

BACHELOR OF HOSPITALITY MANAGEMENT



César Ritz
COLLEGES
SWITZERLAND



YOUR NEXT GENERATION EDUCATION

- 1 A hospitality degree designed by the best, for the best**
In partnership with the world-renowned César Ritz Colleges Switzerland we deliver this exceptional degree. Blending Swiss quality with the Australian flair of doing business, you will experience the best of hospitality, the traditional and the modern, to receive a superior hospitality education.
- 2 1,200 hours of real-industry experience**
When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 1,200 hours (9 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.
- 3 You'll think outside the box and outside the classroom**
Theory is important, it will teach you the fundamentals you need to be a hospitality management leader. However, nothing is as valuable as putting your theory into practice. In addition to your industry training, you'll gain hands-on experience through practical classes. You'll also manage large-scale events with real clients and work in the Grand Dining Room (our on-campus training restaurant) and in the production kitchen. Field trips and site visits with our industry partners will get you learning from the best in the business.
- 4 You are an industry leader in training**
This degree is far more than a hospitality training program. Combining hospitality subjects with business will train you in the critical and analytical skills you'll need to prepare for a supervisory or management role when you graduate.
- 5 We're the global industry experts**
At ICMS we have lecturers with international careers who are experts in hospitality. Guest lectures from our network of industry partners will keep your learning fresh, relevant, and up to date with the latest demands from industry and your future employers.



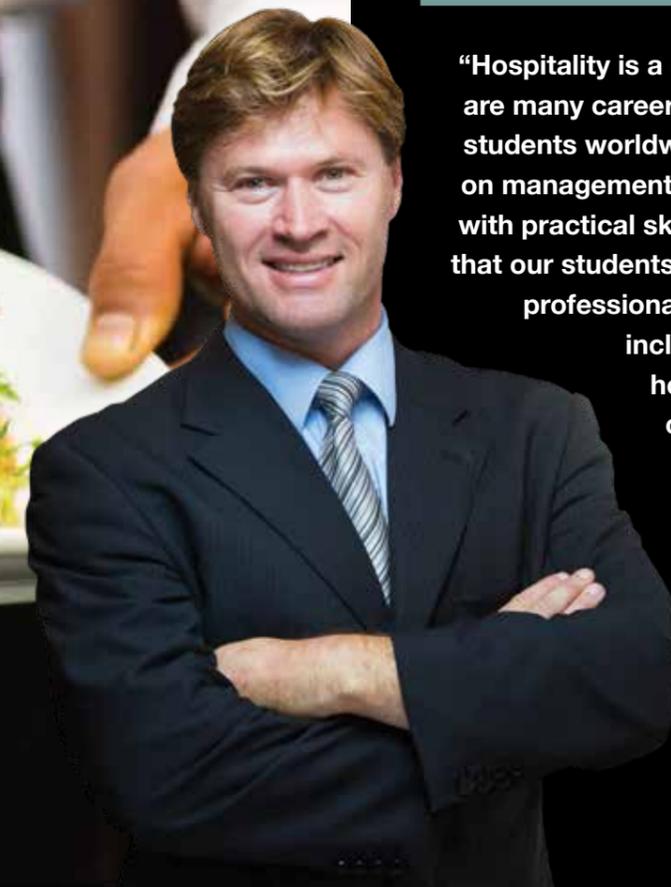
The International College of Management, Sydney (ICMS) has a reputation for producing high calibre hospitality management graduates. We offer a balance of theory and practical training in management and hospitality. Our close connections with industry and our dedication to training our students to be work-ready professionals, ensures that we continue to be at the forefront of education in professional services management.

At ICMS, your student experience will be unique. You'll earn your qualification in a friendly multicultural environment at one of the world's most stunning campus locations – Manly, just a 17-minute ferry ride from Sydney CBD. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS.

Our approach to work-integrated learning, emphasis on professionalism and our comprehensive Industry Training program will take your education beyond the classroom and provide you with the foundations for a successful career in hospitality management.

