second year of the two-year associate degree or three-year degree with full academic credit for the study you have already completed.

## THE ASSOCIATE DEGREE OF BUSINESS

### Specialisations in Event Management, Hospitality Management, International Tourism, Property Services Management, Retail Services Management and Sport Management

The Associate Degree can be completed in two years of full time study and contains nine months of Industry Training. When you complete the Associate Degree, you may be eligible to gain entry into the specialist bachelor degree programs with full academic credit for the studies you have already completed.

## THE SPECIALIST BACHELOR'S DEGREES

### Bachelor of Event Management, Hospitality Management, International Tourism, Property Services Management, Retail Services Management, Sport Management

These professional, specialist degrees are equivalent to a four year full time degree, but, because ICMS teaches in three trimesters instead of two, are fast-tracked and completed in three years of full time study. The Bachelor programs provide advanced practical

and theoretical knowledge and skills in your chosen specialisation, combined with fundamental business and management knowledge to equip you for leadership roles in your chosen profession. The programs contain nine months of Industry Training. Students in the Hospitality or Tourism programs may choose to complete some of the second year subjects at "César Ritz" Hotel Consult in Switzerland.

## THE BACHELOR OF BUSINESS MANAGEMENT

The Bachelor of Business Management [BBM] is a broad, solid business qualification which you can personalise through your choice of electives and will suit you if you want to work at management level but don't wish to limit yourself to one specialisation.

The BBM combines a solid core of business units with fundamental business and management studies and minor studies from one or more of the College's specialisations. The program includes nine months of Industry Training and, because of the fast-tracked nature of these ICMS programs, can be completed in less than three years, allowing you to get a head start on your career.



## THE BACHELOR OF BUSINESS ADMINISTRATION [MACQUARIE UNIVERSITY DEGREE]

The Bachelor of Business Administration [BBA] is a Macquarie University program delivered by ICMS staff on our Manly campus. The program requires three years of full-time study and includes nine months of Industry Training. Students who have completed the ICMS Associate Degree may qualify to articulate into the third year of the Macquarie University program.

## DOUBLE DEGREES

Students who complete the ICMS specialist degree or Macquarie University BBA are able to add the Bachelor of Business Management or an ICMS specialist degree to their program with only a further two trimesters of study.

Students completing the Bachelor of Business Management may complete an ICMS specialist professional degree in as little as two-three additional trimesters of study [depending on electives chosen].

## STUDY ABROAD

### Spend a semester in Australia and take study credits back home

The International College of Management, Sydney in association with Macquarie University, offers an exciting location for students who wish to undertake a study abroad program. Not only can you study in one of Sydney's most beautiful locations overlooking Manly Beach and Sydney Harbour, the comprehensive academic and social programs ensure that you experience the Australian lifestyle while learning within an internationally recognised institution. The ICMS Study Abroad program offers full academic credit transfer from Macquarie University to your home institution.

## POSTGRADUATE PROGRAMS

In our applied postgraduate programs, offered by Macquarie University on the ICMS campus, you can choose to take a general international business qualification, or a Master of Commerce, with a major in Management, Marketing, Hospitality & Tourism or Sport Business Management.



# PROFESSIONAL INDUSTRY TRAINING

When you study for your Diploma, Associate Degree or Bachelor's degree at ICMS, theory and academic study are only part of the picture. Our Industry Training program is an equally important part of our curriculum. It's not just valuable experience; it's a structured and supervised part of your course.

During your first year of study you will work with our Career Services team who will prepare you for your employment opportunity and by meeting our professional standards you can accrue the industry training hours required to obtain your Diploma, Associate Degree or Bachelor Degree. Depending on the nature of the industry you are working in this may be paid or volunteer work and, whilst most students take Industry Training in trimesters 3 and 4 may be taken at any time after trimester 2 and before trimester 6 in your program. There are no college fees for this period.

The College's Career Services office will assess your skill level and aptitude, and prepare you for this important phase of your education. You will be taught how to collate a resumé, conduct yourself in interviews and find out more about what prospective employers look for. A series of mock interviews and individual pre-placement sessions will provide you with feedback and confidence.

The Career Services office provides considerable assistance in obtaining placements around Australia, and in some cases, internationally.

**“TYPICAL OF AN ICMS STUDENT, PIA WAS ALWAYS A PROFESSIONAL, CALM AND COMMUNICATIVE EMPLOYEE. WE HAD NO HESITATION IN PROMOTING HER DURING HER INDUSTRY TRAINING.”**

Joey Templin  
Human Resource Manager, Club Med



**“WITH MY ICMS DEGREE AND THE EXPERIENCE OF INDUSTRY TRAINING, I’M NOT LIMITED TO JUST ONE COUNTRY OR FIELD.”**

Pia Westblad  
2009 paid Industry Training, Club Med,  
Lindeman Island, Corporate Groups Manager

## PIA’S WEEK AT ICMS

Pia Westblad is currently studying the Bachelor of Business Administration in Hospitality Management. Her average week at ICMS is full of activity. Read more about the lives of ICMS students in the online ICMS blog [www.icms.edu.au/blog](http://www.icms.edu.au/blog)

Feeding the birds before college



Working at ICMS Open Day



Studying with friends



Lunch in the CYC



Walking to and from college



Winter Wonderland Ball



# BUSINESS MANAGEMENT

## WHY ICMS BUSINESS MANAGEMENT?

- A broad business qualification with paid Industry Training
- Perfect if you haven't made up your mind what you want to specialise in
- A fast-tracked program - finish your degree three months before most other graduates
- The opportunity to work on a solution to a real-life business problem in your final year

## WHAT WILL I STUDY?

Do you want to study business management but don't want to limit yourself to just one specialisation? The Bachelor of Business Management [BBM] is a broad business qualification that you can flavour through your choice of electives. The program combines a flexible business education with nine months of paid Industry Training. While studying for your degree you may also complete a sub-major chosen from specialisations such as International Tourism, Hospitality Management, Event Management, Sport Management, Retail Services Management or Property Services Management.

Because the College teaches in three trimesters a year, not two, your degree is fast-tracked, and can be completed in less than three years full time, including your period of industry training. Your study will culminate in an applied research project in which you will work with business to find a solution to a real-world problem.

## WHERE WILL I WORK AFTER I GRADUATE?

When you graduate from the BBM at ICMS you will find that the experience you gain during your nine months of paid Industry Training, and our practical, real-world way of teaching, gives you an edge over other graduates. A business management degree opens the door to a range of careers, including marketing, management and human resource management.

## OUR FAST-TRACKED DOUBLE DEGREE

If you complete your BBM, but still wish to extend your study in one of our specialisations, ICMS offers you the opportunity to complete a double-degree in only two more trimesters of study. So, in less than three and a half years, you'll have two degrees. When you combine the BBM with one of the College's specialist degrees in International Tourism, Hospitality Management, Event Management, Sport Management, Retail Services Management or Property Services Management, you will have the opportunity to study more in-depth in your specialisation of choice. The additional skills and knowledge you gain through a double degree will broaden your career options, as well as your likelihood of promotions once you start your career.



**“MANAGING A PROJECT FROM CONCEPTION TO LAUNCH GAVE ME INVALUABLE REAL-WORLD EXPERIENCE.”**

**Sean Lee**  
 2009 ICMS Graduate  
 2009 Business Analyst, Westpac Bank

	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
<b>Bachelor of Business Management</b>	068149F	2 years and 2 trimesters full time	9 months
<b>Double Degree</b> <small>Bachelor of Business Management with an ICMS specialist degree</small>	068149F <small>plus the code of your chosen specialisation</small>	3 years and 2 trimesters full time	9 months

# EVENT MANAGEMENT

## WHY ICMS EVENT MANAGEMENT?

- Conceptualise, plan, coordinate and stage at least one major event during your study
- Hands-on production and staging modules
- Events-pro industry standard software training
- Lecturers who are current practitioners

## WHAT WILL I STUDY?

During your course you will acquire the strategic management, practical and personal skills you need to manage a range of events. Alongside your core business management subjects, you will take specialist units in:

- Event management;
- Event production and design;
- Event promotions and sponsorship;
- International events; and
- Exhibition services.

You will also be involved in conceptualising, planning and staging real events. Paid Industry Training will introduce you to the industry and help you get a job when you graduate.

## WHERE WILL I WORK AFTER I GRADUATE?

If you're looking for a career where no two days are the same and you aren't afraid of hard work, event management can be one of the most rewarding and exciting choices you could make.

Event management opens the door to travel and international careers. As your career develops, combining your knowledge and experience with a personal interest such as sport, arts or cultural pursuits could open the door to any number of exciting career moves. With qualifications from ICMS, your international skills will bring job opportunities such as:

- Event manager and producer
- Venue manager
- Exhibition manager
- Sponsorship manager
- Sports marketer
- Festival coordinator
- Theming consultant
- Banquet/event coordinator
- Incentive group coordinator

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in events, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, hospitality management, international tourism, property services management, retail services management or sport management. So, in less than four years, you'll have two degrees.



**“THE SKILLS YOU LEARN AND DEVELOP DURING YOUR STUDIES ARE ESSENTIAL ONCE YOU ARE IN THE MARKETPLACE.”**

**Fernando Motti**  
 2007 ICMS Event Management Graduate  
 2008 Manager Sydney Festival

	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Diploma of Business in Event Management	055639F	1 year full time	3 months
Associate Degree of Business in Event Management	060096A	2 years full time	9 months
Bachelor of Event Management	068282A	3 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in Event Management</small>	048826F	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of Event Management <small>combined with the Bachelor of Business Management</small>	068282A, 068149F	3.5 years full time*	9 months
ICMS Bachelor of Event Management <small>combined with another ICMS specialisation</small>	068282A <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Event Management combined with the Bachelor of Business Management</small>	048826F, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>combined with another ICMS professional specialisation</small>	048826F <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months



\* 3 years and 2 trimesters, length depends on subjects selected

# HOSPITALITY MANAGEMENT

## WHY ICMS HOSPITALITY MANAGEMENT?

- A program developed in conjunction with world-renowned “César Ritz”
- Small class sizes
- Academic staff who come from industry
- The chance to work on a real-world research project in your final trimester
- Nine months of paid Industry Training

If you love people and travel, it's hard to go past a career in hospitality. It is predicted that, in only ten years time, hospitality will be the world's biggest industry with job opportunities in almost every country.

## WHAT WILL I STUDY?

ICMS hospitality management programs provide graduates with management expertise that is built on a core set of practical skills. Our courses have been developed in conjunction with “César Ritz” Colleges of Switzerland, one of the world's foremost hospitality training institutes, and include invaluable paid Industry Training. During your degree you will acquire an important combination of professional knowledge

and interpersonal skills while working closely with fellow students, industry professionals, members of the college community and the public.

