



Bachelor of **BUSINESS**

Overall graduate
employment rate
**HIGHER THAN
THE Go8 AUSTRALIAN
UNIVERSITIES**

QILT Graduate Survey 2017

Saga Svensson,
Bachelor of Business





“I love the fact that ICMS is smaller than the traditional unis. It means it’s possible to get to know everyone and we enjoy a great balance between our social lives and our studies.”

BACHELOR OF BUSINESS

Business continues to be one of the most popular qualifications – and for good reason. A qualification in business equips graduates with universally sought-after skills and offers opportunities in so many diverse roles and industries.

The Bachelor of Business is ideal for those who want to make a tangible contribution to the success and growth of a business, push boundaries and challenge the status quo. Designed to position students for a successful career as professionals in any industry, this is a qualification with a focus on future-proofing you for adaptability in a rapidly changing world.

Whether you chose to stay local or are ready to go global, a degree in business can fast-track your climb up the corporate ladder in any sector.

Subjects focus on developing core business skills such as sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and of course financial literacy. Our goal is to develop business leaders ready to take advantage of all that an international business career offers.

Business subjects are supplemented by elective subjects from a range of business areas. Your choices include electives in marketing, international tourism, entrepreneurship, hospitality management, sports management and event management. This allows you to build a personalised educational experience that reflects your interest 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, you will have the opportunity to participate in a ‘capstone’ subject, which allows you to choose a special area of focus within business, as a major project to test your abilities in addressing contemporary issues or problems in your area of interest.

There is no better preparation to make your mark in any sector of the business arena than with a Bachelor of Business.

*See page 8 for more on WIL

QUICK FACTS

CRICOS Course Code:	0101110
Accreditation Status:	Active
AQF Level:	7
Campus:	Northern Beaches Campus, Manly City Campus, Sydney
WIL:	Minimum of 600 hours industry experience + 180 hours of self-study
FEE-Help:	Yes
Study Mode:	On-campus
Start:	Feb, 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.

YOUR JOURNEY TO CEO

The Bachelor of Business 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.



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*

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 of 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

MGT101A Management Solutions for a Changing World

This subject is an engaging and informative introduction to the disciplines of business and management. It introduces key perspectives and debates from a range of fields that inform the study of business and management while explaining the complexity of issues that shape contemporary business and management practices and future directions.

The focus is on managing groups and motivating staff, managing human resources and employee relations, strategic management and planning, leadership, decision-making, and international perspectives of management – all of which will be grounded in different management theories.

MGT201A Unlocking Your Leadership Potential

Leadership is not a title but a process and is often shared by individuals who choose to be leaders. To become an agile leader of individuals and teams, one needs to develop a sense of their leadership style, as well as an understanding of how teams operate.

This subject examines leadership theories, traits and behaviours, providing students with the opportunity to conduct a comprehensive self-analysis of their goals, values and personality, which supports their authentic leadership style.

Working in groups, students will be able to analyse their leadership in action, and reflect on how they have contributed to the group's overall performance.

MGT301A Ethics, Sustainability and Profit

To make effective business decisions, it is crucial that students use business strategies and frameworks to assist in their analysis and resolution of ethical problems. This subject examines the moral and ethical contexts that inform and frame decision-making in the world of business to enlighten students to the consequences of their decisions and actions. The subject calls on students to justify the bias, prejudice, vested interests, etc., that underpin behaviour and points of view in the world of business.

The subject aims at developing your ability to evaluate the relative arguments and the interests these stakeholders represent. Students will examine various moral frameworks that promote and lead to decisions, particularly business-related ones, including that of the perspective of all stakeholders to a decision. During this subject they will explore several ethical perspectives and their implications for a range of key business functions and contexts such as such as marketing, human resources, international business, and technology.



REAL WORLD PROFESSIONAL PLACEMENT

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.

ABOUT WORK INTEGRATED LEARNING (WIL)

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 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:



BUSINESS ANALYST

Business analysts seek intelligent solutions to current, past or potential problems within a company, and are valued for their complex thinking skills, unique problem solving abilities, and excellent communication skills.

19.2%

JOB GROWTH PROJECTED IN 5 YEARS*

4.1/5

JOB SATISFACTION*

4.0/5

VARIETY OF WORK*

*Business Analyst Job opportunities on SEEK Nov 19: 1865 / *Statistics from seek.com.au Nov 2019



MANAGEMENT CONSULTANT

Management Consultants work collaboratively to help businesses achieve their goals - whether it's enhanced efficiency, revenue growth, managing change or transforming human resources and processes.

10.3%

JOB GROWTH PROJECTED IN 5 YEARS*

4.3/5

JOB SATISFACTION*

4.4/5

VARIETY OF WORK*

*Management Consultant Jobs on SEEK Nov 19: 151 / *Statistics from seek.com.au Nov 2019



BUSINESS DEVELOPMENT MANAGER (BDM)

A BDM is often the first point of contact a new potential client will have with a business when they are exploring building a relationship with a company. The BDM also develops sales in new sales territories.

