

ICMS



SYDNEY
AUSTRALIA

P O S T G R A D U A T E

LIFE IS ALL ABOUT OPTIONS

Choose between an
urban business lifestyle
or studying at the castle

INDUSTRY EXPERIENCE LIKE CLOCKWORK

We have over 1,000
industry partners as
part of our work
integrated learning
program

CITY
CAMPUS

MANLY
CAMPUS

The ICMS Difference

The International College of Management, Sydney (ICMS) is an award-winning higher education institution located on the Northern Beaches of Sydney, NSW, Australia. The college, founded in 1996, is a leader in career-focused, quality education where 90% of graduates are employed in their field before graduation*.

ICMS offers undergraduate and postgraduate courses that are regulated and recognised in the same manner as all public universities in Australia. All courses allow flexibility to follow your individual strengths and passions.

The ICMS applied learning and teaching philosophy delivers a student experience that is both relevant and contemporary to the workplace. ICMS academic faculty educators have extensive industry experience, high-level qualifications and a passion for teaching.

Strongly endorsed and supported by industry, the ICMS Industry Training program is key to the success of ICMS students with work placements built into all undergraduate and postgraduate degrees. Our network of industry partners includes leading organisations in Australia and globally who work with our placement team to provide students with invaluable industry insight and experience. In addition, with the support of these partners, ICMS awards multiple high value scholarships as part of the ICMS Professional Scholarships Program.

ICMS offers everything that a traditional university could provide such as sporting teams, student clubs, campus facilities and on-campus accommodation, but at ICMS this is coupled with close attention and learning support to really succeed in your studies. With over 1,800 students from more than 40 countries, it's a social and supportive student community in which you will enjoy a diverse and personalised learning experience.

*Internal graduate survey 2018



Program Delivery

CITY CAMPUS

Level 4, 451 Pitt Street,
Haymarket NSW 2000

NORTHERN BEACHES CAMPUS

151 Darley Road, Manly, Sydney

ASPIRE ENGLISH

Levels 1 & 2, 46-48 East
Esplanade, Manly

MANLY BEACH

10 minute walk from
Northern Beaches Campus



Northern Beaches Campus

Fondly known as “the castle on the hill” (where the Hollywood blockbuster *The Great Gatsby* was filmed and where Nicole Kidman and Keith Urban were married), the ICMS Northern Beaches campus is a site of exceptional historical and cultural significance – a Manly landmark dating back to the 19th Century. The imposing sandstone building, which dominates the northern Sydney’s beachside suburb’s landscape, won world-wide acclaim when it was built by the Catholic Church between 1885 and 1889. The building, with its Gothic style and romantic central bell tower, holds a commanding position overlooking Sydney Harbour to the west and the Pacific Ocean to the east.

The entire estate covers 20 hectares of parkland and borders the peaceful North Head Sanctuary. The campus is a five-minute walk to the famous Manly beach and Manly CBD, well known for its shopping precinct, cafés, restaurants and beachside lifestyle. A few minutes’ walk in the other direction will lead you to the foreshores of the harbour. There are harbourside bushwalks to explore, extending more than 50 kilometres north and south.

ICMS is also close to Sydney city – 17 minutes by fast ferry from Manly Wharf.

On campus, students have access to a wide array of facilities including accommodation in Moran House or Kelly House, computer laboratories, tennis and basketball courts, a café, a student bar and a restaurant. Free wireless Internet is available throughout the campus.

City Campus

As well as being regarded as one of the most beautiful cities in the world, Sydney is also one of the most exciting places to study and work. With a population of over five and half million people, Sydney is regarded as the business capital of Australia and has all the excitement of a world-class city with a truly international outlook. The city has seen substantial growth in the last few years and has attracted many Australian tech start-ups. As Australia's main financial centre, Sydney is home to the Australian Stock Exchange and the Futures Exchange as well as the majority of foreign and domestic bank headquarters. Over 13 million people visit Sydney each year which means that hospitality is also a massive industry. Hotels, bars, restaurants, tourist attractions and nightclubs provide not just a fun night out but also thousands of jobs each year.