Alongside business and management subjects, you will study specialised hospitality subjects that include

- Introduction to Hospitality
- Hospitality food and beverage operations
- Rooms division management
- Hotel management simulations
- Globalisation in the hospitality industry

## WHERE WILL I WORK WHEN I GRADUATE?

Your ICMS qualifications in hospitality management will equip you with the strategic management, practical and personal skills necessary to successfully compete in a highly competitive global environment. They will open doors to a vast range of professional opportunities in the hospitality industry. The rest is up to you! Your internationally recognised skills will lead to job opportunities wherever you travel. Many ICMS graduates work in senior positions

for international hotels and in hospitality management companies; others have taken the plunge and opened their own businesses. ICMS courses in hospitality management will prepare you for supervisory and management roles in hotels, resorts, restaurants and convention centres.

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in hospitality, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, international tourism, property services management, retail services management or sport management. So, in less than four years, you'll have two degrees.



**“I’VE ALWAYS WANTED MY OWN BUSINESS SO IT WAS IMPORTANT THAT I GET A BUSINESS DEGREE.”**

**Kristin Hansen**  
 2005 ICMS Hospitality Management Graduate  
 2008 Managing Director/Owner Soria Moria Boutique Hotel Cambodia

	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Diploma in Hospitality Management	055638G	1 year full time	3 months
Associate Degree of Business in Hospitality Management	060096A	2 years full time	9 months
Bachelor of Hospitality Management	068277J	3 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in Hospitality Management</small>	048824G	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of Hospitality Management <small>combined with the Bachelor of Business Management</small>	068277J, 068149F	3.5 years full time*	9 months
ICMS Bachelor of Hospitality Management <small>combined with another ICMS specialisation</small>	068277J <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Hospitality Management combined with the Bachelor of Business Management</small>	048824G, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>combined with another ICMS professional specialisation</small>	048824G <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months

\* 3 years and 2 trimesters, length depends on subjects selected



# INTERNATIONAL TOURISM

## WHY ICMS INTERNATIONAL TOURISM?

- A course written by industry and enhanced by academics
- Nine months of paid Industry Training
- ICMS is a three-time winner of the NSW Tourism Award for Excellence in Tourism Education
- The option of studying for your IATA foundation diploma at ICMS

## WHAT WILL I STUDY?

Tourism is a major international industry. ICMS courses in International Tourism have a strong professional focus and provide the globally recognised qualification that will allow you to expand your career in a variety of roles all around the world. ICMS is a three-time winner of the NSW Tourism Award for Excellence in Tourism Education and ICMS tourism lecturers are current tourism and travel practitioners with local and international experience.

Alongside business and management subjects, you will study specialised international tourism subjects that include:

- Destination sales and marketing;
- Attraction and resort operations;
- Destination management issues;
- Tourism governance and policy; and
- Environmental planning and sustainability.

Paid Industry Training is a feature of our International Tourism programs.

ICMS is a licensed trainer for IATA, the International Air Transport Association, and is one of only two IATA testing centres in Australia.

## WHERE WILL I WORK WHEN I GRADUATE?

People who work in the tourism industry have a passion for travel and a commitment to helping tourists make the most of their experience. Armed with a qualification in International Tourism, nine months paid Industry

Training, and a passion for travel, you could join the successful ICMS graduates working in global careers as travel consultants & managers, destination marketers, attraction & theme park managers, airline managers, tourism bureau managers and many other exciting roles.

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in international tourism, but still wish to extend your study you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, hospitality management, property services management, retail services management or sport management. So, in less than four years, you'll have two degrees.



**“THE TOURISM INDUSTRY IS FULL OF OPPORTUNITIES. MY PROFESSIONAL EXPERIENCE WITHIN THE INDUSTRY CONTINUES TO OPEN DOORS.”**

**Amy Bott**  
 2007 ICMS International Tourism Graduate  
 2008 Sales Consultant Swain Tours USA

	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Diploma in International Tourism	055640B	1 year full time	3 months
Associate Degree of Business in International Tourism	060096A	2 years full time	9 months
Bachelor of International Tourism	068278G	3 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in International Tourism</small>	048827E	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of International Tourism <small>combined with the Bachelor of Business Management</small>	068278G, 068149F	3.5 years full time*	9 months
ICMS Bachelor of International Tourism <small>combined with another ICMS specialisation</small>	068278G <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in International Tourism combined with the Bachelor of Business Management</small>	048827E, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>combined with another ICMS professional specialisation</small>	048827E <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months

\* 3 years and 2 trimesters, length depends on subjects selected

# PROPERTY SERVICES MANAGEMENT

## WHY ICMS PROPERTY SERVICES MANAGEMENT?

- Our course is taught by professionals with real world industry experience
- A strategic approach to the management and teaching of property
- Embedded real estate subjects that qualify you to apply for a real estate license when you graduate

## WHAT WILL I STUDY?

The ICMS strategic approach to facilities and property management focuses on effectiveness and results. When you study property at ICMS you will be equipped with extensive theoretical knowledge and sought after practical experience gained during invaluable paid industry training, giving you the skills necessary to work in Australian and international property management.

Your studies will also equip you with broad-based business knowledge that will complement your specialist industry subjects. On completion of the program, you will have a thorough understanding of key concepts and theories relating to the property industry, concentrating on land and property law, investment and portfolio analysis, commercial valuation techniques and strategic management.

The fundamental knowledge of business principles and the inclusion of generic skills will equip you with leadership and managerial expertise that will enable you to take your place in the global business environment, irrespective of the industry you choose.

Embedded into the property program is a real estate qualification that makes you eligible to apply for a Real Estate License through the New South Wales Office of Fair Trading when you graduate. You will also have the chance to complete your period of Industry Training in a real estate office. Upon successful completion of your first year subjects you will be eligible to apply to the New South Wales Office of Fair Trading for a Real Estate Certificate of Registration.

## WHERE WILL I WORK WHEN I GRADUATE?

Strategic facilities and property management is one of the fastest growing industries in Australia. It is estimated that by 2015 around 5% of the Australian GDP will be property related. Your career could take you further afield too; property management is now a truly global industry and there is a shortage of qualified professionals for many key roles. Studying at ICMS could help you unlock the door to global opportunities created by this shortage. With qualifications from

ICMS and Macquarie University, your internationally recognised skills will open the door to job opportunities such as:

- Facilities manager
- Strata manager
- Commercial property valuer
- Business manager
- Portfolio manager [corporate]
- Retail centre manager
- Operations manager
- Contract manager
- Project manager
- Senior property manager

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your full degree in property services management, but still wish to extend your study into another specialisation, ICMS offers you the opportunity to complete a double degree in 2-3 terms of additional study. You can combine property with one of our other professional degrees in business management, event management, hospitality management, international tourism, retail services management or sport management. So, in less than four years, you'll have two degrees.



**“YOU’RE CLIMBING THE CORPORATE LADDER BEFORE YOU GRADUATE.”**

**Iain Bylsma**  
 2008 Paid Industry Training, Multiplex  
 2009 ICMS Property Services Management Graduate  
 2009 NSW Leasing Executive, Colonial First State Property Management

	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Associate Degree of Business in Property Services Management	060096A	2 years full time	9 months
Bachelor of Property Services Management	068279G	2 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in Property Services Management</small>	054056D	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of Property Services Management <small>combined with the Bachelor of Business Management</small>	068279G, 068149F	3.5 years full time*	9 months
ICMS Bachelor of Property Services Management <small>combined with another ICMS specialisation</small>	068279G <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Property Services Management combined with the Bachelor of Business Management</small>	054056D, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Property Services Management combined with another ICMS professional specialisation</small>	054056D <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months

\* 3 years and 2 trimesters, length depends on subjects selected

# RETAIL SERVICES MANAGEMENT

## WHY ICMS RETAIL SERVICES MANAGEMENT?

- A strong focus on buyer behaviour
- Nine months of paid Industry Training
- The opportunity to undertake industry-based case studies, analysis and simulations
- Courses developed and taught by industry professionals

## WHAT WILL I STUDY?

Retailing is now a sophisticated industry which is fast-paced, service-oriented and entrepreneurial, particularly with the rise of the online retail sector. In recent years, retailers have had to deal with increased levels of competition, the growth of the internet, new forms of technology and consumers who are looking for better value together with higher quality service. As a result, most large retail employer groups require managers who have committed themselves to higher level education to tackle and meet those challenges. Undertaking studies in Retail Services Management at ICMS will equip you with the theoretical knowledge and practical skills necessary to succeed in a field that is not only Australia's largest employer, but also a major global industry.

Alongside business and management subjects, you will study specialised retail subjects that include:

- Retail management
- Logistics and retail technology
- Principles of retail management
- Buying for retail markets
- Retail promotions

## WHERE WILL I WORK WHEN I GRADUATE?

The Retail Services Management qualifications from ICMS equips students with the strategies to handle issues unique to retail and the education necessary to succeed in leadership roles within the sector. ICMS recent retail graduates have secured positions in an array of industries including retail banking, shopping centre marketing, grocery sector, fashion chains and multi-outlet international food and service franchises.

Your internationally recognised skills will open the door to job opportunities wherever you travel in areas such as:

- Franchise consultant
- Merchandise manager
- Visual merchandiser
- Logistics coordinator
- Retail banking advisor
- Shopping centre marketing coordinator
- Fashion buyer
- Retail brand manager
- Sales and marketing coordinator
- National retail manager
- Online retail management

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in retail services management, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, hospitality management, international tourism, property services management or sport management. So, in less than four years, you'll have two degrees.

**“NINE MONTHS OF PAID INDUSTRY TRAINING GAVE ME THE NECESSARY SKILLS AND CONFIDENCE TO PURSUE MY FUTURE CAREER GOALS.”**

Jacqueline Sargent-Gillet  
2008 ICMS Retail Services Management Student  
2008 Paid Industry Training, Kookai  
2009 Part-time Perri Cutten, David Jones



	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Associate Degree of Business in Retail Services Management	060096A	2 years full time	9 months
Bachelor of Retail Services Management	068280C	3 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in Retail Services Management</small>	054055E	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of Retail Services Management <small>combined with the Bachelor of Business Management</small>	068280C, 068149F	3.5 years full time*	9 months
ICMS Bachelor of Retail Services Management <small>combined with another ICMS specialisation</small>	068280C <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Retail Services Management combined with the Bachelor of Business Management</small>	054055E, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Retail Services Management combined with another ICMS professional specialisation</small>	054055E <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months

\* 3 years and 2 trimesters, length depends on subjects selected

# SPORT MANAGEMENT

## WHY ICMS SPORT MANAGEMENT?

- Learn from industry-based case studies, analysis and simulation
- Study courses developed and taught by industry professionals
- Undertake nine months of paid Industry Training
- Gain an holistic approach to the understanding of the sport industry

## WHAT WILL I STUDY?

If you are passionate about sport, this is the program for you, allowing business principles to complement sport industry expertise.

