

# ICMS



## Bachelor of **EVENT MANAGEMENT**

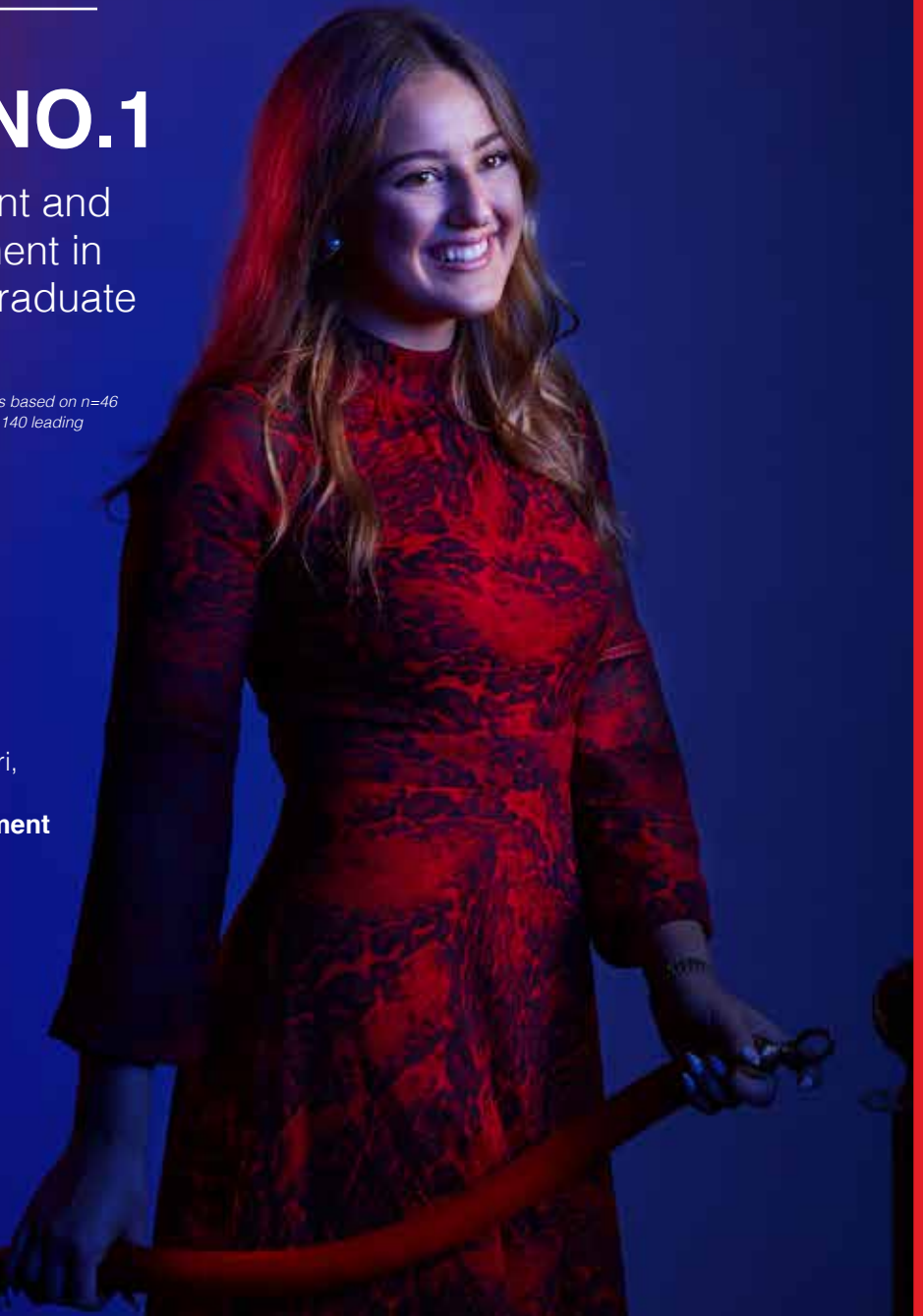
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### **RANKED NO.1**

for Event Management and  
Hospitality Management in  
Australia based on graduate  
employability

Kanter Millward Brown, Versus a set of key competitors based on n=46  
leading industry brand partners of ICMS (from a list of 140 leading  
industry brand partners).

Sophie Cuschieri,  
**Bachelor of  
Event Management**





“ICMS offers an unforgettable experience. I have most enjoyed meeting new friends and gaining career-relevant skills and knowledge.”

# BACHELOR OF EVENT MANAGEMENT

Creating special memories and designing lifetime experiences for others is what makes a career in event management so fulfilling.

Event management is a growing global industry with a broad range of employment opportunities across different industries. This is the ideal career for you if you are organised, sociable and enjoy the satisfaction of seeing a project through to completion.

The Bachelor of Event Management will equip you with the skills to rise to the top of this diverse and dynamic sector. Designed to position students for success in the exciting events industry, this is a qualification which could take you anywhere in the world.