Sydney has a magnificent climate with many spacious parks and gardens and world-famous beaches like Manly and Bondi. It is one of the most multi-cultural cities in the world, and embraces cultural diversity. In 2019, Sydney was voted the ninth best city in the world for students*.

The ICMS City Campus is in the heart of Sydney's business district and is easily accessible being only a few minutes' walk from great transport links via train and Light Rail.

Classes are offered in the contemporary training and executive education centre which showcases a vibrant and innovative learning environment. The city venue has expansive classrooms, modern and quiet study areas, and complimentary refreshment facilities.

Studying in Sydney can provide the ultimate start to an exciting career.

*QS Best Student Cities 2019



Learn from the Best

Dr Leonid Petrov is a senior lecturer and program manager at ICMS. He graduated from the Department of Oriental Studies, St Petersburg National University in Russia, where he majored in Korean History and Language.

Between 1996 and 2002, Dr Petrov worked on his doctoral thesis, Socioeconomic School and the Formation of North Korean Official Historiography, at the Australian National University in Canberra.

Dr Petrov's academic interests include North and South Korea (DPRK and ROK); Traditional, Modern and Contemporary Asian Societies and Cultures; USSR, Russia, Commonwealth of Independent States, Central Asia, Immigration, Border Control, and Human Rights. He has been teaching Cross-Cultural Management, Strategic Intelligence, International Tourism and other business-related postgraduate courses at ICMS since 2013.

The insight he brings to these subjects, especially the internationally focused and cross-cultural subjects, has been met with great enthusiasm from his students who appreciate Dr Petrov's experience and expertise.

"Postgraduate students are a pleasure to teach; they have first-hand experience and enjoy contextualising this knowledge in theoretical frameworks," Dr Petrov said.

"In undergraduate studies, the discussion is usually about the learned material, but in postgraduate there is more discussion around why things happen. There is more fine-tuning of students' understanding and delving into nuances."

Dr Petrov also enjoys teaching at ICMS because of its strong emphasis on comprehensive professional experience.

As in the case for all ICMS undergraduate programs, work integrated learning is a key component of postgraduate study. For Masters students, this takes the form of an intensive industry-based

research project. All Masters students must complete 600 hours of work related to their studies and submit a rigorous research report. This may be based on either a real-world problem identified by an ICMS industry partner, or an in-depth research assignment that allows the student to apply the skills or knowledge learnt during postgraduate studies.

An industry experienced ICMS supervisor oversees every student's placement and project, guiding them in their development. Master's graduates then leave ICMS with industry connections and experience so they are ready to move directly into management roles. Work integrated learning is also part of the development behind each subject.

"In many other universities there are frequently gaps between practical application and learning. So students study, graduate and then find themselves unemployed; it can be very demotivating. At ICMS, however, every subject we teach has a purpose. We explain why we are studying that particular subject; why the student is there," Dr Petrov explained.

"Our graduates are analytical problem solvers with a depth of industry knowledge and professional industry experience. Our graduates leave ICMS ready to succeed as outstanding business leaders."

Dr Leonid Petrov
Program Manager (Postgraduate)



Expert in His Field

Dr Alexander Roper is on the Senior Academic Team at the International College of Management and currently occupies the role of Dean (Postgraduate).

Dr Roper holds Bachelor and Master degrees from the Universities of Liverpool and Warwick respectively. He worked as a consultant in the UK and Southeast Asia before moving to Australia in 2003. A qualified educator, Dr Roper has a Graduate Diploma in Learning and Teaching from the University of Southern Queensland, and also holds a PhD from Griffith University.

All of Dr Roper's studies and previous roles have centred around sport – a passion which started very early on in his life and saw him representing his home city (Liverpool) and state (Merseyside) across a number of different sporting disciplines. He has worked in that field as a consultant – advising organisations and governments on sports policy – and in education also.