Professional sport management is an integral part of a multi-million dollar global industry. It spans everything from the management of elite athletes and major teams, to the administration of mass market participation sports and the myriad of industries and government bodies that support them. The business of sport management requires a combination of talents that encompass everything from financial management to media skills.

ICMS sport programs combine specialist sport management theory with invaluable industry experience. During your course, you will acquire in-depth knowledge of:

- modern sports marketing;
- sport law;
- communication and media practices; and
- business management principles.

## WHERE WILL I WORK WHEN I GRADUATE?

With qualifications from ICMS, your internationally recognised skills will open the door to job opportunities in sponsorship and marketing, competition and player management, media and communication.

Potential job roles include:

- Sports sponsorship
- Sport facility manager
- Media relations
- Athlete or team manager
- Sport event manager
- Sport membership administration
- Sporting organisation manager

## EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in sport management, but still wish to extend your study, you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, hospitality management, international tourism, property services management or retail services management. So, in less than four years, you'll have two degrees.

**“ICMS ALLOWED ME TO CREATE A WORK-STUDY BALANCE THAT WAS RIGHT FOR ME AND MY SHORT AND LONG TERM CAREER GOALS.”**

John McDougall  
2009 ICMS Sport Management Student  
2009 Tennis Australia Part-time Coach Development Assistant



	CRICOS	Program Length	Paid Industry Training
<b>ICMS UNDERGRADUATE PROGRAMS</b>			
Associate Degree of Business in Sport Management	060096A	2 years full time	9 months
Bachelor of Sport Management	068281B	3 years full time	9 months
<b>MACQUARIE UNIVERSITY UNDERGRADUATE PROGRAMS STUDIED AT ICMS</b>			
Bachelor of Business Administration <small>specialising in Sport Management</small>	061432D	3 years full time	9 months
<b>ICMS &amp; MACQUARIE UNIVERSITY DOUBLE DEGREES</b>			
ICMS Bachelor of Sport Management <small>combined with the Bachelor of Business Management</small>	068281B, 068149F	3.5 years full time*	9 months
ICMS Bachelor of Sport Management <small>combined with another ICMS specialisation</small>	068281B <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Sport Management combined with the Bachelor of Business Management</small>	061432D, 068149F	3.5 years full time*	9 months
Macquarie University Bachelor of Business Administration <small>specialising in Sport Management combined with another ICMS professional specialisation</small>	061432D <small>plus the code of your chosen specialisation</small>	3.5 years full time*	9 months

\* 3 years and 2 trimesters, length depends on subjects selected

# SUBJECTS

Listed below is a selection of the subjects you will study in your undergraduate degree at ICMS. For a complete list, visit our website: [www.icms.edu.au](http://www.icms.edu.au)

## BUSINESS MANAGEMENT

### Service Management

This unit takes a service management approach to establishing an excellent business relationship with the customer. The concepts and principles on which excellent service is given are examined from both an academic and practical approach.

### Principles of Marketing

Take the role of a product marketer as you explore concepts of marketing and the concepts and applications required in these settings.

### Business Ethics

An introduction to the moral, ethical and legal issues in business decision making designed to prepare you for the consequences of decisions and actions. It involves critical analysis of all issues and perspectives and evaluation of all interests to achieve a better conclusion.

### Cross Cultural Management

Examines the challenges to effectively managing a business environment where diverse cultures interact – this includes not only increasingly diverse workforces in Australia but also businesses that have relationships in Asia and beyond.

### Strategic Management

The success of a business organisation is dependent on its ability to predict and adapt to changes in the relevant external environment. Identify success and failure factors by examining the external environment.

### Business Project

This is your opportunity to get some real life-experience working on a business need. You will gain valuable professional experience as you work in a group to take a brief from a client and develop a solution to a business problem

## SPORT MANAGEMENT

### Introduction to Sport Management

Over the past twenty years the sport industry has grown exponentially. You will learn the business of sport and its role in enhancing the economic benefits of sporting organisations.

### Sport Arbitration

An introduction to the fundamentals of the sport

and law. Topics include disciplinary tribunals, liability, intellectual property and doping.

### Sporting Media Management

The many facets of media management, a vital part of the strategic planning process for sports organisations and athletes are examined.

### Sport and Event Marketing

You will acquire the skills to develop marketing strategies promoting sports and

events to stakeholders by examining the role of sponsorship and the factors that affect sport marketing.

### Psychology, Health and Wellbeing

Psychology plays a complex role in our overall health and wellbeing. In this unit you will explore the way in which physiological, psychological and social factors interact to determine our health.

## INTERNATIONAL TOURISM

### Introduction to Tourism

Learn more about why people travel and how the four main operational areas of the tourism industry; transportation, attractions, accommodation and food service are organised to serve them.

### Tourism Policy and Planning

What does it take to make a destination flourish? Find out how you can use the philosophical, legal and developmental elements of planning to provide the

foundations for success. Explore aspects of Indigenous culture and how this impacts on tourism.

### Tourism, Destinations and Environment Management

Learn how to analyse the variables that will impact the natural and built environments and sustainability of destinations and the tourism industry.

### International Tourism

Appreciate the similarities and differences of destinations worldwide through a

comprehensive look at international tourism from a physical, cultural and economic perspective.

### Consumer Behaviour and Product Management

Understand more about customers and how to manage travel and tourism products efficiently and effectively to meet their needs. Topics range from the psychology of purchase decisions to the impact on product and service development.

## EVENT MANAGEMENT

### Introduction to the Event Industry

Learn about evaluation and feasibility studies, conceptualising and planning events. Identify key strengths and weaknesses so risk strategies and contingency plans can be established.

### Event Production and Design

This unit covers key areas of event production and design including script writing, voice over copy editing, printed materials, room layouts, power, lights, sound, audio visual and

special effects, music, colour, decorations and costumes.

### Event Management Project

Apply your theoretical and practical knowledge and skills to staging an event with your fellow students. You will place yourself in the position of an event manager and organise an event from pre-planning/concept stage through to execution and post-evaluation.

### Event Promotions and Sponsorship

Research techniques and negotiation skills are developed as you find yourself in the position of

an event manager responsible for sourcing and securing sponsorship and funding for an event.

### International Events

Develop an understanding of the strategic impact and implications of international events on the host country, taking into account political, economic, social and environmental issues. Go behind the scenes to review a major international event and discover more about how it was created.

## PROPERTY SERVICES MANAGEMENT

### Introduction to Property Management

The professional property manager is at the core of the property industry. In this unit you will explore the legislation regulating the real estate industry, learn about the different property types and how this influences the role of the property manager.

### Principles of Valuation

All property professionals must have a sound understanding of what factors influence the value of a property and how and why a valuation is carried out. This unit introduces you to the techniques used in the valuation of commercial and residential property and explores the factors influencing the value of a property.

### Building Principles

Learn about the elements of construction used in commercial, residential and industrial buildings and the legislation that regulates the building industry. Sustainable development, design, the development approval process, costs and floor/wall/roofing systems, are just some of the areas explored.

### Commercial Valuation Techniques

Building owners, managers and commercial property developers all rely heavily upon commercial valuation methodologies that analyse the market to derive capital values, market rentals and leasing trends. This unit will provide you with the ability to undertake property and rental valuation assignments for retail, commercial and industrial properties and prepare a valuation report in accordance with industry standards.

### Commercial Property Management

Interpret and critically analyse the factors that impact on the management of commercial property. Examine market trends in commercial property leasing and management and learn more about the implementation of performance strategies and commercial mediation and arbitration processes and how they apply to investment properties.

### Corporate Real Estate

Examine how human, capital and technological resources contribute to the competitive advantage of a business. Gain an understanding of risk management strategies and how they apply to the strategic planning process.

## RETAIL SERVICES MANAGEMENT

### Principles of Retail Management

Examine the functions of retailing and the factors that affect operations. Learn the principles of retailing management using a framework for planning, implementing and monitoring strategy.

### Buyer Behaviour

You will be equipped with the skills to understand consumers and manage products efficiently. Topics range from the psychology

of purchasing to the impacts on product and service development.

### Buying for Retail Markets

Learn about the keys to successful retailing including merchandise budgeting and planning, and the buying plan/model stock list. Evaluate a merchandising strategy through techniques such as the evaluation of inventory turnover and profit measures.

### Retail Logistics

You will understand the dynamic relationships that form an enterprise's logistic operations. The

unit covers sourcing, acquisition, transportation, transformation, storage and distribution of raw materials, packaging and finished products to fulfill customer requirements at the lowest overall logistics cost.

### Retail Promotions

Examines retail promotions and analyses the importance of advertising and supplier relations. Topics include advertising principles and techniques, online promotions sales, promotional events, publicity and cooperative activities, equipping you with the skills to work in a multinational environment.

## HOSPITALITY MANAGEMENT

### Globalisation in the Hospitality Industry

Learn how globalisation has affected the business environment of the hospitality industry both positively and negatively.

### Introduction to Hospitality

Learn key management principles and their application within the sectors of the hospitality industry including hotels, food and beverage, recreation and leisure, gaming, meetings and conventions. Evaluate the industry today and forecast future trends.

### Hospitality Operations

You will be provided with knowledge and experience in hotel operations, concentrating on practical skills in food and beverage and rooms division management. You will experience real simulations on campus as well as real-life experience in four and five-star hotels.

### Rooms Division Operations

Front office and housekeeping operational procedures are introduced in this unit. An understanding of best practice front office and housekeeping operations is enhanced by practical application in a commercial environment.

### Hotel Management Simulations

Compete with other ICMS students to see who can design and run the best hotel. Taught using software that simulates the operations of a hotel, this unit considers many of the issues you will face as a hotel manager including front office operations, the lodging cycle and application of yield management principles in forecasting demand.

# POSTGRADUATE DEGREES

ICMS is committed to providing quality education choices for students wishing to undertake postgraduate study, and offers Macquarie University Master's degrees at the Manly Campus.

Studies can be taken entirely at the ICMS campus in Manly, at the Macquarie University main campus in North Ryde, or a combination of the two.

If you are planning to pursue a career with multinational organisations, ICMS postgraduate studies will provide the additional academic depth you need. At ICMS you will learn from the unique insights of teaching staff with worldwide practical experience.

### A cross-section of student backgrounds

Postgraduate students at ICMS include experienced industry professionals seeking to enhance their qualifications. Recent graduates from recognised undergraduate programs can also continue their studies at ICMS, as work experience is not required as a condition of entry.

### QUALIFYING FOR POSTGRADUATE STUDY

Applicants for the MCom and MIB degrees are expected to have completed foundation units in a business degree appropriate to the proposed postgraduate degree program. Students without an adequate foundation have to complete the four-unit Graduate

Certificate program before enrolling in the MCom and MIB degrees. Applicants must apply for the Graduate Certificate and Master's programs at the same time, as indicated on the application form.

