

# ICMS



## Bachelor of Business Management **(FASHION AND GLOBAL BRAND MANAGEMENT)**

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# 100%

of our degree students  
graduate with  
industry experience

A photograph of a young woman, Ashley van Raad, standing in a fashion studio. She is smiling and looking towards the camera. She is wearing a light-colored, belted blazer over a matching skirt. To her left is a clothing rack with several garments hanging on it, including a dark blazer and a light-colored top. The background is a soft, out-of-focus studio setting with warm lighting.

Ashley van Raad,  
**Bachelor of Business Management**  
**(Fashion and Global Brand Management)**

“ICMS has allowed me to explore my own creativity and fashion interests whilst allowing me to branch out and learn about the world of business.”



#### QUICK FACTS

CRICOS Course Code:	097374A
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Up to 9 months
FEE-Help:	Yes
Study Mode:	On-campus
Start:	February, May and September
Course Duration:	Full-time study load: 2.75 years

## BACHELOR OF BUSINESS MANAGEMENT (FASHION AND GLOBAL BRAND MANAGEMENT)

The ICMS Bachelor of Business Management (Fashion and Global Brand Management) is designed to place you at the junction of fashion, business and marketing for an exciting global career.

It takes more than great design to build a successful fashion brand. Experts in marketing, merchandising, logistics, sales, retailing and more, contribute to bringing a product from the runway to racks of our favourite stores. You don't need to be the next Anna Wintour or Gianni Versace to make an impact though; if you're passionate about fashion, studying fashion and global brand management is the best way to learn about what fuels this fascinating, multi-trillion dollar industry.

Whether you dream of managing a boutique brand, creating visual merchandising strategies for world-renowned fashion houses or marketing new product lines for online fashion retail giants, this degree will equip you with the knowledge and skills needed to carve a niche for yourself in the industry.

The ICMS Bachelor of Business Management (Fashion and Global Brand Management) degree blends core business subjects with specialised subjects relating to fashion and brand management. Business subjects include sales and marketing; collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will be able to develop to the perfect foundation for a successful career in fashion, retail or brand management.

Core business and specialised fashion and brand management subjects are supplemented by elective subjects from a range of business areas. This allows you to enhance your degree with subjects that reflect your interests and ambitions.

At ICMS we believe that the best learning experience combines practical and 'real world' experience with a strong academic foundation. Work Integrated Learning (WIL) subjects are built into your degree, meaning you graduate with more than a degree – you'll graduate with real world experience – and will have gained invaluable industry connections.\*

In your final year of the Bachelor of Business Management (Fashion and Global Brand Management), you will have the opportunity to participate in a 'capstone' subject which allows you to choose a special area of focus within fashion and global brand management as a major project and test your abilities in addressing contemporary issues or problems within this area of interest.

With the Bachelor of Business Management (Fashion and Global Brand Management) you will discover how successful fashion and luxury brands are built, managed and experienced. Learning from business experts, and through extensive industry exposure, you will master the latest marketing and retailing strategies used to engage customers and sell products both in Australia and across the globe.

\*See page 8 for more on WIL



# A UNIQUE EXPERIENCE

You are career-focused but you still want a memorable, fun campus experience. ICMS offers everything that you'd expect from a traditional university – such as sporting teams, student clubs, modern facilities and residence options.

ICMS has three campuses; the iconic traditional sandstone Northern Beaches Campus, affectionately called the 'castle on the hill', which offers sweeping views over Manly Beach, and contrasts with the

beachfront Esplanade Campus and the new modern, vibrant and centrally-located City Campus. These spectacular locations offer a student experience that would be hard to beat anywhere in the world.



### Global Community

You will build life-long friendships and connections with students from over 50 different countries.



### Small Class Sizes

Small interactive classes mean you will develop strong relationships with fellow students and teachers.



### Industry Training (Work Integrated Learning)

Your degree includes a minimum of 600 hours real-world industry placement.



### Extra Learning & English Support

We give you every chance to succeed so you get access to personal study assistance and wellness support.



### Campus Accommodation

Choose to make the most of college life by living in student accommodation on or off campus.



### 'Castle' by the Beach

Study in the iconic 'castle on the hill' within walking distance to Manly and Shelly beach.



### City CBD Campus

Use convenient and modern campus facilities close to transport and the business centre.



### Sports, Clubs & Associations

Make friends and get involved in social and sporting activities both on and off campus.