Prior to moving to NSW, Dr Roper lectured at several tertiary institutions in Queensland – including six years at the University of Queensland. Upon moving to NSW in 2016, Dr Roper was Head of Department in Sports Business at ACPE before moving to ICMS and becoming Program Manager for Sports and Events.

Published across Europe, North America, Australia, and Asia, Alexander continues to consult and conduct research primarily around sport's political role in developing countries. Whilst his broad focus is on Southeast Asia, it is Malaysia in particular that Dr Roper focuses on and where, because of his expertise in that area, he holds a position as visiting professor for a large public Malaysian university.

“The strong emphasis at ICMS on work integrated learning and experiential activities prepares our graduates well for employment and distinguishes them from other candidates.”

Dr Alexander Roper
Dean (Postgraduate)





Why Postgraduate study at ICMS?

Industry Training

Industry training and an intensive industry based research project are experiences that will differentiate you from other graduates in the competitive job market. All Master's students will complete a work placement of 600 hours related to their studies and submit a rigorous research report. ICMS will work with you and our industry partners to tailor your work placement to your interests, skills and expertise. An industry experienced ICMS academic supervisor will oversee your placement and project, guiding you in your professional development. Our Master's graduates leave ICMS with the industry connections and experience they need to move directly into managerial roles.

Genuine Diversity of International Students

ICMS is a global community. Our ICMS students come from more than 50 countries and our graduates go on to work as industry professionals worldwide. We are proud of our diverse student population, which includes experienced professionals as well as recent graduates seeking a leap forward in their career through further studies. This diversity adds to the vibrancy and intellectual vitality of the student experience.

Quality and Contemporary Curriculum

At ICMS you will experience our next generation education. We believe in a curriculum that blends a thorough understanding of the theoretical principles of management, with innovations in hands-on, practical education. We work closely with industry to deliver a highly relevant postgraduate curriculum that includes the latest conceptual tools and innovative approaches to contemporary business.

Teaching Faculty

You will learn directly from internationally experienced academics. The collective expertise of our ICMS teaching faculty spans a variety of industries, countries and careers. Our faculty have worked in roles such as sales and marketing directors, financial analysts, destination marketers, CEOs, management consultants and corporate trainers. Our teaching staff are industry professionals and many maintain professional roles outside academia. They are committed to the teaching and learning of our students, delivering a challenging, engaging and cutting-edge education. They are joined by guest speakers who bring their own perspectives on the latest trends in industry and share current industry best practices.

Flexible and Relevant Classes

As industry specialists, we understand the demands of working professionals. Our flexible timetabling lets you choose subjects to suit your lifestyle. We offer regular weekly classes in the day or evening. You may also select some of our intensive classes to accelerate your learning. All Master's classes are taught in seminar style. We have found that interactive classes are the best way for students to gain a deeper understanding of business and management trends as they collectively examine and discuss key issues in industry. Our classes also strengthen the working relationship between students, teaching staff and guest speakers.

Emphasis on Individual Skills Development

Skills in analytical thinking, negotiation and persuasion are what makes a Master's graduate a business leader. These are the soft skills of business that we embed into our subjects. Combined with your academic knowledge and practical industry training, these skills will differentiate you from others in a competitive job market.

Friendly and Supportive Campus Experience

Postgraduate students can sometimes forget the importance of a well-rounded work-life balance. Our Student Experience Team organise social events to help you maintain that balance. We organise surfing trips, skiing trips and theatre visits so you can take advantage of everything Manly, Sydney and Australia has to offer. ICMS has several student clubs and associations as well as rugby, netball and futsal teams. Our staff and students are connected in a way that just wouldn't be possible in a large university, making for a unique campus experience.

2 year post-study work visa*

International students are eligible to apply for the 2 year post study work visa upon completion of a 2 year Master's degree.

**Subject to change by Australian Government.*

Your Competitive Advantage

ICMS postgraduate students have a distinct advantage over graduates from other institutions.

As Australia's leader of career-focused education, industry training (Work Integrated Learning) is an important part of the ICMS experience. We recognise that graduates need more than a qualification to be competitive in a challenging job market.