### GRADUATE CERTIFICATE IN BUSINESS

The Graduate Certificate in Business is a preliminary program of study that leads into the eight unit Master of Commerce in Business or Master of International Business degrees. The Graduate Certificate in Business also provides the foundation skills used in the general management of a business enterprise as well as the foundation knowledge required to successfully complete Master's level units. When you complete the four unit preliminary program you will be awarded a Graduate Certificate in Business and will be eligible for automatic progression into the MCom in Business or MIB degree

#### Career Outcomes

The Graduate Certificate in Business is a pathway to the Macquarie University MCom or MIB for students who haven't studied the prerequisite studies as part of their undergraduate degree.

#### Curriculum

The Graduate Certificate in Business consists of the following four core units:

- ACCG121 Accounting Fundamentals [3cp]
- ACST101 Techniques and Elements of Finance [3cp]

- MKTG221 Principles of Marketing [3cp]
- BBA103 Business Economics [3cp]

### MASTER OF INTERNATIONAL BUSINESS [MIB]

The Master of International Business [MIB] is a modern postgraduate business degree with a global outlook. It provides the opportunity to acquire contemporary knowledge and skills in core business disciplines with an international focus.

Core studies are undertaken in finance, accounting, marketing and economics together with elective units chosen from a range of business disciplines. ICMS will



“AFTER A POSITIVE EXPERIENCE DURING THE STUDY ABROAD PROGRAM, I RETURNED AND COMPLETED THE MASTER’S OF INTERNATIONAL BUSINESS.”

Ross Seeger  
2006 ICMS Study Abroad student  
2009 Master of International Business student and Graduate Assistant

provide you with the opportunity to take units in management philosophy, service relationships, media management and other business related units.

Besides building career relevant skills in business disciplines, you will develop skills in innovative thinking, effective written and oral communication and teamwork. The MIB is ideal if you plan to pursue a career in organisations that conduct business beyond a single domestic economy.

#### Career Outcomes

The MIB will equip you with the skills necessary to work in a multinational environment, where you will require a global perspective on key business disciplines.

Graduates of the MIB can find careers in strategic management, export and import management, management consulting, international licensing, business policy consulting, joint venture

management, foreign exchange trading, international marketing, hospitality and tourism management.

### MASTER OF COMMERCE IN BUSINESS [MCOM]

The Master of Commerce in Business [MCom] is a generic, modern postgraduate business degree that enables you to study units across a range of disciplinary areas concentrating on at least one major area of business activity. The Master of Commerce in Business provides a solid foundation for graduate careers in the challenging and rewarding world of business.

The ICMS campus currently offers four disciplinary areas in the MCom in Business:

- Management;
- Marketing;
- Tourism and Hospitality; and
- Sport Business Management.

#### Career Outcomes

Graduates of the MCom can find careers in human resource management, international management, brand and product management, marketing management, customer acquisition management, sales or account management, operations management or management consulting.

### GRADUATE ASSISTANT POSITIONS

Five Graduate Assistant positions are offered each year worth in excess of \$20,000 per Graduate Assistant and include; tuition waiver for four ICMS units [50% of tuition], on campus housing for both semesters and staff meal privileges. For more information on the Graduate Assistant program please email [masters@icms.edu.au](mailto:masters@icms.edu.au).

	CRICOS	Program Length
<b>POSTGRADUATE PROGRAMS STUDIED AT ICMS</b>		
<b>Graduate Certificate in Business</b> <small>(Preliminary program for students needing additional business background before studying a Masters program)</small>	056011A	13 weeks full time
<b>Master of International Business</b>	030064B	1 year full time
<b>Master of Commerce in Business</b> <small>specialising in Management, Marketing, Tourism &amp; Hospitality and Sport Business Management</small>	049553G	1 year full time

# ENGLISH AND PREPARATION PROGRAMS

## BUSINESS PREPARATION PROGRAM

Prepare for ICMS and Macquarie University programs on the ICMS campus at Manly through our Business Preparation Programs.

These programs are the result of close collaboration with Sydney English Language Centre [SELC]. They are taught by highly qualified and experienced teachers, and have proven successful in ensuring that students are well prepared for their studies and for success in their professional lives.

### Business Preparation Program

The Business Preparation Program is a 13-week course designed to develop the business communication, academic writing, English language and introductory research skills required for entry into ICMS programs. The program applies blended learning [online and face-to-face] and caters for students with an IELTS 5.5 or equivalent.

During the program you will:

- Prepare essays and business reports
- Practise case study analysis
- Learn to use the ICMS library catalogues and databases
- Learn to give successful presentations

### Individual support

Classes are restricted to a maximum of 18 students, ensuring a high level of individual support and assistance throughout the program.

### Automatic entry into Diploma and Degree programs

When you successfully complete the BPP you do not have to sit for an IELTS or TOEFL examination and gain direct entry into the ICMS undergraduate programs.

### Tuition fee reduction

Included in the Business Preparation Program is one full subject from the business core, which counts toward the first year program. You will receive a reduction in tuition fees in the following trimester when you start your undergraduate program.

### Intakes

You can join the Business Preparation Program in February, May or September.

CRICOS provider code 00051M  
Course code 030266C

## BUSINESS PREPARATION PROGRAM PLUS

The Business Preparation Program Plus [BPP Plus] is an extended version of the BPP for ICMS applicants with an IELTS 5.0 or equivalent.

### Course content

The Business Preparation Program Plus is an intensive 13-week course designed

to develop the business communication, academic writing, English language and introductory research skills required for entry into ICMS programs.

During the program you will:

- Prepare essays and business reports
- Practise case study analysis
- Learn to use the ICMS library catalogues and databases
- Learn to give successful presentations

### Individual support

Classes are restricted to a maximum of 18 students ensuring a high level of individual support and assistance throughout the program.


### Automatic entry into diploma and degree programs

When you successfully complete the BPP Plus you do not have to sit for an IELTS or TOEFL examination to gain direct entry into the ICMS undergraduate programs. You should note that, unlike the BPP, taking the BPP Plus does not reduce the number of subjects you take in trimester one.

### Intakes

You can join the Business Preparation Program Plus in February, May or September.

CRICOS provider code 00051M  
Course code 030266C



**“THE BPP IMPROVED MY ENGLISH AND BUSINESS COMMUNICATION SKILLS. BY THE TIME I STARTED MY BACHELOR’S DEGREE, I WAS CONFIDENT IN MY ABILITIES AND PREPARED FOR SUCCESS.”**

**Danny Kim**  
2006 BPP student  
2007 ICMS Hospitality Management Student  
2007 Paid Industry Training, InterContinental, Sydney Food and Beverage Department  
2009 ICMS Graduate

## DANNY KIM’S STORY OF SUCCESS

Before commencing graduate studies at ICMS, Danny chose to improve his English language fluency and academic skills via the intensive 13-week Business Preparation Program (BPP). During this time, Danny studied in an intimate classroom setting and was given personalised tutorials on the ICMS campus. Upon completion of the BPP, Danny was ready to begin his Bachelor of Business Administration in Hospitality Management with an improved English language base, report and presentation knowledge and case study experience.

After completing the BPP, Danny was selected to complete his industry training at the exclusive InterContinental, Sydney where he had the chance to serve world leaders at the 2007 APEC summit and was asked to stay on a casual basis as he continued his studies. Danny aims to continue working for premium hotels after graduation in the area of human resources.

# LIVING AND STUDYING AT ICMS



Jessica Kim in her ICMS student accommodation



Resident Assistants Beverley Ditima & Andy Rohner

## O WEEK

The Student Affairs Office organises an action-packed Orientation Week [O Week] to introduce new students to life at ICMS. This week-long event is filled with important information sessions and fun team building activities. These are just a few of the things you'll do in O Week:

- Officially enrol and get your timetable
- Go on guided tours of the College and Manly
- Meet other students with team building exercises, sporting activities and social events
- Find out more about your program of study from our Heads of Programs
- Prepare for an exciting and busy trimester at ICMS
- Get measured up for your business attire

If you are living on campus you will need to arrive at the College on the weekend before O Week. Attendance at O Week is compulsory for new students.

## STUDENT AFFAIRS OFFICE

Students are drawn from all over the world by the vibrant social community of ICMS. The diverse student body remains committed to staying connected via formal and informal social activities, both

on and off campus. The Student Affairs Office is there to provide various levels of support and encourages students to step outside their comfort zones, make use of the opportunities that are presented to them and remember that life rewards action.

## STUDENT REPRESENTATIVE COUNCIL [SRC]

The SRC in collaboration with the Student Affairs Office plays an active role in planning, organising, and facilitating social activities including:

- Paintball
- Skydiving
- Yoga
- Dance classes
- Themed parties and events
- Swim club
- Tabletennis competitions
- Basketball competitions
- Opera House visits

## ASIAN STUDENT ASSOCIATION [ASA]

ASA has been an official student association since the College began in 1996. The aim of ASA is to help Asian students get used to student life in Australia. Over the years this association has grown to provide a strong platform of support for Asian students. While being a support network

for the Asian students community, they are also well recognised for the variety of events hosted throughout the year including karaoke competitions, mahjong competitions and Chinese New Year celebrations.

## SPORT AT ICMS

Whether you're into rugby, football, basketball, tennis, swimming or just general fitness, you can become involved in the sport and fitness programs at ICMS. Our Student Affairs Manager supports all our sport teams, and if there's not one that meets your needs, find 12 friends and form your own! Our College bus makes a daily run to our student gym in nearby Manly where you'll be able to work out, or attend fitness classes.

## COMMUNITY CONTRIBUTION SCHEME [CCS]

The CCS has been developed to encourage and acknowledge voluntary participation within the College and local community. The scheme acknowledges voluntary contribution by students on their academic transcripts at the end of each trimester. Students may choose to donate their time and skills to local charities, fundraising events and community activities.



**"THERE IS MORE TO LEARNING AT ICMS THAN WHAT HAPPENS IN THE CLASS ROOM. OUR COMMUNITY CONTRIBUTION SCHEME RAISES THOUSANDS OF DOLLARS FOR LOCAL AND INTERNATIONAL CHARITIES AND GIVES OUR STUDENTS GREAT EXPERIENCE."**

Tony Henry,  
Head of Student Affairs

ICMS, winner of the 2009 Australian Business Award for Community Contribution.

## SUPPORT

The ICMS community prides itself on being more personal than larger universities. We ensure all students receive and have access to an extensive range of support services.

### Academic support services

ICMS offers a wide variety of academic support for students. The Academic Learning Centre is open from Monday to Friday every week of the College trimester, and provides opportunities to develop your academic skills and prepare you for the cultural change to tertiary student life.

If you find the scope of tertiary study and conflicting pressures on your time are problematic, the Centre also offers valuable assistance with time and stress management.