“Hospitality is a growth area and there are many career opportunities for our students worldwide. With our emphasis on management principles combined with practical skills, I’m confident that our students will reach their professional goals whether this includes working in luxury hotels and resorts, on cruise ships, in top-end restaurants or even in food media.”

Alex Menge
Head of Program,
Hospitality Management



YOUR DEGREE

BACHELOR OF HOSPITALITY MANAGEMENT

From a 5 star New York hotel to a sundrenched island resort, the ICMS Bachelor of Hospitality Management could place you anywhere in the world. Turn your passion for professional service into a global career. Hospitality is one of the world's biggest industries with job opportunities in almost every country. Hospitality managers are in high demand and professionals are needed to fill roles in hotels, function centres, resorts, restaurants, and airlines around the world. ICMS will get you there.

ICMS and leading Swiss hotel school César Ritz wanted to create a degree that would make sure our graduates were at the top of their profession in hospitality management. The ICMS Bachelor of Hospitality Management features the most comprehensive practical training program in Australia. This is next generation education that gets you in the workforce before you've even graduated. You'll leave us with a strong understanding of business and management principles, extensive industry training and countless hands-on experiences. You'll have everything you need to succeed in hospitality management. The rest is up to you.



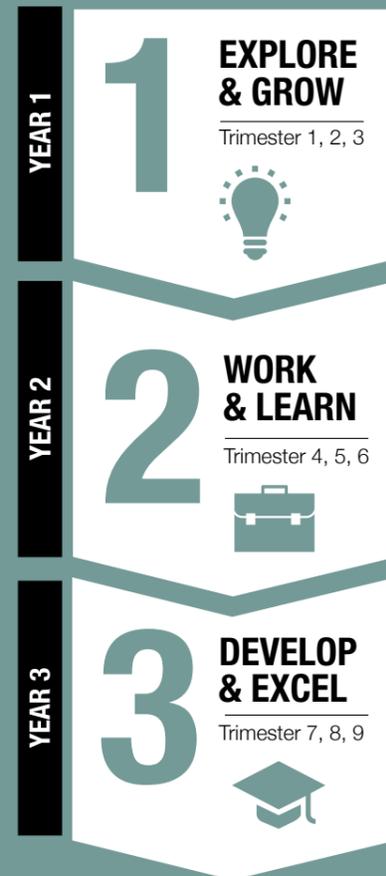
DEGREE STRUCTURE

Degree length: 3 years full time
(fast track options available)

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

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you'll learn the essentials of professional service, focusing on operational areas of hospitality such as food and beverage and room division management. This prepares you for your industry training, typically taken at the start of your second year. Much of this training takes place in our on-campus training kitchen and public restaurant and bar. On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded manager or entrepreneur.

YOUR TIMELINE*



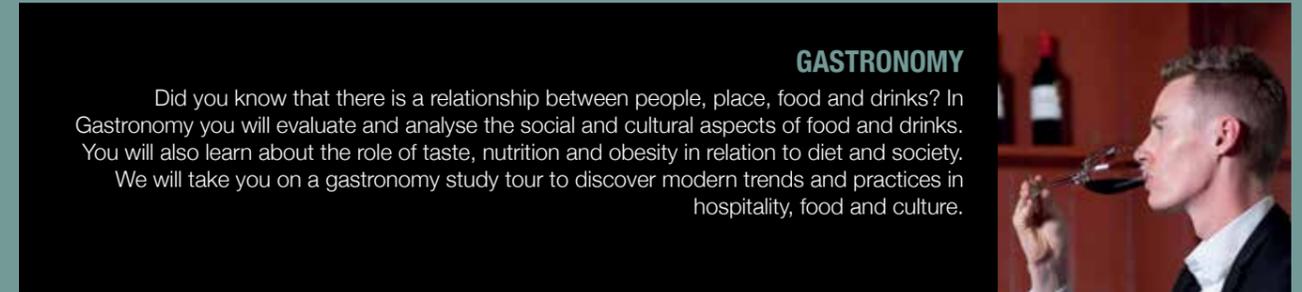
* For full degree details please refer to the back cover.