When you graduate with an ICMS postgraduate qualification you will not only have an accredited and recognised qualification from one of Australia's most prestigious institutions, you will also have gained work experience within your chosen field; built a network of professional contacts; and developed the confidence to fast-track your management career.

Industry training placements provide students with an invaluable opportunity to put theory into a real-world context, broaden skills learned at college and clarify their post-degree professional goals. Many of our students gain on-going roles with their host organisation following the completion of their industry training.

How it Works

Work Integrated Learning (WIL) is a compulsory subject at ICMS. Master's students undertake an industry training placement with one of our leading industry partners.

This compulsory subject is undertaken in the final two study periods and requires students to accrue approximately 600 hours of industry training (averaging approximately 30 hours per week with the host organisation). Students leverage this experience as a learning platform to produce an academically supervised report which addresses real-world business challenges at their host organisation.

ICMS has a dedicated Work Integrated Learning (WIL) team, with facilitators responsible for assisting students in securing industry placements and the delivery of preparation programs including

workshops, mentoring and mock scenarios that prepare students for placement.

Step One (placement preparation):

In the study period prior to placement, students receive guidance and support in preparing for industry placement. Students are trained on resume writing, interview techniques and workplace behaviour. Students are also required to submit a resume and attend a mock interview with their WIL facilitator. The mock interview is an opportunity for students to practice their interview skills. During placement preparation, WIL facilitators work closely with students to ascertain their skills and career goals and secure a placement for eligible students by facilitating interviews with industry partners.

Step Two (industry placement):

Students enrol in the WIL subject in their final two study periods and begin their industry placement with one of our leading industry partners. Students are supported throughout the process by their WIL facilitator. Students leverage this placement experience as a learning platform to produce the academically supervised report which addresses real-world business challenges at their host organisation.

Note that students do not pay college fees during their industry training period.

For our International students, once they have successfully completed their industry training and completed their studies, they may be eligible to apply for a graduate work visa in Australia.*



*Disclaimer: Please refer to the Department of Home Affairs website for visa regulations - <https://www.homeaffairs.gov.au/>



“If you have the opportunity to go for a Master’s degree, ICMS is a great option. It’s a comparatively small college where people know you by your name and you will feel embraced by the team.”

Marcelo Schmidt

Master in Management and Organisations, 2019
Senior Business Consultant at Lakeba Group

What is your current role?

I am currently a Senior Business Consultant at Lakeba Group. The Lakeba Group is based in Manly with a global team of over 100 people with international offices in Italy, India, America and the United Kingdom, and is a valued industry partner of ICMS. Lakeba Group is known as an innovative business platform for creating, building and scaling disruptive, digital solutions. These solutions are rapidly commercialised to transform industries across the globe.

What career achievements are you especially proud of?

Within Lakeba, I have achieved an impressive level of professional success in the two years I have been with the company, counting among my achievements the following:

Leading the partnership's strategy of Lakeba Group in creating innovative, constructive, sustainable and profitable alliances with multinationals and global brands such as Microsoft, IBM, AWS, DXC, PwC, Deloitte, Jabil, Zebra, Axis and Fujitsu;

Leading the international expansion of Lakeba within partners, travelling across multiple continents, and representing the organisation at major international events in New York; Las Vegas; Seattle; and Singapore;

Substantially developing a consistent relationship with Microsoft, crafting a Joint

Account plan, making Lakeba an official Gold Partner in Business Application and Cloud Platform, also capturing go-to-market funds, PR and participation in international events;

Being at the forefront of business assessment for new ideas and projects, providing market intelligence, actionable growth strategy, identifying gaps, revenue models, methodologies and processes for Lakeba's ventures and enjoying a current relationship with 350 Microsoft Leaders and over 200 executives from different companies.

How has your ICMS degree contributed to you achieving your professional goals?

ICMS was my entry point in Australia, a place where I could discuss possibilities and understand how things work here.

What were the major contributing factors to your decision to study at ICMS?