Some of the services we can help you with are:

- Study techniques
- Notetaking skills
- Exam preparation
- Time and stress management
- Academic writing
- Oral presentations
- English tuition

### Pollard Resource Centre

Opened in 2005, the Pollard Resource Centre houses the College specialist library. The Pollard Resource Centre is equipped with interactive learning resources, over 2000 publications

specific to the service industries and more than 100 journals. Syndicate rooms dedicated to group study are also located in the centre.

### Personal support

ICMS remains committed to the physical and emotional health and well being of our students. If you feel overwhelmed at any time, or a personal problem arises, you can speak to our Student Services staff who can help you or guide you in finding appropriate help.

### Residential support

Trained Resident Assistants [RAs] and Graduate Assistants [GAs] are responsible for the management of each floor of residence, providing support and security for residential students.

Your RAs and GAs are here to help you through your time at ICMS. Chat to them if you require help while studying at ICMS, they will be able to point you in the right direction.

### Careers advisory service

ICMS has an on-site Career Services team who can provide career advice and help you find casual work and graduate employment. The Career Services team is also responsible for monitoring your progress throughout the work-based component of your study and regularly arranges for employers to visit ICMS for career information sessions and job interviews with students looking for full-time work.

# LIVING AND WORKING IN SYDNEY



## SYDNEY

Sydney is the state capital of New South Wales. This spectacular city of over 4 million people is widely regarded as one of the world's most liveable cities. An extremely pleasant climate helps; even in mid-winter, temperatures rarely fall below 10°C [50°F], and while mid summer temperatures can occasionally top 36°C [97°F], the average is around 28°C [82°F]. Remember though, that southern hemisphere seasons are opposite to the northern hemisphere.

## CULTURE

Australian people are generally very relaxed and laid back in manner and are known for their cheeky sense of humour and their 'tell it how it is' personality. Australians value common courtesies such as saying 'please' and 'thank you' and waiting patiently to be served or attended to. Australians are known for many things, but perhaps none more so than their passion and patriotism when it comes to sport, which makes up a large cultural part of life in Sydney.

## FOOD

Sydney is a very cosmopolitan city overflowing with restaurants, cafes and bars able to cater to everyone's taste and budget. As Sydney has such a diverse population this means there is a smorgasbord of food on offer such as Thai, Japanese, Indian, Greek, Italian, Vietnamese, Spanish and much more.

Supermarkets and delicatessens are found in most suburbs and there is an abundance of fresh food markets selling everything from fresh fish and meat to Asian vegetables. Australians enjoy barbecues with steak, sausages, and seafood as typical ingredients. Many people enjoy fresh prawns on the beach with friends – a relaxing weekend experience during summer.

## GETTING AROUND

ICMS is located 15 minutes by fast ferry from the city of Sydney. The public transport system in Sydney includes ferries, trains and buses.

Trains operate fairly regularly in the city and tickets are purchased from booths or machines at railway stations. The closest railway station to Manly is at North Sydney, accessible by bus. If you intend to do a lot of travelling, it can be worthwhile purchasing a weekly ticket which covers unlimited travelling on combined forms of transport around Sydney.

## MONEY AND THE COST OF LIVING

The cost of living in Sydney compares with many European and Asian cities. You can determine your budget depending on the type of lifestyle you wish to lead.

Fortunately, Sydney is an outdoor city so many activities can be undertaken free of charge or for minimal expense. International students require a minimum of AU\$14,000 to AU\$18,000 per year for living expenses [not including tuition].

## WORKING IN SYDNEY

As an international student in Australia, you are able to work in paid employment up to 20 hours per week, and unlimited hours during university vacation periods.

## FOR MORE INFORMATION VISIT

[www.immi.gov.au/students](http://www.immi.gov.au/students)

## HELPFUL JOB SEARCH WEBSITES

[www.seek.com.au](http://www.seek.com.au)  
[www.mycareer.com.au](http://www.mycareer.com.au)

## PIP'S TOP FIVE THINGS TO DO IN MANLY

**Pip Montgomery**  
 2009 ICMS third year BBA student majoring in Event Management

### 1. Kayaking on Sydney Harbour.

You cannot get any closer to the water without being in it. Kayaking around the harbour allows you to find small beaches that are inaccessible any other way. My favourite is Collins Beach which has the most beautiful view of the harbour and is one of the quietest beaches in Sydney.

### 2. Drinks at Wharf Bar.

Nothing beats a quiet drink with your friends at Manly Wharf Bar on a Friday afternoon after a busy week of lectures, tutorials and assignments. Watching the Manly ferry come in from the city isn't too bad either.

### 3. Diving at Shelly Beach.

The underwater life in Manly is just as exciting as life on the dry land. Diving at Shelly Beach on a Sunday afternoon is both relaxing and amazing. With hundreds of different sea creatures you are guaranteed to find Nemo!

### 4. Shopping at the weekend Manly markets.

The Manly markets are the highlight of my weekend; you never know what bargain you may find.

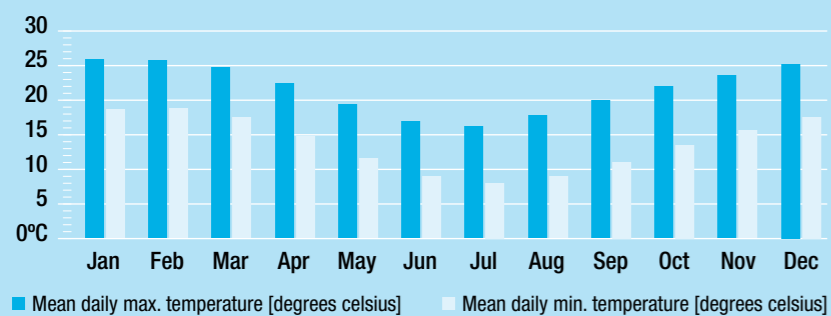
### 5. Coffee at Insitu.

My favourite place to grab coffee with friends is Insitu. This café turns into a cocktail lounge at night and has a great outdoor area for a quick coffee between lectures.

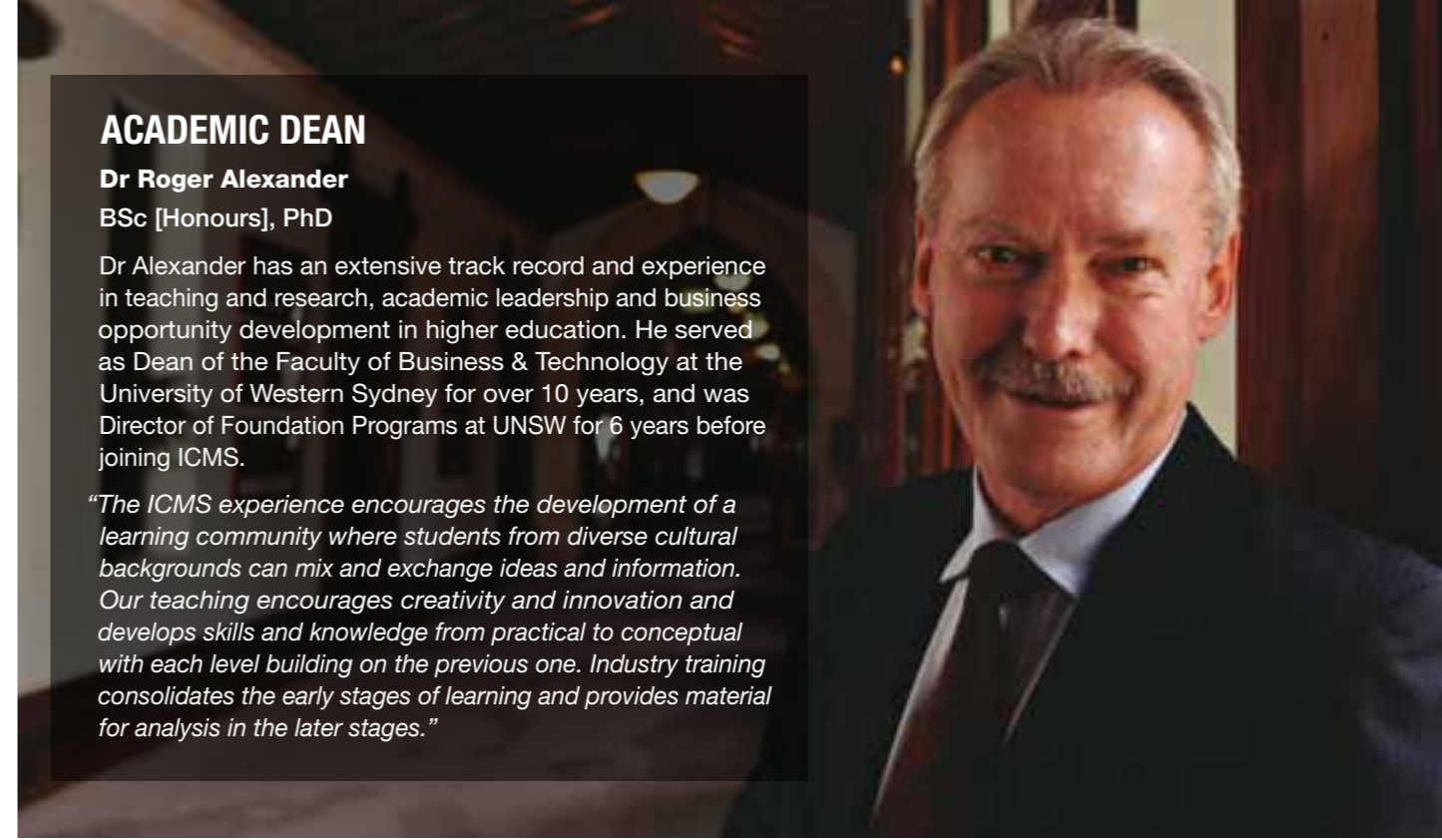
### SEASONS IN AUSTRALIA

Summer	December – February
Autumn	March – May
Winter	June – August
Spring	September – November

### TEMPERATURES IN SYDNEY [SOURCE: AUSTRALIAN BUREAU OF METEOROLOGY]



# SENIOR ACADEMIC STAFF



## ACADEMIC DEAN

**Dr Roger Alexander**  
BSc [Honours], PhD

Dr Alexander has an extensive track record and experience in teaching and research, academic leadership and business opportunity development in higher education. He served as Dean of the Faculty of Business & Technology at the University of Western Sydney for over 10 years, and was Director of Foundation Programs at UNSW for 6 years before joining ICMS.

*"The ICMS experience encourages the development of a learning community where students from diverse cultural backgrounds can mix and exchange ideas and information. Our teaching encourages creativity and innovation and develops skills and knowledge from practical to conceptual with each level building on the previous one. Industry training consolidates the early stages of learning and provides material for analysis in the later stages."*

## PROPERTY MANAGEMENT



### Peter Robinson

BSc, Dip Eng, MBA [FM]

Peter has more than 20 years industry experience in facilities management in defence, health and corporate real estate. Formerly Director of Facilities Commercialisation for the Royal Australian Navy, Peter was also Director Asia Pacific for CB Richard Ellis Singapore and Director of Facilities Operations for Northern Sydney Health.

