

ICMS



Bachelor of

BUSINESS MANAGEMENT

Overall graduate
employment rate

**HIGHER
THAN THE G8**

Australian universities

QILT Graduate Survey 2016



Nathan Novacek

Student

Bachelor of

Business Management

WHY

Business Management?

Money makes the world go round, and a career in business management puts you in the driving seat as a leader in the business and corporate world.

An ICMS Bachelor of Business Management offers a 360 degree look at all the activities associated with running a company, such as controlling, leading, monitoring, organising, and planning. You will drill down into the fundamentals of what makes business work, looking at finance, accounting, marketing, human resource management, and administrative functions.

Business Management is an ideal choice for anyone wanting to fast-track their career or learn more about the realities of starting or managing a business which may stretch across any sector or industry. Whether you choose to stay local or are ready to go global, the corporate ladder is just waiting to be climbed.

Specialise with your Business Degree

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

Entrepreneurship

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

Marketing and New Media

As companies and individuals share, sell and swap goods and information via the digital world, there are new opportunities and challenges for marketers. New media has seen the power shift in the way consumers and

retailers relate. With a greater public voice, consumers are taking a more active role in their purchase decisions. Any business involved in marketing requires the tools, tactics, strategies and processes needed to create, track, and manage new media. Learn to make technology and social media work for you with integrated traditional and digital marketing communication strategies.

Retail Marketing

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

100%

of our degree students graduate with industry experience

Almost
90%
of our students graduate with a job in their field.

Internal Graduate Survey 2016

TOP 10

for overall employment in Australian Higher Education

QILT Graduate Survey 2016

Overall graduate employment rate

HIGHER THAN THE G8

Australian universities
QILT Graduate Survey 2016



L'ORÉAL

Natasha Bridges
Graduate
Communications Executive - L'Oreal Australia



LinkedIn™

James Brady
Graduate
Account Executive - LinkedIn

Your DEGREE AT A GLANCE

including

1,200 hours

of industry training related to your degree. Get a head start with professional networking and acquire real work skills to give you a competitive edge.

Business management professionals are the people who get things done. They oversee the performance of teams and operations to maximise a company's potential for profit. To achieve this they need to be skilled in all areas of business including sales and marketing, accounting and finance, human resources, communication and negotiation, logistics, legal issues and leadership. Every organisation in every industry requires management professionals. This makes Business Management one of the most versatile and rewarding careers available to you.

The ICMS Bachelor of Business Management is highly regarded by the professional services industry. Your Business Management degree at ICMS is a well-rounded qualification with opportunities for in-depth study in a professional services sector of your choice. Your core subjects are supplemented with business electives or specialist industry electives in a range of study areas.

DEGREE STRUCTURE

Degree length: 2.75 years full time

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

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 strategic management, marketing, human resources, finance, accounting and economics. This prepares you for your industry training, typically taken at the start of your second year. On your return from industry training you will focus your studies on areas of business specific to your interest.

YEAR 1

Explore & Grow

Explore the curriculum and develop fundamental knowledge of the course.

YEAR 2

Work & Learn

Put theory into practice with hands-on industry experience with ICMS's industry partners.

YEAR 3

Develop & Excel

Gather what you have learnt from industry experience and develop your strategic management skills. Graduate management ready for a leadership role.

WHERE

will my degree take me?

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

The possible career outcomes can include but are not limited to:

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

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 or regional area 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.



香港會議展覽中心
Hong Kong Convention and Exhibition Centre



OZSALE



Virtunet



SOUTHERN
CROSSINGS



WHO

can you become?
Hear it from our graduates.



“ My ICMS degree equipped me with the business skills, presentation and discipline required to succeed. Not only that, the relationships with my peers and the lecturers and wealth of knowledge that they brought to each class was invaluable. ICMS prepared me not only academically but professionally, which has been an advantage in succeeding in a very competitive environment.

Nathan Novacek
Student
Bachelor of
Business Management



“ ICMS encouraged me to get as much hands-on experience throughout my degree which definitely helped in the beginning of my career.

Jessica Good
Events Production Coordinator -
Northern Beaches Council



“ Study at ICMS. You'll never dread a day of degree in your life.

Jack Verberne
Event Manager -
Colliers International Australia

WHAT

will separate you from
the other graduates?

A Business Degree designed by the best, for the best

The ICMS Bachelor of Business Management has been developed and is continually updated by industry professionals, including business managers, specialist managers, and retail and service professionals. This ensures that degree content is constantly relevant to the needs of industry. You will gain specialist knowledge in business management and be trained to work in an international environment.

1,200 hours of real-industry experience

When you graduate from ICMS you'll have more than just a degree. Built into your qualification are 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.

You'll think outside the box and outside the classroom

Theory is important, it will teach you the fundamentals you need to be a business management leader. But nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience through practical classes. Field trips and site visits with our industry partners will get you learning about business operations and management issues from the best in the business.

You are an industry leader in training

This degree is far more than a business training program. You will combine general business subjects with a range of subjects from business specialisations, training you in the critical thinking and analytical skills you'll need to move into management when you graduate.

We're the global industry experts

At ICMS we have lecturers with international careers and extraordinary business expertise. 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.



ICMSAustralia



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International
College of
Management
Sydney



@ICMS_Campus

Bachelor of BUSINESS MANAGEMENT

DEGREE DETAILS

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Core	Introduction to Human Resources Management	100	3
	Elective	Specialist Elective (100 Level)	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Business Economics	100	3
	Elective	Specialist Elective (as per course rules)	100	3
	Elective	Specialist Elective (as per course rules)	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Service Management and Innovation	200	3
	Elective	Specialist Elective (as per course rules)	200	3
	Elective	Business Elective	100	3
Trimester 4	Industry Placement	Industry Training I		12
Trimester 5	Industry Placement	Industry Training II		12
Trimester 6	Core	Career Planning and Strategy	200	3
	Elective	Specialist Elective (as per course rules)	200	3
	Elective	Business Elective	200	3
	Elective	Business Elective	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	Specialist Elective (as per course rules)	300	3
	Elective	Business Elective	200	3
	Elective	Business Elective	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	Specialist Elective (as per course rules)	300	3
	Elective	Specialist Elective (as per course rules)	300	3
	Elective	Business Elective	300	3

ELECTIVE EXAMPLES

Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Business Communications	Cross Cultural Management
E-Commerce and Social Media	Business Ethics
Introduction to Information Systems	Managing Workplace Conflicts



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 each 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).

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