Course structure + Location + Affordability + Industry Training = ICMS.

What were your highlights during your time at ICMS?

Being named the ICMS Best Performing Master's Student and being awarded the ICMS Postgraduate (Innovation) Scholarship for 2018.

What lessons did you learn from your industry training?

I completed my industry training at Lakeba Group, which helped me to kick start my professional life in Australia and to open my eyes to the world of technology and all the disruptive and emerging technologies of the world.

What is the best thing about working in your industry?

Always learning new things, always being challenged and gaining an understanding of how the future will be. This is creativity at the highest level. In ten years' time I see myself working in positive, impactful projects that improve people's lives.

INTERNATIONAL COLLEGE
OF MANAGEMENT SYDNEY



Our Postgraduate Degrees

ICMS postgraduate programs combine in-depth business and management coursework with specialist electives and an Industry Research Project to provide a practical and relevant learning experience.

Whether you are looking to advance your career or give it a new direction, an ICMS Master's degree will help you achieve your professional objectives.

Your degree will include the insights of management, accounting, marketing, strategic intelligence and finance. You will develop your understanding of contemporary issues relating to services management, operations management, and leadership, including ethical and legal dimensions. When you graduate, you will have an advanced understanding of the complexities of decision making and strategic thinking. In two years or less, you'll have a postgraduate qualification and practical industry experience to fast-track your career.

DEGREE STRUCTURE

All ICMS Master programs consist of the following:

- 2 years full-time
- 6 main study periods (12 subjects) of in-depth coursework plus Work Integrated Learning.
- Your Industry Research Project involves 600 hours working with an organisation in your industry. It may be based on either a real-world problem identified by an ICMS industry partner, or an in-depth research assignment that allows you to apply the skills or knowledge learned during your postgraduate studies. Note: As a full-time student, you will complete a research project with the assistance of academic supervision in your final two study periods while working with an organisation. As a student, if you are working you may undertake your industry training concurrently with your studies.
- 2 year program duration means international students may be eligible to apply for a 2 year post study work visa upon successful completion.*

*Disclaimer: Please refer to DIBP website for visa regulations - <https://www.homeaffairs.gov.au/>

Master of International Business

International organisations expect managers and leaders to demonstrate highly-developed business knowledge, as well as specialised skills in cross cultural management, international finance and strategic planning. These skills are crucial to effective decision making and the sustainable management of an organisation. The Master of International Business focuses on extending understandings of the ways in which contemporary global organisations function, the diverse challenges they face and complex environments in which they operate.

Students will develop professional management, communication, analytical and decision-making skills required to make valuable contributions in an international business context.



Master of INTERNATIONAL BUSINESS

CRICOS COURSE CODE: 078928G

A SNAPSHOT OF YOUR SUBJECTS

International Finance and Banking

This subject will teach you how a financial manager should operate in the international business environment. You will examine international finance theories and be introduced to analytical tools through case studies.

International Trade and Logistics

The underlying aim of this subject is to increase your understanding of the theory and practice of international trade. You will look at theoretical and contemporary issues such as gains from trade, comparative advantage, various forms of trade restrictions and trading blocks.

Multinational Corporations

In this subject, you will identify and analyse the impact of the global trends underpinning the rationale and purpose of multinational corporations. This subject will delineate the unique and interrelated strategic and operating challenges faced by multinational corporations in developed and developing economies.

DEGREE STRUCTURE

Duration: 2 years

Year	Study Period	Subject Name
1	Trimester 1	Accounting for Business Decisions
	Trimester 1	Contemporary Marketing
	Trimester 1	Economics and Finance for Business
	Trimester 2	Managing in the Global Context
	Trimester 2	International Finance and Banking
	Trimester 2	International Trade and Logistics
	Trimester 3	Contemporary Management Capabilities
2	Trimester 3	Business Law and Governance
	Trimester 4	Business Research
	Trimester 4	Multinational Corporations
	Trimester 4	Strategic Intelligence and Analytics
	Trimester 5	Elective
	Trimester 5	Work Integrated Learning Postgraduate I
	Trimester 6	Work Integrated Learning Postgraduate II

Terry Nguyen
Master of International Business

“Half of my classes are in the city - it’s very convenient that ICMS has a city campus.”