*"At ICMS we teach management from the ground up. We'll teach you the fundamental skills of the profession, allow you to gain work experience through paid Industry Training, before building you into a manager."*

## SPORT MANAGEMENT



### Elizabeth McIntyre

B Bus [Majoring in Marketing & Law]

Elizabeth McIntyre has over 15 years of experience in a variety of industries including financial services, television, automotive, entertainment and sport, her recent experience includes Marketing Director for Walt Disney Television, managing the Ford Sponsorship for V8 Supercars and managing sales and marketing for Australian Jockey Club.

*"The sport industry continues to grow as events, products and athletes increase their revenue streams. I am proud of the holistic approach this program offers to learning and the involvement of industry experts."*

## INTERNATIONAL TOURISM



### Simon Pawson

B Mus Ed, PG Dip [Hosp Mgmt], M Mgmt, FILT

Simon's experience includes 16 years with Regent Hotels, Orient Express and Radisson Hotels, where he received the 2004 AHA Young Achiever Award; Project Manager of the 'Cambodian Education and Development Organisation'; he is published in the areas of tourism, education and poverty alleviation in developing countries.

*"Managers have to see the broader picture, understand that they are part of a community and develop ways that they can sustain that community."*

## HOSPITALITY MANAGEMENT



### Chris Harris

Cert IV [Accommodation Services], BA, MA, PG Cert Ed

Chris's background includes over 10 years of experience in rooms division management at Australian and international hotels including the Quay Grand and Stamford Group. He has also taught in the UK and Australia, prior to coming to ICMS in 2004.

*"Best industry practice is always changing. At ICMS we feel it's important that our academic staff stay close to industry so that when you graduate you're ready to face every challenge, head on."*

## EVENT AND RETAIL MANAGEMENT



### Anne-Marie Flynn

PG Cert [Higher Education]

Anne-Marie has over 20 years experience in the event management and hospitality industries in Australia and internationally. With her own event consulting company eight years strong, Anne-Marie incorporates her current industry experience into the program. Anne-Marie is currently a NSW Branch committee member in the Meetings Events Australia Association [MEA].

*"Professionalism is integrated into every aspect of our teaching. From day one I expect my students to dress and act like professionals so that when they graduate, they can step seamlessly into their professions."*

## POSTGRADUATE STUDIES



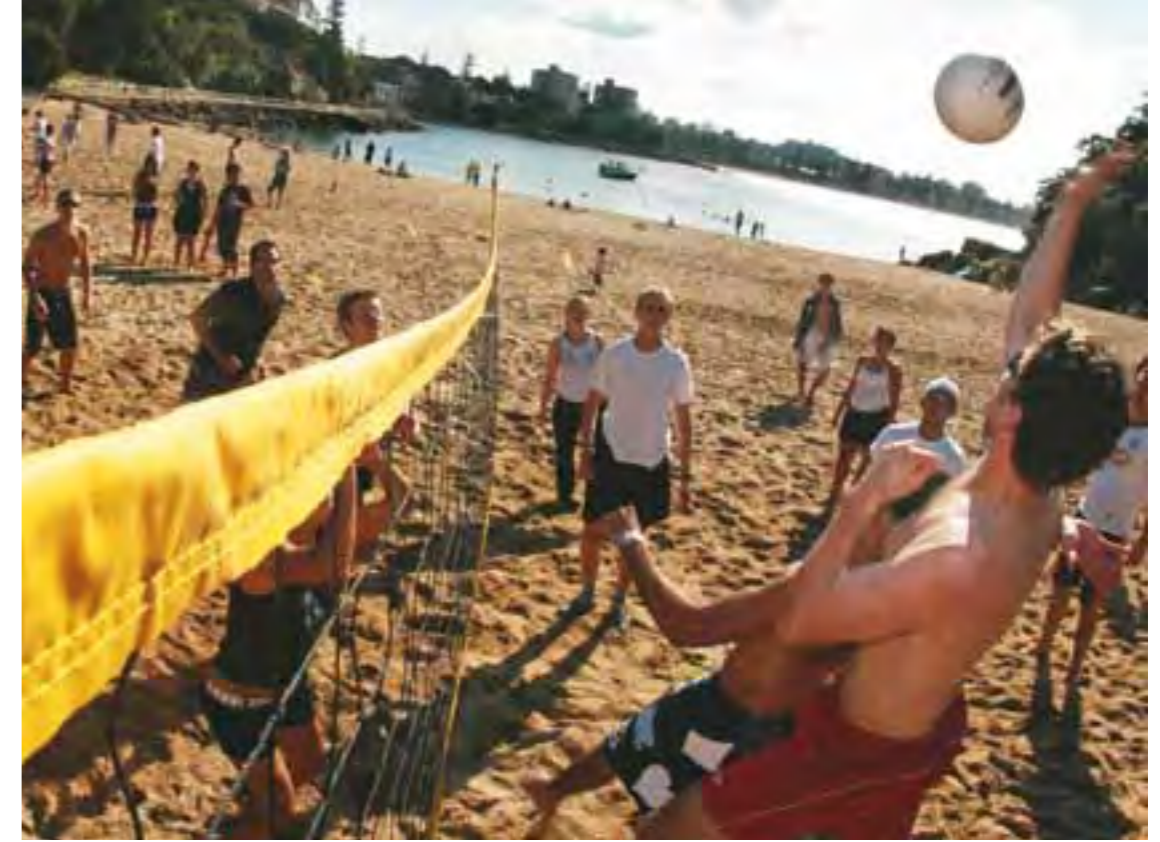
### Dr. John Fong

B Bus, MBA, PhD

Dr. Fong has experience working in project management and consulting and has also lectured at universities in Australia, USA, and Korea. As a former officer in the Singapore Police Force, Dr. Fong oversaw US\$200 million in project management work. He is credited with publications in numerous journals, including Journal of Business Research, Journal of Interactive Advertising and Asia Pacific Journal of Marketing and Logistics.

*"Our postgraduate programs teach leadership through a combination of management training and career focused specialisations. Our strength is in our connection with industry professionals and in the diversity of our student body."*

# AUSTRALIA AND NEW ZEALAND APPLICANTS



ICMS and Macquarie University offer a number of different study options. Which one is right for you will depend on your personal preferences and the results you achieve in your school exams and your performance in an interview.

Your choices are:

- Direct entry to an ICMS Diploma, Associate Degree or Degree program
- Entry to the Pathway to Macquarie University Program
- Direct entry into a Commonwealth Supported Place in the Macquarie University BBA

## DIRECT ENTRY INTO AN ICMS PROGRAM

These programs do not have a minimum ATAR requirement and there are two fee options. You can pay the full fee upfront before each trimester or you can borrow the full tuition fee from the government through FEE-HELP and start paying them back when you are earning over \$41,000 per annum. Intakes are in February, May and September,

### Entry requirements

Personal interview and Year 12 subject results (no ATAR required).

### How to apply

Apply directly to ICMS online at [www.icms.edu.au](http://www.icms.edu.au) or complete the form in this guide.

### When to Apply

Any time up until two weeks prior to the intake: the earlier, the better.

## ENTRY TO THE PATHWAY TO MACQUARIE PROGRAM

Like the ICMS programs described above, this program does not have a minimum ATAR requirement and there are two fee options. You can pay the full fee upfront before each trimester or you can borrow the full tuition fee from the government through FEE-HELP and start paying them back when you are earning over \$41,000 per annum. Once you've successfully completed your two year Associate Degree with the required grades (Cumulative Grade Point Average of 2.50 out of 4.00) you can continue into the third year of your bachelor's degree with a guaranteed CSP place. Intakes are in February, May and September and programs are studied at ICMS campus.

### Entry requirements

Personal interview and Year 12 subject results (no ATAR required).

### How to apply

Apply directly to ICMS online at [www.icms.edu.au](http://www.icms.edu.au) or complete the form in this guide.

### When to apply

Any time up until two weeks prior to the intake: the earlier, the better.

## ENTRY TO COMMONWEALTH SUPPORTED PLACES [CSP] IN THE MACQUARIE UNIVERSITY BBA

This option is available to Australian and New Zealand citizens and permanent residents of Australia for the February intake only.

Commonwealth Supported Places are funded by the Australian Government which means you pay reduced fees. You can choose to pay these upfront or to defer them and pay them back through HECS-HELP when you are earning more than \$41,000 per annum.

These places are limited, and therefore require a higher ATAR and interview score higher than the other two study options.

### HOW TO APPLY

ICMS places are listed in the University Admissions Centre Guide [UAC]. Apply online at [www.uac.edu.au](http://www.uac.edu.au).

### When to apply

UAC applications open in August and close at the end of September. Late applications and changes of preferences are accepted. Check your UAC Guide.

## YOUR PERSONAL INTERVIEW

A personal interview is an important part of your application to ICMS. The interview will be one-on-one with an ICMS staff member, and will take approximately 20 minutes. You should bring a resumé with you, and prepare by reading through the College website and researching the specialisation you are applying for. Telephone interviews can also be arranged. At the interview, we'll be looking for professionalism in your manner and appearance, enthusiasm for your chosen career, and knowledge of the industry and the course you're planning to study.

## MATURE AGE STUDENTS

ICMS accepts mature age students with industry-related experience. Please contact the College for further information.

## ADVANCED STANDING OR RECOGNITION OF PRIOR LEARNING

Applicants who can demonstrate successful completion of equivalent units of study at a recognised institution may be eligible for credit. Exemptions are only granted for subjects studied at diploma or undergraduate level.

Certificate level subjects are not considered. Similarly, applicants who can demonstrate competence attained through formal training, work experience and/or life experience may also be eligible for credit. If credit is granted the applicant will receive exemption from the equivalent unit[s]. Recognition of Prior Learning (RPL) is assessed on an individual basis. Application for RPL must be made at least 30 days before program commencement [or immediately upon application if applying within 30 days] and must demonstrate the achievement of competencies. Visit [www.icms.edu.au](http://www.icms.edu.au) for more information.

## EARLY ENROLMENT

Early enrolment into the ICMS programs may be available to students based on the following requirements:

- HSC Trial results
- Recommendation from the school Principal, Career Advisor or Subject Head
- ICMS interview



Country	Academic Entry Requirements
Australia	Successful completion of year twelve with passing grades in English and Mathematics. Applicants that have not completed Mathematics will be required to have undertaken business related studies in Year 11 and 12. In this case, the Year 10 mathematics grades may be viewed.
New Zealand	A minimum of 42 credits at level 3 or higher on the National Qualifications Framework, including a minimum of 14 credits at level 3 or higher in each of two subjects from an "approved subject list", with a further 14 credits at level 3 or higher taken from no more than two additional domains on the National Qualifications Framework or "approved subjects". A minimum of 14 credits at level 1 or higher in Mathematics or Pangarau on the National Qualifications Framework. A minimum of 8 credits at level 2 or higher in English or Te Reo Maori; 4 credits must be in Reading and 4 credits must be in Writing. The literacy credits will be selected from a schedule of approved achievement standards and unit standards.