# ICMS IS ALL ABOUT YOUR CAREER SUCCESS

### WHAT DOES SUCCESS MEAN TO YOU?

Everyone has a different idea of what success means to them. That's why we start with YOU. No matter what you study, we'll walk beside you to create a personalised educational experience to ignite your career and mentor you to professional success.

### BUSINESS LEADERSHIP IN A GLOBAL CONTEXT.

Like you, we recognise the importance of developing global professional expertise and business maturity. From professional attire to built-in Work Integrated Learning (WIL) subjects, an ICMS career-focused education positions you for leadership in a rapidly-changing world. That's one of the reasons why up to 90% of our graduates are already employed in their field when they graduate\*.

*\*Internal Graduate Survey 2018*

# BE YOUR OWN BRAND

The Bachelor of Business Management (Fashion and Global Brand Management) has been designed to develop the following graduate capabilities:



### Team Work

Able to work collaboratively within and across teams.



### Proactivity

Independent, self-directed and lifelong learners, reflective in their practice.



### Innovative Problem Solving

Innovative, ethical and critical thinkers with highly developed leadership and problem-solving skills.



### Communication Skills

Effective communicators of knowledge and ideas within and across professional and cultural boundaries.



### Experience Matters

Work-ready with the intellectual rigour to make effective contributions to their discipline and/or profession.



### Socially Aware

Culturally and socially aware with the capacity to apply their knowledge in local, national and international contexts.



### Digital Knowledge

Equipped with digital literacies for living and working in a technology-reliant society.



### Management Discipline

Capable of implementing sustainable management practices.



# DEGREE STRUCTURE

## DEGREE LENGTH: 2.75 YEARS FULL-TIME

With a Bachelor of Business Management (Fashion and Global Brand Management) you will be industry ready. You will combine accounting and business studies and up to 9 months of industry training in 2.75 years of full time study (or equivalent part time).

On your return from industry training we concentrate on developing your strategic management skills, getting you ready for a leadership role as a well-rounded manager.

## STUDY PATTERN - 2.75 YEARS

1ST YEAR	TRIMESTER 1 (13 WEEKS) - 4 subjects taken
	TRIMESTER 2 (13 WEEKS) - 4 subjects taken
	TRIMESTER 3 (13 WEEKS) - 4 subjects taken
2ND YEAR	TRIMESTER 4 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 5 (13 WEEKS - 300 hours) - work integrated learning
	TRIMESTER 6 (13 WEEKS) - 4 subjects taken
3RD YEAR	TRIMESTER 7 (13 WEEKS) - 4 subjects taken
	TRIMESTER 8 (13 WEEKS) - 4 subjects taken

Note: Applied Leadership must be taken as an extra subject in this degree.

# SUBJECT SNAPSHOTS

### FBM102 STYLING AND CREATIVE DIRECTION

The aim of this subject is to deliver a range and brand image that is loved by consumers which requires a strong understanding of not only the latest trends, but understanding the needs of the consumer and how they plan to work, eat and live in your range. This subject looks into how to build a creative direction for your fashion brand including developing stories, delivering to a consumer’s lifestyle as well as styling effectively to drive intrigue and eventual purchase.

### FBM201 BRAND MANAGEMENT AND PRODUCT INNOVATION

Great fashion brands are carefully planned and meticulously managed. This subject will provide a meaningful understanding of what brands are, how they work, and how to apply sophisticated brand knowledge to managerial situations. You will dissect the strategies of leading brands to learn how they differentiate themselves, create emotional attachment and sustain competitive market position.

### FMB103 FASHION PLANNING AND BUYING

The aim of this subject is to provide students with a knowledge and understanding of working in fashion and trend orientated retail, such as clothing, accessories and homeware. Topics include: Industry Trends, Product Stock Keeping Unit Planning, Global Retail Buying Management, Product Trend Analysis, Product Design Process, Seasonality, Product and Category Buying, Waste Management, Profitability Management and Category Analysis.



REAL WORLD  
PROFESSIONAL  
PLACEMENT

ABOUT WORK  
INTEGRATED  
LEARNING (WIL)

All ICMS degrees include Work Integrated Learning (WIL) subjects in which students undertake a placement with an industry partner (also known as Professional Placement or an Internship). Your placement is facilitated by our dedicated ICMS on-site WIL team who provide coaching and guidance throughout.

Your real-world industry experience prepares you for your future career in your chosen field of study. It allows you a unique opportunity to create a positive first impression with industry and develop strong professional and career networks; to demonstrate and further develop your real-world employability; and to fully explore your chosen industry to best inform your future career decisions.