Master of Management (Tourism and Hospitality)

Learn how to deliver value as an effective leader within a tourism and hospitality organisation through the Master of Management (Tourism and Hospitality).

The Master of Management (Tourism and Hospitality) is designed to provide highly developed knowledge of contemporary management theories, concepts and skills as well as an advanced understanding of how Tourism and Hospitality organisations function, the diverse challenges they face and the complex environments in which they operate.

This postgraduate degree provides advanced, transferable, conceptual and professional skills through a program of student-centred learning and research experience in an industry setting.

You will develop the cutting-edge professional management, communication, analytical and practical decision-making attributes required to make a valuable contribution in the Tourism and Hospitality sector.

Master of Managment (TOURISM & HOSPITALITY)

CRICOS COURSE CODE: 078929F

A SNAPSHOT OF YOUR SUBJECTS

Hospitality Management Simulations

This subject will provide you with a business simulation experience that reinforces critical thinking and contemporary management decision-making skills. Facilitated through the Hotel Operations, Tactics and Strategy Simulation (HOTS) program, you will be challenged to exercise judgement and optimise organisational outcomes by responding to different business scenarios.

Sustainable Tourism Development

Develop an advanced understanding of the philosophy, scope and principles of sustainable tourism development. This subject will provide insight into the socio-cultural, environmental and economic impacts of tourism at the individual, community and societal level.

Visitor Behaviour and Management

In this subject, you will develop your interdisciplinary knowledge of theories and management principles and practices for the planning, design and management of visitor experiences. You will gain insight into the nature of visitor experiences across diverse visitor settings and attractions.

DEGREE STRUCTURE

Duration: 2 years

Year	Study Period	Subject Name
1	Trimester 1	Accounting for Business Decisions
	Trimester 1	Contemporary Marketing
	Trimester 1	Economics and Finance for Business
	Trimester 2	Managing in the Global Context
	Trimester 2	Hospitality Management Simulations
	Trimester 2	Sustainable Tourism Development
	Trimester 3	Contemporary Management Capabilities
	Trimester 3	Visitor Behaviour and Management
2	Trimester 4	Business Research
	Trimester 4	Responsible Leadership
	Trimester 4	Strategic Management in Tourism and Hospitality
	Trimester 5	Elective
	Trimester 5	Work Integrated Learning Postgraduate I
	Trimester 6	Work Integrated Learning Postgraduate II



Angela Kudryashova
Master of Management (Hospitality & Tourism)

“Teachers are highly engaged and classes are small and I learnt what I needed for my future career.”

Master of Management

The Master of Management creates business leaders who are ready to take on challenging roles within contemporary organisations across a range of industry sectors.

Managers increasingly require a broad set of advanced theoretical knowledge and applied techniques in order to be able to lead organisations through periods of complexity, uncertainty and change.

The ICMS Master of Management is a postgraduate degree designed to sharpen your industry knowledge and prepare you for a leadership role. It is a modern business degree that will develop your strategic thinking and conceptual, analytical and practical skills. The course aims to provide highly developed business knowledge and skills that are the basis of responsible leadership, ethical decision-making and the effective management of organisations operating in the private, not-for-profit and public sectors.

The Master of Management will not only prepare you for leadership; it will teach you how to work effectively, apply contemporary management practices and demonstrate key management skills and attributes.



Master of MANAGEMENT

CRICOS COURSE CODE: 078929F

A SNAPSHOT OF YOUR SUBJECTS

Strategic Intelligence and Analytics

In this subject, you'll look at various methods to recognise synergies among component pieces of strategic intelligence. By combining training in theoretical concepts and practical implementation studies, this subject will demonstrate how business executives can best use internal and external information towards making better decisions.

