

# ICMS



## Bachelor of Business (INTERNATIONAL TOURISM)


---

# 100%

of our degree students  
graduate with  
industry experience

Julie Leighlany Fenaulelei,  
**Bachelor of Business**  
(International Tourism)





“The amazing thing about studying at ICMS is knowing you’ll get to actually experience your degree, before graduating.”

# BACHELOR OF BUSINESS (INTERNATIONAL TOURISM)

A career in international tourism can be as exotic and colourful as its destinations. Channel your adventurous spirit, business acumen and lust for travel into a rewarding career.

Whether for pleasure or business, tourism professionals are responsible for promoting dream destinations, devising profitable visitor campaigns, and arranging entertaining tours and holidays in destinations far and wide.

The Bachelor of Business (International Tourism) will equip you with the skills needed for a successful career this growing and dynamic business sector.

Every organisation in the tourism industry requires professionals with skills to attract, accommodate and entertain tourists with the aim of increasing revenue. This course aims to skill you in all areas of tourism business operations - identifying challenges and assessing solutions.

Subjects focus on core business skills with the addition of specialised international tourism subjects. Business subjects include sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your tourism subjects you will be exposed to the latest in tourism technology, trends and tour design. You'll also learn about airline management and how sustainability and ethical issues impact on profitability.

International tourism and business subjects are supplemented by elective subjects, such as Cruise Management or Innovative Disruption. Your choices could include electives in a range of business areas such as marketing, event management, entrepreneurship, hospitality management and sports management. This allows you to enhance your International Tourism 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.\*

The teaching of this course integrates the practical experience of industry specialists with a more formal academic approach, providing you with a practical perspective on today's business sector.

In your final year of the Bachelor of Business (International Tourism), you will have the opportunity to participate in a 'capstone' subject, which allows you to choose a special area of focus within international tourism, as a major project to test your abilities in addressing contemporary issues or problems in your area of interest.

International Tourism is booming, fuelled by globalisation and the relative ease of travel. Choosing to make a career in tourism means you are the point of call for travellers – locally and internationally – and making travel dreams come true.

\*See page 8 for more on WIL

## QUICK FACTS

CRICOS Course Code:	0101128
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly
WIL:	Minimum of 600 hours industry experience + 180 hours of self-study
FEE-Help:	Yes
Study Mode:	On-campus
Start:	February, May and September
Course Duration:	Full-time study load: 3 years Part-time study load: 6 years Accelerated study load: 8 trimesters



# 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*

# YOUR DESTINATION

The Bachelor of Business (International Tourism) has been designed to develop the following Graduate Capabilities:



### Professional Expertise

The skills and knowledge necessary to demonstrate confidence, competence and innovation in business and across disciplines.



### Agile Leadership

The capability to initiate, embrace and lead innovation and change, as well as engaging and enabling others to do so.



### Innovative Problem Solving

Initiative and enterprise skills that contribute to innovative problem solving of dynamic, real world challenges.



### Technology and Information Literacy

Up-to-date technology skills to interact and collaborate with others in a rapidly changing world, with the ability to gather and interpret relevant information in order to develop accurate judgements in an ethical and practical manner.



### Global Citizenship

The skills to work productively and collaboratively in diverse global environments and to make ethical and sustainable decisions that consider the impact on others across boundaries.



### Skilled Collaboration

The ability to work effectively within teams from diverse backgrounds, display effective leadership behaviours and effectively communicate knowledge and information to deliver measurable outcomes.



### Independent Self-management

A sense of self-awareness and self-belief to develop a personal culture of continuous self-directed learning, enabling ongoing personal and professional development.



# DEGREE STRUCTURE

In addition to facilitated theoretical subjects, experiential learning is a foundation of this course. As such it is designed to provide learners with practical work experience which is undertaken over two subjects (and two study periods) WIL201A and WIL301A. This equates to a minimum of 600 hours of industry experience and 180 hours of self-study.

Note: One study period is equivalent to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment). The accredited full-time study load is 3 years.

## SAMPLE STUDY PATTERN

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

# SUBJECT SNAPSHOTS

### THE101A Introduction to Tourism, Hospitality and Events

Tourism, hospitality and events industries play an important role in the economies of developed and emerging countries. These industries generate substantial employment, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities globally.

This subject aims to provide a solid introduction to the key concepts and terminology, stakeholders and relationship, innovation, current trends and management issues, as a foundation for future tourism, hospitality and event subjects. It also focuses on the dynamic nature of the main operational sectors with an emphasis on potential career opportunities.

### TOU201A Tour Design and Development

This subject introduces students to the major components of tourism industry including the transport industry, travel agents, tourist destinations, tourist attractions, the hospitality industry, accommodation services, and tour operators. Students then will learn how to combine these components to create a package holiday and develop a selling tool to promote their products, holidays and itineraries.

### TOU302A Sustainable and Competitive Destinations

The world has become a global community, opening up destinations that were previously unimaginable. These destinations can no longer take a passive approach to tourism marketing; they are products which need to be positioned and promoted sustainably. The desire to become a recognised destination presents some real marketing challenges in the face of intense competition as many destinations adopt an active marketing strategy to attract and retain their visitors. Therefore, it is necessary for the tourism planner and marketer to develop and promote their destination competitively and sustainably.

This subject aims to provide students with in-depth knowledge and understanding of the environmental, socio-cultural and economic impacts on a tourist destination. Students will explore various topics such as tourist motivation, branding a destination, managing tourists, special interest tourism and crisis management. They then will work collaboratively to develop a competitive and sustainable tourism plan for a destination.