There are two stages in the ICMS WIL program:

**Pre-Placement Program**

During your first year of study you will undertake a Pre-Placement Program. You will prepare a resume, attend a career workshop, practice interview techniques and gain the necessary knowledge and skills to secure a placement.

**Your Placement**

Our on-site team of WIL facilitators work with over 1000 industry partners to find the right fit for you to learn the most about your future career. We find a suitable placement that is the best fit for your skills, interests and professional goals. Your professional placement could take you to a major city or regional area in Australia. You could even take up a position in an international city.

Whilst you are out on placement you can work throughout two study periods\* (including the term break), which means you could gain up to 9 months of professional placement experience before you graduate. And because this is part of your degree, international students, like domestic students, may work full-time (up to 38 hours per week) during their placement and during term breaks.


\*One study period is equivalent of one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)



WHERE CAN THE DEGREE TAKE YOU?

When you graduate with an ICMS Bachelor of Business Management (Fashion and Global Brand 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 could work in a multinational company locally or take your skills and experience around the world.

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



### BRAND MANAGER

Brand Managers are responsible for the public image and perception of a brand or business. They ensure that products and services are aligned to consumer demands, and develop and monitor marketing strategies including branding campaigns, sponsorship procurement, advertising campaigns, social media campaigns, and radio, print and television advertising campaigns.

4.5/5  
JOB  
SATISFACTION\*

12.5%  
PROJECTED JOB  
GROWTH IN FIVE  
YEARS\*

4.2/5  
CAREER  
PROGRESSION  
OPPORTUNITIES

4.2/5  
WORK LIFE  
BALANCE\*

Brand Manager Jobs on SEEK Nov 19: 1552\* / \*Statistics and definition from seek.com.au Nov 2019



### VISUAL MERCHANDISER

Strong visual merchandising has a huge impact on customer experience in stores. Visual merchandisers develop floor plans and three-dimensional displays in order to maximize sales. Both goods and services can be displayed to highlight their features and benefits.

4/5  
JOB  
SATISFACTION\*

4.1/5  
VARIETY  
OF WORK

10.3%  
PROJECTED JOB  
GROWTH IN 5  
YEARS\*

4.1/5  
WORK LIFE  
BALANCE\*

\*Statistics and definition from seek.com.au Nov 2019



### FASHION BUYER

A fashion buyer selects which items are stocked by a clothing retailer. Buyers work closely with designers and sales representatives, attending trade fairs, wholesale showrooms and fashion shows to observe trends that will appeal to the brand's target market.