# INTERNATIONAL APPLICANTS



## INTERNATIONAL APPLICANTS

If you are considering joining ICMS, there are several things you need to know. More information is available at [www.icms.edu.au](http://www.icms.edu.au) and through local ICMS representatives throughout the world.

## STUDENT VISAS

All international students require an Australian student visa to come to Australia to study. A student visa allows you to stay in Australia for the length of your study program, and you can also receive permission to work part-time during your studies.

Student visa applications can take up to two months, depending on your country of passport. For information on student visa requirements and processes, you should contact your nearest Australian Embassy. Information is also available at [www.immi.gov.au](http://www.immi.gov.au).

## INTERNATIONAL REPRESENTATIVES

ICMS has representatives in over 50 countries around the globe. 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.

Our college recruitment managers also travel around the world regularly, attending education exhibitions, visiting our representatives and giving seminar presentations. To organise an appointment in a city near you, please email us your current contact details and address to [info@icms.edu.au](mailto:info@icms.edu.au).

## INTERNATIONAL ENTRY REQUIREMENTS

International students are required to provide certified translated copies of academic transcripts and certificates plus proof of English language proficiency.

Students who have completed tertiary qualifications overseas can apply for advanced standing by submitting academic transcripts and course syllabus from the home institution.

The table on page 40 is a guide only and each application is assessed on an individual basis. The Admissions department will consult the Australian Education International's National Office of Overseas Skills Recognition to determine equivalent entry requirements where necessary.

## ENTRY REQUIREMENTS

### Diplomas, Associate Degrees and Bachelor Degrees

Successful completion of senior secondary school. Passing grades in English and Mathematics or a business related subject.

## Master's Degrees

Applicants are required to have completed a three-year business related bachelor degree from a recognised higher education institution and achieved a Cumulative Grade Point Average [CGPA] of at least 2.70 [out of 4.00].

Students without an adequate business foundation in their Bachelor Degree are required to complete a four-unit preliminary program at ICMS before continuing on to the Master's program.

## HOW TO APPLY

Students can apply through one of our international education representatives, or directly to ICMS, either via the application form in this guide or online at [www.icms.edu.au](http://www.icms.edu.au). There is no application fee.

## WHEN TO APPLY

International applicants should apply at least 2 months prior to their preferred enrolment date. Late applications are accepted, however places at the College are limited.

## SIBT

ICMS is affiliated with the Sydney Institute of Business and Technology [SIBT], located on the Macquarie University campus. Students requiring higher academic standards to gain direct entry to ICMS can complete programs at SIBT and then progress to ICMS.

## OTHER ENGLISH PROFICIENCY ACCEPTED

In addition, ICMS accepts the following as meeting the English Proficiency requirements:

1. Tertiary qualification from an approved institution where the language of instruction is English, obtained within two years prior to commencement of course
2. Tertiary studies in a country in which English is the official language, for a minimum duration of two years, within two years prior to commencement of course
3. Hong Kong, Indian, Sri Lankan, Singapore GCE "A" Level general English with a C grade or above, completed within two years prior to commencement of course
4. Norwegian "Vitnemal" with minimum grade 3 in 1st year English units
5. Swedish Slutbetyg Fran Gymnasieskola with minimum G grade in all English units

## ELICOS PROVIDERS

English language assessment scores are also accepted from a number of Australian ELICOS providers. Please refer to our list of providers at [www.icms.edu.au/elicos](http://www.icms.edu.au/elicos)

## STEPS TO ENROLMENT

### Step 1:

Choose your preferred course at [www.icms.edu.au](http://www.icms.edu.au)

### Step 2:

Ensure you meet the entry requirements and check out our Business Preparation Program if you need to upgrade your qualifications

### Step 3:

Complete and submit the application form on page 43 of this prospectus

### Step 4:

Receive your offer, accept and pay your deposit

### Step 5:

Apply for your visa – International Students only

### Step 6:

Book your accommodation. Remember, book early at [www.icms.edu.au/accommodation](http://www.icms.edu.au/accommodation)

### Step 7:

Pay your fees

### Step 8:

Come to Orientation Week and Enrolment

[Domestic students should refer to page 36 for application through UAC]

## UNDERGRADUATE ENTRY REQUIREMENTS

Country	Academic Entry Requirements	English Requirements
<b>Brazil</b>	Successful completion of the Vestibular examinations with passing grades in mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81
<b>China</b>	Successful completion of the General Senior Secondary Unified Graduation Examination with an average of 70%	
<b>Colombia</b>	Successful completion of the Bachillerato/Bachiller with an average of 70-74.9% with passing grades in mathematics or a business related subject.	
<b>France</b>	Successful completion of the Baccalaureat Generale with passing grades in mathematics or a business related subject.	
<b>Germany</b>	Successful completion of the Abitur/Allgemeine Hochschulreife with passing grades in mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81 DAAD: Minimum English score in Abitur [High School/two years] of 3.0 [grades 7-15] AND DAAD [4 Section option]: minimum top three bands for each section
<b>Hong Kong &amp; Macau</b>	Successful completion of the Hong Kong Advanced Level Examination [HKALE] with 1 'A' and 2 'AS' level passes including mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81
<b>India</b>	Successful completion of the All India Senior Certificate [AISC] with an average of 55 – 59% or above in 4 subjects including mathematics or a business related subject.	
<b>Indonesia</b>	Successful completion of the Senior Secondary School Certificate of Completion with an average of 6.75 or above in 4 subjects including mathematics or a business related subject.	
<b>Italy</b>	Successful completion of the Diploma di Superamento dell'Esame di Stato conclusivo dei Corsi di Istruzione Secondaria Superiore [Upper Secondary School Leaving Certificate] with passing grades in mathematics or a business related subject.	
<b>Japan</b>	Successful completion of the Upper Secondary School Certificate of Graduation with a GPA of 2.5 or above and passing grades in mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81
<b>Korea</b>	Successful completion of the General Senior High School Certificate with a C grade average and passing grades in mathematics or a business related subject.	
<b>Mexico</b>	Successful completion of the Bachillerato with an average of 7 or above and passing grades in mathematics or a business related subject.	
<b>The Netherlands</b>	Successful completion of the Voorbereidend wetenschappelijk onderwijs – VWO with passing grades in mathematics or a business related subject. Applicants that have successfully completed the Hoger algemeen voortgezet onderwijs – HAVO with passing grades in mathematics or a business related subject will be eligible for entry into the Diploma program.	
<b>Norway</b>	Successful completion of the Vitnemal with a minimum grade of Fair [3] in mathematics and english and an average of Fair [3] across all other subjects.	Upper Secondary School – IEC – 4/p
<b>Peru</b>	Successful completion of the Certificado de Educación Secundaria Común Completa with an average of 13 or above and passing grades in mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81
<b>Philippines</b>	Successful completion of High School and the first year of a Bachelor degree at an approved institution or a completed Bachelor degree at an approved institution.	
<b>Russian Federation</b>	Successful completion of the Attestat o Srednem [polnom] Obshchem Obrazovanii [Certificate of Secondary [Complete] General Education] with a GPA of 3.75 or above and passing grades in mathematics or a business related subject.	
<b>Singapore</b>	Successful completion of the General Certificate of Education [GCE] with 2 'A' level passes and passing grades in mathematics or a business related subject.	
<b>Spain</b>	Successful completion of the Curso de Orientacion Universitaria [Course of University Guidance] with passing grades in mathematics or a business related subject.	Upper secondary school Very Good [VG] in English
<b>Sweden</b>	Successful completion of the Avgangsbetyg with a minimum of grade 3 in at least 3 subjects including english and mathematics or a business related subject.	
<b>Thailand</b>	Successful completion of the Certificate of Secondary Education [Matayom 6] with GPA of 2.0 or higher with passing grades in mathematics or a business related subject.	
<b>Turkey</b>	Successful completion of the Devlet Teknik Lise Diplomasi with an average of 3 or above and passing grades in mathematics or a business related subject.	
<b>United Arab Emirates</b>	Successful completion of the Tawjihyya or Thanawiyya Al'aama [Secondary School Certificate] with passing grades in mathematics or a business related subject.	IELTS [Academic]: Writing 5.5, Speaking 6.0, Overall 6.0 TOEFL [Internet]: Writing 20, Speaking 22, Overall 81
<b>United Kingdom</b>	Successful completion of the General Certificate of Education [GCE] with 2 'A' level passes and passing grades in mathematics or a business related subject.	
<b>Vietnam</b>	Successful completion of the Diploma of General Education [Bang Tot Nghiep Pho Thong Trung Hoc] with a grade average of 6.0 or above and passing grades in mathematics or a business related subject.	
<b>International Baccalaureate</b>	Aggregate mark of 25	

## APPLICATIONS ►

# POSTGRADUATE APPLICANTS

### ADMISSIONS REQUIREMENTS

To qualify for the Master of International Business or the Master of Commerce in Business you must have completed a business degree from a recognised Australian or international university with a minimum Cumulative Grade Point Average (CGPA) of 2.7 out of 4.0. If your undergraduate degree was not in Business you may be asked to complete a Graduate Certificate in Business prior to starting the Master program.

### ENGLISH LANGUAGE REQUIREMENTS

If your undergraduate degree was not taught in English you will need to demonstrate English language proficiency prior to enrolment as documented in the official record of a recognised IELTS or TOEFL test.

- IELTS (Academic English only)  
Minimum 6.5 overall, with 6.0 in each section.
- TOEFL (internet based test)  
Minimum 92 overall, with 18 Listening, 17 Reading, 22 Writing, 22 Speaking

Please visit [www.international.mq.edu.au/study/apply/english](http://www.international.mq.edu.au/study/apply/english) for further updates.

### SAMPLE SUBJECTS

#### International Accounting ACCG835

Investigate both financial and management accounting in international contexts, paying attention to how cultural differences affect accounting practices. Gain insight into standard-setting and examine the ways that international companies implement planning and control systems in order to effectively manage their global operations.

#### International Trade ECON847

Examine the theory and practice of international trade, including the theories related to trade determination and trade policies. The unit is illustrated by up-to-date case studies and focuses on the current application of theoretical principles to management.

#### International Financial Management ECON867

Apply international finance theory to the financial management of multinational corporations, financial institutions and central banks. Evaluate the impact of exchange and interest rates on the decisions of managers and discuss the hedging of currency risks. Case studies will be used to help you to bridge the gap between theory and finance-sector practices.