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). 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 to one trimester of study (1 orientation week and 13 weeks of subject delivery and assessment)

WHERE CAN THE DEGREE TAKE YOU?

At ICMS we aim to develop agile leadership and business maturity. When you graduate with an ICMS Bachelor of Business (International Tourism) 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:



### HOTEL MANAGER

A Hotel Manager is responsible for supervising and controlling the operations of hotels and motels.

4.2/5	4/5	4.1/5
JOB SATISFACTION*	CAREER PROGRESSION OPPORTUNITIES	PAY/ SALARY

Hotel Manager jobs on SEEK Nov 19: 23857 \*Statistics and definition from seek.com.au Nov 2019



### TRAVEL AGENCY MANAGER

A travel agency manager plans, organises, directs and controls the operations of travel-related organisations. They also co-ordinate and direct the activities of staff, overseeing not only the day-to-day tasks, but the hiring, training and evaluating of staff members as well.



### TOUR WHOLESALING AND OPERATIONS

A tour wholesaler supplies to retail travel agents, they do not sell directly to consumers. Wholesalers link individual tourism operators with retailers. They consider which type of tour program would appeal to a particular market and promote that accordingly.





# CURRICULUM SUMMARY

BACHELOR OF BUSINESS (INTERNATIONAL TOURISM)
<p>The course structure comprises of 12 core subjects, 6 specialisation subjects, 6 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:</p> <p><b>Level 100: 6 core subjects and 2 elective subjects</b></p> <p><b>Level 200: 4 core subjects, 2 specialisation subjects, 2 elective subjects and 1 WIL subject</b></p> <p><b>Level 300: 2 core subjects, 2 specialisation subjects, 4 elective subjects and 1 WIL subject</b></p> <p>All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.</p> <p>To be eligible for WIL201A Professional Placement I (WIL) a minimum of 30 credit points is required, including 24 credit points at level 100. N.B. Pre-requisites are noted at each level below.</p> <p>To be awarded the Bachelor of Hospitality Management students must complete all 26 subjects (84 credit points) as outlined below.</p> <p>A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)</p>

Subject code	Subject name	Subject type	Pre/Co-requisites	Mode of delivery	Credit points
Level 100					
BUS101A	Pathway to Success	Core	None	F2F	3
MGT101A	Management Solutions for a Changing World	Core	None	F2F	3
THE101A	Introduction to Tourism, Hospitality & Events	Specialisation	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
MKT101A	Marketing	Core	None	F2F	3
TOU101A	Tourism, Technology & Innovation	Specialisation	None	F2F	3
MGT102A	Global Citizenship	Core	None	F2F	3
STA101A	Data Informed Decision Making	Core	None	F2F	3
Level 200					
*Course level of study pre-requisite: a total of 12 credit points including ACC101A, MKT101A, STA101A and MGT101A from level 100 core subjects (approximately 80% completion of level 100 core subjects) prior enrolling into level 200 core and specialisation subjects; and **Individual subject pre-requisite: a total of 30 credit points is required, including 24 credit points at level 100, to undertake WIL201A					
ECO201A	Economics for Managers	Core	None	F2F	3
ENT201A	Creativity & Innovation for Business	Core	None	F2F	3
LAW201A	Business Law for Managers	Core	None	F2F	3
THE201A	Trends & Issues in the Visitor Economy	Specialisation	None	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
TOU201A	Tour Design & Development	Specialisation	None	F2F	3
WIL201A	Professional Placement I	Core (WIL)	30 CPs**	F2F	6
Level 300					
*Course level pre-requisite: a total of 24 credit points (15 credit points – including ACC101A, MKT101A, STA101A and MGT101A from level 100 and 9 credit points from level 200 core subjects) prior enrolling into Level 300 core and specialisation subjects; and **Individual subject pre-requisite: Successful completion of WIL201A before undertaking WIL301A					
WIL301A	Professional Placement II	Core (WIL)	WIL201A**	F2F	6
Elective	Elective	Elective	None	F2F	3
Elective	Elective	Elective	None	F2F	3
TOU301A	Airline Management	Specialisation	None	F2F	3
TOU302A	Sustainable & Competitive Destinations	Specialisation	None	F2F	3
Elective	Elective	Elective	None	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
BUS301A	Capstone	Core	None	F2F	3



“My ICMS degree gave me strong theoretical and practical knowledge in all areas of hospitality and tourism and exposure to working and studying with a diverse mix of nationalities.”

**Marcus Sutton**  
ICMS Graduate  
General Manager -  
Crowne Plaza Doha



“Whilst the education I obtained at ICMS has assisted with my overall understanding of business and the tourism industry, the industry training I underwent as part of my studies has ultimately lead me to where I am today.”

**Gemma Bennett**  
ICMS Graduate

# ICMS



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

**NORTHERN BEACHES CAMPUS**  
151 Darley Road, Manly NSW 2095,  
Australia

**CITY CAMPUS**  
Level 4, 451 Pitt Street, Haymarket, NSW  
2000, Australia

**ESPLANADE CAMPUS**  
Levels 1 & 2, 46-48 East Esplanade,  
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](mailto:info@icms.edu.au)  
W [icms.edu.au](http://icms.edu.au)

International College of Management, Sydney Pty  
Ltd ACN 003 144 045 ATF The ICTHM Trust ABN  
54 174 259 919, trading as International College of  
Management, Sydney and Aspire Institute, CRICOS  
Provider Code: 01484M, RTO Code: 90851, TEQSA ID:  
PRV12025 CRICOS Course Code: 0101128

**MORE INFORMATION FOUND AT [ICMS.EDU.AU](http://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)

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 January 2020.