A TASTE OF WHAT YOU'LL STUDY



HOTEL MANAGEMENT SIMULATIONS

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



GASTRONOMY

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



OPERATIONAL MANAGEMENT AND COST CONTROL

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

HOSPITALITY MANAGEMENT, THE ICMS WAY



EMBEDDED QUALIFICATIONS

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

Featured right: Anna Meredith, Australia
Hospitality Management Graduate, 2009
Events Manager, Shangri-La Hotel Sydney



YOUR FUTURE

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

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

Positions include:

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

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

ICMS was instrumental in getting my first step in the industry door. Having the Four Seasons Hotel on my resume for industry training helped my career progress quicker. I’m very proud to be a Front Office Manager for a five-star hotel, it’s a role that is especially hard to achieve.”

Daniel Worsley, Australia

Hospitality Management Graduate, 2008
Front Office Manager, The Star Hotel, Sydney



NEXT GENERATION HOSPITALITY MANAGEMENT

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

The best way to do that is to experience it first-hand. Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in hospitality.

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

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

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

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

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

OUR SCHOLARSHIP PARTNERS



The ICMS professional scholarships program is sponsored by our partners Hostplus and the ACCOR Hotels. For more information visit www.icms.edu.au/scholarships



OUR INDUSTRY CONNECTIONS ARE YOUR CONNECTIONS...

We have an impressive network of hospitality industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience. They help shape our qualifications and ensure they are in line with industry best practice.

When it is time to embark on your industry training, we work closely with them to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you to a major city, regional area or island resort in Australia. You could even take up a position in an international city. It is all part of finding the best placement for you. Not only is this an invaluable experience, it is also a chance to grow your professional network. For many of our graduates this experience introduces them to their future employers.



DEGREE DETAILS

	Subject Type	Subject Name
Trimester 1	Core	Managing People and Organisations
	Core	Principles of Marketing
	Core	Introduction to Human Resources Management
	Specialisation	Introduction to Hospitality and Tourism Management
Trimester 2	Core	Accounting Fundamentals
	Core	Service Management and Innovation
	Specialisation	Hospitality Operations 1
	Specialisation	Rooms Division Operations
Trimester 3	Core	Business Statistics
	Core	Business Economics
	Specialisation	Hospitality Operations 2
	Specialisation	Gastronomy
Trimester 4	Industry Placement	Industry Training I
Trimester 5	Industry Placement	Industry Training II
Trimester 6	Core	Career Planning and Strategy
	Elective	General Elective (as per course rules)
	Specialisation	Operational Management and Cost Control
	Specialisation	Rooms Division Management
	Other	Applied Leadership
Trimester 7	Core	Research Methods
	Elective	General Elective (as per course rules)
	Specialisation	Global Trends in Hospitality and Tourism
	Specialisation	e-Commerce and Social Media
Trimester 8	Core	Strategic Management
	Elective	General Elective (as per course rules)
	Specialisation	Hotel Management Simulations
	Specialisation	Global Wine Tourism
Trimester 9	Elective	General Elective (as per course rules)
	Specialisation	Hospitality Management Project

ELECTIVE EXAMPLES

Subject Name	
Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Introduction to Information Systems	Cross Cultural Management
Business Communications	Managing Workplace Conflicts
Current Issues in Business Management	Business Ethics

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published February 2016.

APPLICATION DETAILS

ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit www.icms.edu.au/entry

WHEN TO APPLY

ICMS has three intakes per year (February, May and September). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date.

Apply directly to ICMS at www.icms.edu.au/apply or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).



STUDY + EXPERIENCE = SUCCESS



ICMSaustralia



#icmscampus



c/ICMSaustralia

INTERNATIONAL COLLEGE OF
MANAGEMENT, SYDNEY
151 Darley Road
Manly NSW 2095 Australia

Tollfree 1800 110 490 (within Australia)

T +61 2 9977 0333
F +61 2 9977 0555
E info@icms.edu.au
W icms.edu.au

CRICOS Provider Code: 01484M