9.8%

JOB GROWTH PROJECTED IN 5 YEARS*

4.2/5

JOB SATISFACTION*

4.1/5

WORK LIFE BALANCE*

4.0/5

JOB SECURITY*

* Business Development Manager Jobs on SEEK Nov 19: 2274/ *Statistics from seek.com.au Nov 2019

CURRICULUM SUMMARY

BACHELOR OF BUSINESS

The course structure comprises of 12 core subjects, 12 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:

Level 100: 6 core subjects and 2 elective subjects

Level 200: 4 core subjects, 4 elective subjects and 1 WIL subject

Level 300: 2 core subjects, 6 elective subjects and 1 WIL subject

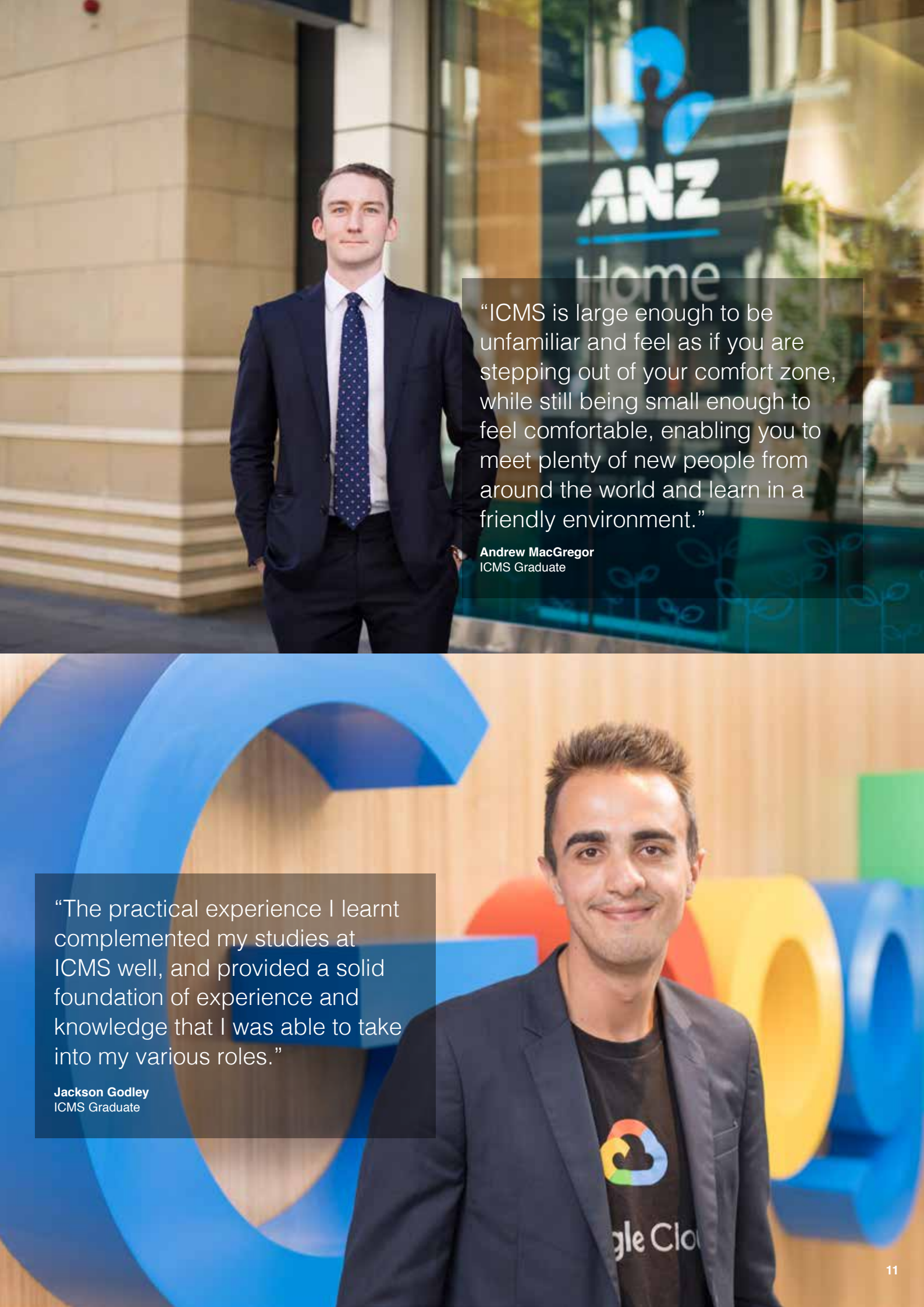
All subjects are worth 3 credit points apart from the two WIL subjects which are worth 6 credit points each.

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.

To be awarded the Bachelor of Business students must complete all 26 subjects (84 credit points) as outlined below:

A typical full-time study load is between 6 and 8 subjects per year (an equivalent to 24 credit points)

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
Elective	Elective	Elective	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
Elective	Elective	Elective	None	F2F	3
MKT101A	Marketing	Core	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	*	F2F	3
ENT201A	Creativity & Innovation for Business	Core	*	F2F	3
Elective	Elective	Core	*	F2F	3
LAW201A	Business Law for Managers	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT201A	Unlocking Your Leadership Potential	Core	*	F2F	3
Elective	Elective	Elective	*	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	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3



“ICMS is large enough to be unfamiliar and feel as if you are stepping out of your comfort zone, while still being small enough to feel comfortable, enabling you to meet plenty of new people from around the world and learn in a friendly environment.”

Andrew MacGregor
ICMS Graduate

“The practical experience I learnt complemented my studies at ICMS well, and provided a solid foundation of experience and knowledge that I was able to take into my various roles.”

Jackson Godley
ICMS Graduate

ICMS



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PRV12025 CRICOS Course Code: 0101110

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

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