\*Statistics and definition from seek.com.au Nov 2019

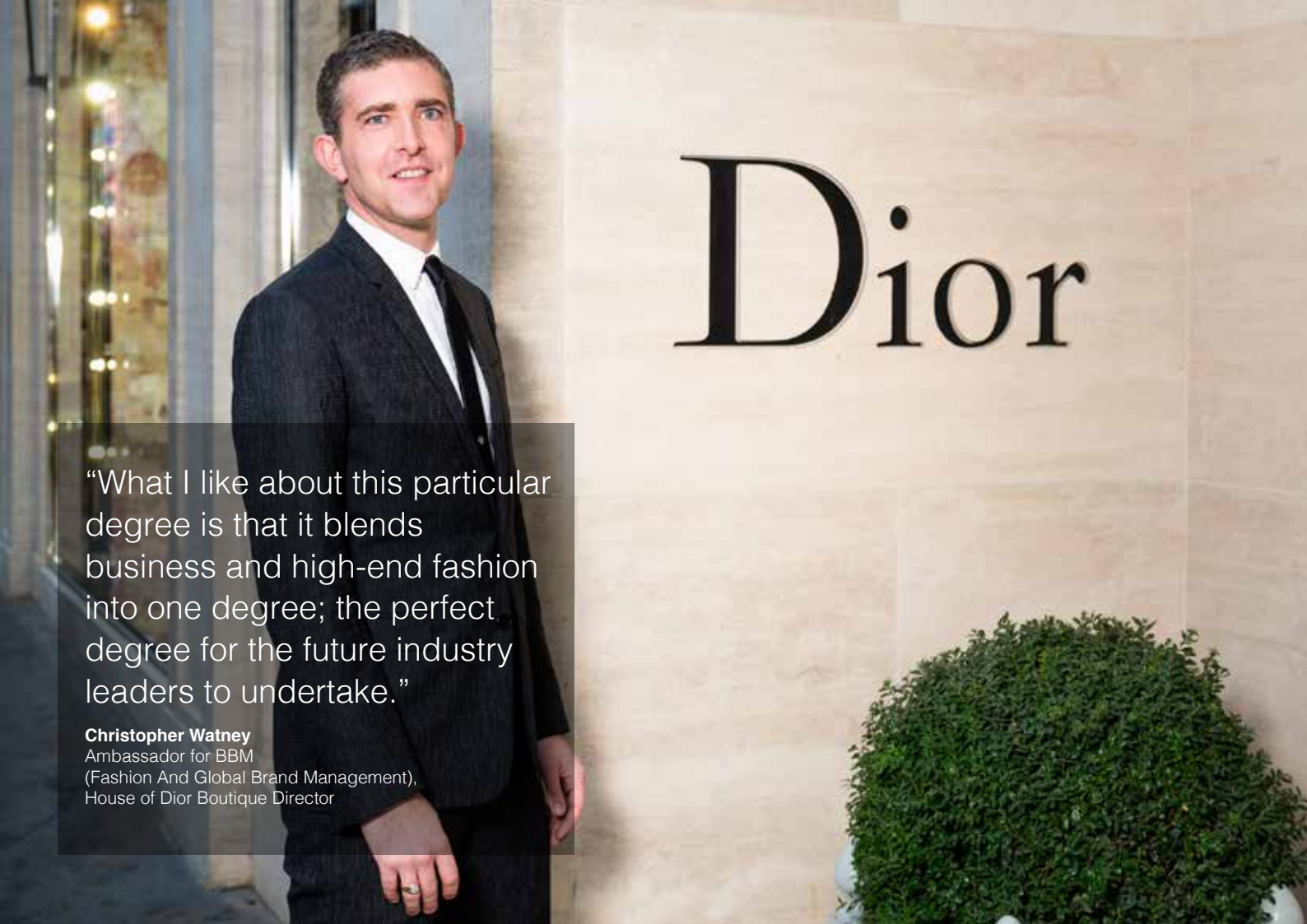
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# CURRICULUM SUMMARY

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Introduction to Human Resources	100	3
	Core	Principles of Marketing	100	3
	Core	Styling and Creative Direction	100	3
	Core	Introduction to the Fashion and Retail Industry	100	3
Trimester 2	Core	Managing People and Organisations	100	3
	Core	Fashion Planning and Buying	100	3
	Core	Accounting for Business	100	3
	Core	Consumer Behaviour	100	3
Trimester 3	Core	Retail Logistics and Operations	200	3
	Core	Service Management and Innovation	200	3
	Core	Digital and Social Media Marketing	200	3
	Core	Brand Management and Product Innovation	200	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
	Core	Event Practicum	200	3
	Core	Business Economics	100	3
	Core	E-Commerce	200	3
	Core	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Core	Strategic Marketing Management	300	3
	Core	Visual Merchandising and Design	300	3
	Core	Business Ethics	300	3
Trimester 8	Core	Strategic Management	300	3
	Core	Integrated Marketing Communications	300	3
	Core	Research Project	300	3
	Elective	300-level Elective	300	3



“What I like about this particular degree is that it blends business and high-end fashion into one degree; the perfect degree for the future industry leaders to undertake.”

**Christopher Watney**  
Ambassador for BBM  
(Fashion And Global Brand Management),  
House of Dior Boutique Director



“The ICMS degree has allowed me to develop a broad range of skills and attributes that have enabled me to comprehensively meet the business’s needs.”

**Natasha Bridges**  
ICMS Graduate

# ICMS



**ICMS**  
**INTERNATIONAL COLLEGE OF**  
**MANAGEMENT, SYDNEY**

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Provider Code: 01484M, RTO Code: 90851, TEQSA ID:  
PRV12025 CRICOS Course Code: 097374A

**MORE INFORMATION FOUND AT ICMS.EDU.AU**

**Admission Criteria:**

[/future-students/application-information/admission-information](#)

**Application Information:**

[/future-students/application-information/how-apply](#)

**Important Dates:**

[/future-students/application-information/important-dates](#)

**Fees:**

[/future-students/application-information/tuition-fees](#)

**Accommodation:**

[/future-students/student-services/accommodation](#)

**Student Support and Wellness:**

[/future-students/student-services/wellness-support](#)

**Information on Education Services for Overseas Student (ESOS) Framework:**

[internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation](http://internationaleducation.gov.au/regulatory-information/pages/regulatoryinformation)

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