#### International Marketing MKTG801

Learn more about marketing in a global context while gaining an understanding

of how political, legal, economic, social, cultural and technological environments affect international business. Understand the importance of international market research and market entry strategies.

#### Entrepreneurial Leadership ICMS812

The modern organisation must adapt and change using leadership and entrepreneurial skills. In this unit you will become an entrepreneur as you develop the leadership and management skills you will need to meet the challenges of the 21st century.

#### Media Management ICMS821

Review case studies of organisations that effectively manage their marketing communications in order to assess the relationship between an effective marketing communications program and marketing strategy. Your assessment will include developing a campaign for a real business and participating in the Google online challenge.

#### Sport Marketing ICMS844

This unit focuses on the development of professional marketing skills needed due to the rise in the number, scope and scale of global sporting events and the consequential rise in the financial and administrative obligations of sport managers.

# 2010 FEES

## INTERNATIONAL STUDENTS

**Business Preparation Program** [Please note: 2009 BPP and BPP Plus prices are listed. Please visit [www.icms.edu.au](http://www.icms.edu.au) for 2010 prices]

BPP 13 week	\$ 6,600	3 subjects
BPP Plus 13 week	\$ 4,400 + \$ 600 for IELTS online course	2 subjects

### Study Abroad Package

Study Abroad \$ 9,800 [from May 2010 term] \$9,590 [February 2010 term only] includes 4 subjects & uniform purchase [excluding shoes and textbooks]

### Undergraduate Tuition

Cost per subject \$ 2,200

### Undergraduate Typical Study Patterns

	ICMS Diploma/Associate Degree		ICMS Specialist degree		ICMS BBM		Macquarie University BBA	
Trimester 1	\$ 11,000	5 subjects	\$ 11,000	5 subjects	\$ 8,800	4 subjects	\$ 11,000	5 subjects
Trimester 2	\$ 11,000	5 subjects	\$ 11,000	5 subjects	\$ 8,800	4 subjects	\$ 11,000	5 subjects
Trimester 3	No Fees	Industry Training**	\$ 11,000	5 subjects	\$ 8,800	4 subjects	No Fees	Industry Training
Trimester 4	No Fees	Industry Training	No Fees	Industry Training	No Fees	Industry Training	No Fees	Industry Training
Trimester 5	\$ 11,000	5 subjects	No Fees	Industry Training	No Fees	Industry Training	\$ 11,000	5 subjects
Trimester 6	\$ 11,733	6 subjects	\$ 11,733	6 subjects	\$ 9,533	5 subjects	\$ 11,733	6 subjects
Trimester 7			\$ 8,800	4 subjects	\$ 8,800	4 subjects	\$ 8,800	4 subjects
Trimester 8			\$ 8,800	4 subjects	\$ 8,800	4 subjects	\$ 8,800	4 subjects
Trimester 9			\$ 8,800	4 subjects			\$ 8,800	4 subjects

International students also pay a security deposit of \$3,000. Upon enrolment this is converted into an operating account and funds can be withdrawn for college-related expenses such as business suits, text books, health insurance. The deposit is not included in your term one fees. Norwegian and Swedish students, please refer to your local representative. No tuition fees payable during Industry Training unless part time study has been arranged.

\*\*Event, tourism and hospitality students may exit after one year with a Diploma.

### Master's Program

per subject \$ 3,004 a typical full time year is 8 subjects

## DOMESTIC STUDENTS

### Undergraduate Tuition

Cost per subject \$ 1,950

### Undergraduate Typical Study Patterns

	ICMS Diploma/Associate Degree		ICMS Specialist degree		ICMS BBM		Macquarie University BBA	
Trimester 1	\$ 9,750	5 subjects	\$ 9,750	5 subjects	\$ 7,800	4 subjects	CSP*	5 subjects
Trimester 2	\$ 9,750	5 subjects	\$ 9,750	5 subjects	\$ 7,800	4 subjects	CSP*	5 subjects
Trimester 3	No Fees	Industry Training**	\$ 9,750	5 subjects	\$ 7,800	4 subjects	No Fees	Industry Training
Trimester 4	No Fees	Industry Training	No Fees	Industry Training	No Fees	Industry Training	No Fees	Industry Training
Trimester 5	\$ 9,750	5 subjects	No Fees	Industry Training	No Fees	Industry Training	CSP*	6 subjects
Trimester 6	\$ 10,400	6 subjects	\$ 10,400	6 subjects	\$ 8,450	5 subjects	CSP*	5 subjects
Trimester 7			\$ 7,800	4 subjects	\$ 7,800	4 subjects	CSP*	4 subjects
Trimester 8			\$ 7,800	4 subjects	\$ 7,800	4 subjects	CSP*	4 subjects
Trimester 9			\$ 7,800	4 subjects			CSP*	4 subjects

FEE-Help is available for all Domestic fee paying students completing the ICMS specialisation degree or the associate degree leading to the Macquarie BBA.

\*CSP - Commonwealth Supported students should check the Macquarie University website for more information on costs per subjects and HECS options. \*\*Event, tourism and hospitality students may exit after one year with a Diploma.

### Master's Program

per subject \$ 2,440 a typical full time year is 8 subjects

## ACCOMMODATION COSTS

Undergraduate Students – based on 13 weeks of accommodation and meals			Master's Students – based on 16 weeks of accommodation and 13 weeks of meals	
	Per night	Per term cost	Per night	Per 16 weeks
Single	\$ 51.10	\$ 4,650	\$ 49.46	\$ 5,540
Single Ocean View Room	\$ 53.89	\$ 4,904		
Twin	\$ 45.60	\$ 4,150		
Triple	\$ 42.31	\$ 3,850		

For a limited time ICMS is offering 30 weeks accommodation for the price of 27 weeks for new students wishing to live on campus for both February and May 2010 terms.

Fees are for programs delivered during 2010 and will expire on 31 December 2010. Fees are subject to change.

Most students are paid award wages during industry training terms. Each undergraduate term is 13 weeks. Fees are for 2010 and are expressed in Australian dollars. Fees are payable prior to each term (excluding Commonwealth Supported students). Our tuition fees, domestic and international, are reviewed annually and may be varied during the period of study. For the ICMS refund policy please refer to our website at [www.icms.edu.au](http://www.icms.edu.au). For the Macquarie University policy refer to their website [www.mq.edu.au](http://www.mq.edu.au).

CRICOS provider numbers: 01484M, 00002J, 00051M

# APPLICATION FORM

International College of Management, Sydney

## Complete and sign the Application Form and:

- Forward it with the required attachments to your Education Agent OR
- Send it 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)

## I wish to apply for

Undergraduate program and specialisation	Course CRICOS Code
Preference 1	
Preference 2	

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

### Commencing:

February  May  September Year

Postgraduate program and specialisation	Course CRICOS Code
Preference 1	
Preference 2	

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

### Commencing:

February  July Year

## Personal details:

Family name  Name

Telephone in home country

Address in home country

Suburb  Postcode  Country

Current address

Suburb  Postcode  Country

Current telephone  Mobile  Email

Country of birth  Country of passport  Passport number

Date of birth: Day   Month   Year     Sex:  Male  Female

## Do you currently have an:

Australian visa [international students]:  Yes  No Visa number

When will you/did you first arrive in Australia? Day   Month   Year

Please advise us of any medical/learning conditions which may affect your academic study or practical training, so that we may provide support for you.

Education details:

Secondary [highest level achieved]:

School attended	Career Advisor	
<input type="text"/>	<input type="text"/>	
ATAR/UAI [if applicable]	Name of qualification	Year completed
<input type="text"/>	<input type="text"/>	<input type="text"/>

Tertiary and further education [if any]:

Institution attended	
<input type="text"/>	
Name of qualification	Year completed
<input type="text"/>	<input type="text"/>

Agent: [if applicable]

Name	Agent stamp		
<input type="text" value="IEC Online GmbH"/>			
Address			
<input type="text" value="Marienstrasse 19-20"/>			
Suburb Berlin Postcode 10117 Country Germany			
Telephone	Fax	Email	
<input type="text" value="+49-30-20458687"/>	<input type="text" value="+49-30-20458688"/>	<input type="text" value="katja@ieconline.de"/>	

Parent, legal guardian or sponsor: [for secondary contact]

Name	Relationship to applicant		
<input type="text"/>	<input type="text"/>		
Address			
<input type="text"/>			
Suburb	Postcode	Country	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Telephone	Fax	Email	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

How did you first find out about ICMS?

Career Week  
 Education Agent  
 UAC Guide  
 Word of Mouth  
 Newspaper  
 Careers Advisor  
 College Seminar  
 Education Exhibition  
 Internet  
 Magazine  
 College Graduate  
 Student currently at ICMS   
 Other

Please attach the following documents to your application form

For all applicants

Proof of citizenship [copy of passport, birth certificate]  
 Certified copies of final education transcripts [official English translations]

For applicants requesting credit transfer

Certified academic transcripts and course syllabus  
 Certified certificates of employment showing all previous work

For all student applicants with international qualifications

Certified certificates of required English language proficiency tests no older than one year

Declaration

I acknowledge that all the information provided in this application is correct and all sections of the form are complete.

Signature of applicant
<input type="text" value="x"/> DATE / /

For applications to other programs, please go to www.icms.edu.au or contact info@icms.edu.au



USEFUL LINKS

International College of Management, Sydney

Learn more about the College and life at beachside Manly. Download the Student Compendium and Student Handbook.

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

Macquarie University

Australia's innovative university. Learn more about Macquarie University's programs and services.

[www.mq.edu.au](http://www.mq.edu.au)

IDP Education Australia

Provides information on Australian study opportunities and student life while studying in Australia. An enrolment service is also offered to advise and help you.

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

International English Language Testing System

Provides information to students who are required to sit an IELTS test.

[www.ielts.org](http://www.ielts.org)

Comprehensive information sites about Manly

[www.manlyaustralia.com.au](http://www.manlyaustralia.com.au) and [www.gomanly.com](http://www.gomanly.com)



# ICMS TURNS POTENTIAL INTO SUCCESS

## INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY

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Sydney NSW 2095 Australia

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

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. CRICOS CODES: Diploma 055638G, 055639F, 055640B. Associate Degree: 060096A. Bachelor Degree: 048824G, 048827E, 048826F, 054055E, 054056D, 061432D. Macquarie University Provider Code: 00002J. Graduate Certificate in Business: 056011A Postgraduate Degree: 030064B, 049553G. ICMS Bachelor Degree: 068282A, 068277J, 068278G, 068279G, 068280C, 068281B, 068149F. Sydney English Language Centre [SELC]: 00051M.

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

Published October 2009. Designed by Wolff [www.wolffdesign.com.au](http://www.wolffdesign.com.au) WGD4725