Subjects focus on core business skills with the addition of specialised event management subjects. Business subjects include sales and marketing; agile leadership, collaboration and managing people; strategic planning and innovative problem solving; and financial literacy. In your specialisation subjects you will be exposed to creative events that stand out from the rest and will have an opportunity to explore various event ideas and translate them into your own creative event concepts and designs.

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

Memorable events don’t happen in a vacuum; be a part of making them happen and reap the rewards of a satisfying, competitive career in the process.

\*See page 8 for more on WIL

## QUICK FACTS

CRICOS Course Code:	0101130
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*

# AN EVENTFUL CAREER

The Bachelor of Event Management 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

### EVT101A Event Concept and Design

The success of an event starts with a creative design and concept. The event industry has grown exponentially over the past decade. Within the increasingly competitive event space, events that are unique and creative in design and their concepts are winners.

This subject exposes students to a world of creative events that stand out from the rest and provides an opportunity for students to explore various event ideas and translate them into creative event concepts and designs. Students will be able to participate in workshops to develop their own creative event ideas.

### EVT201A Event Planning

This subject introduces students to the broad event planning principles and project management skills. It aims to engage students in the hands-on planning of a chosen event concept, and the use of event industry tools to plan their chosen event.

Students will also learn how to interpret an event brief and demonstrate their planning skills for a real event.

### EVT302A Creating Event Experiences

The subject focuses on building the practical skills in event production. Students learn how to produce an event based on an event plan and/or a real client brief.

This subject gives students the opportunity to work on their chosen event designs and bring the plans into production.



# 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 Event 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:



## EVENTS MANAGER

Events Managers are professionals responsible for the development, coordination and organisation of occasions such as weddings, festivals, conventions, conferences, exhibitions, concerts and trade shows.

4.1/5  
JOB SATISFACTION\*

12.6%  
PROJECTED JOB GROWTH IN 5 YEARS\*

4.2/5  
VARIETY OF WORK\*

Events Manager jobs on SEEK Nov 19: 840\* / \*Statistics and definition from seek.com.au Nov 2019



## WEDDING PLANNER

Wedding Planners help couples successfully plan their wedding day and see that everything runs smoothly. As a wedding planner, your responsibilities include establishing a planning timeline and working with clients to choose everything from attire, to ceremony and reception venues, music, and food.



## FESTIVAL MANAGER

Festival Managers are in charge of setting up on-site offices, maintaining relationships with food, liquor, and merchandise vendors and coordinating festival staffing. They also ensure the festival receives adequate insurance coverage, and work with other top-level execs to project potential income and risks for the event.





# CURRICULUM SUMMARY

BACHELOR OF EVENT MANAGEMENT					
The course structure comprises of 12 core subjects, 8 specialisation subjects, 4 elective subjects and 2 Work Integrated Learning (WIL) subjects over levels 100, 200 and 300, as follows:					
Level 100: 6 core subjects and 2 specialisation subjects					
Level 200: 4 core subjects, 3 specialisation subjects, 1 elective subjects and 1 WIL subject					
Level 300: 2 core subjects, 3 specialisation subjects, 3 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 Event Management 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
THE101A	Introduction to Tourism, Hospitality & Events	Specialisation	None	F2F	3
ACC101A	Financial and Commercial Literacy	Core	None	F2F	3
EVT101A	Event Concept & Design	Specialisation	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
EVT201A	Event Planning	Specialisation	*	F2F	3
LAW201A	Business Law for Managers	Core	*	F2F	3
EVT202A	Site Logistics	Specialisation	*	F2F	3
EVT203A	Event Production	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
EVT301A	Finance & Sponsorships	Specialisation	*	F2F	3
EVT302A	Creating Event Experiences	Specialisation	*	F2F	3
THE301A	Risk Management	Specialisation	*	F2F	3
Elective	Elective	Elective	*	F2F	3
Elective	Elective	Elective	*	F2F	3
MGT301A	Ethics, Sustainability & Profit	Core	*	F2F	3
Elective	Elective	Elective	*	F2F	3
BUS301A	Capstone	Core	*	F2F	3

“The friends I made during my studies were a big highlight for me. It’s also nice to now have so many contacts in the industry. As part of one of the subjects we had to organise our own event in teams. I am a practical learner so for me, personally, this gave me a great insight into what being an Event Manager would truly be like.”

**Mel Coller**  
ICMS Graduate  
Event Manager, cievevents

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

**Jack Verberne**  
ICMS Graduate  
Event Manager -  
Colliers International Australia

# ICMS



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

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2000, Australia

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Management, Sydney and Aspire Institute, CRICOS  
Provider Code: 01484M, RTO Code: 90851, TEQSA ID:  
PRV12025 CRICOS Course Code: 0101130

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

**Admission Criteria:**

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

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[/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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