Entrepreneurship and Innovation

Entrepreneurs must possess a high level of proficiency and understanding of entrepreneurship and innovation management concepts and theories. You will be equipped with the capability to analyse and interpret the key factors that directly impact the way entrepreneurial initiatives are planned and executed.

Responsible Leadership

This subject encourages students to commit to developing themselves as ethical and authentic leaders in contemporary organisational contexts. You will learn how to better understand yourself, others, teams and leading in organisations.

DEGREE STRUCTURE

Duration: 2 years

Year	Study Period	Subject Name
1	Trimester 1	Accounting for Business Decisions
	Trimester 1	Contemporary Marketing
	Trimester 1	Economics and Finance for Business
	Trimester 2	Managing in the Global Context
	Trimester 2	Value Chain Management
	Trimester 2	Entrepreneurship and Innovation
	Trimester 3	Contemporary Management Capabilities
	Trimester 3	Business Law and Governance
2	Trimester 4	Business Research
	Trimester 4	Responsible Leadership
	Trimester 4	Strategic Intelligence and Analytics
	Trimester 5	Elective
	Trimester 5	Work Integrated Learning Postgraduate I
	Trimester 6	Work Integrated Learning Postgraduate II

“ICMS is located at such a breathtaking location, in beautiful Manly, and this made my entire studying experience amazing.”

Julius Viktor Grummeck-Braamt
Master of Management (Management & Organisations)



Master of Event Management

From business and social events to mega events, concerts and festivals, a professional event manager ensures the success of any event.

The ICMS Master of Event Management is designed for working professionals seeking formal qualifications, as well as students seeking exposure to best practice within the event sector. It is a postgraduate degree that aims to develop strategic thinking and conceptual, analytics and current, practical skills.

Successful events can result in sustainable social, economic and infrastructure outcomes and are emerging as a key strategy for communities coping with globalisation and the new economy. Underpinned by a strong emphasis on the international event sector, the Master of Event Management is designed to develop strategic management skills and knowledge that may be applied to the delivery of events in a range of local, national and global settings.

Master of EVENT MANAGEMENT

CRICOS COURSE CODE: 097379G

A SNAPSHOT OF YOUR SUBJECTS

Impacts and Strategic Planning of International Events
In this subject, you'll analyse the impacts of events with international outcomes, such as mega events, franchised events, touring events and local events attracting international attendance. You will examine the strategic planning processes used to create, develop, attract and assess these events.

Sustainable Best Practice for Events
This subject aims to provide you with a comprehensive understanding of sustainable best practice in events. You will develop skills to enable you to plan for, implement, maintain, evaluate and continuously improve sustainable policies and procedures for any event, big or small.

Innovation in Event Concept and Design
Gain the skills and knowledge you will need to design an event that will capture the imagination of residents and visitors, boost visitor numbers to a destination and appropriately communicate the brand personality and individuality of that place.

DEGREE STRUCTURE

Duration: 2 years

Year	Study Period	Subject Name
1	Trimester 1	Business Events and Association Management
	Trimester 1	Impacts & Strategic Planning of International Events
	Trimester 1	Media Management
	Trimester 2	Tourism and Hospitality Marketing
	Trimester 2	Risk Management and Law for Event Managers
	Trimester 2	Sustainable Best Practice for Events
	Trimester 3	Foundations of Management Thought
2	Trimester 3	Elective
	Trimester 4	Innovation in Event Concept and Design
	Trimester 4	Event Operations and Quality Management
	Trimester 4	Responsible Leadership
	Trimester 5	Elective
	Trimester 5	Work Integrated Learning Postgraduate I
	Trimester 6	Work Integrated Learning Postgraduate II



Ferrari Club Australia Event
Location: International College of Management, Sydney



“One of the most exciting campaigns I have worked on, and one that I am particularly proud to have supported, is our most recent major brand campaign featuring Hollywood A-Lister, Jeff Goldblum.”

Vanessa Reinmuth

Master of International Business
Digital Marketing Executive at Menulog

What is your current role? Outline your professional experience.

I am a Digital Marketing Executive at Menulog, Australia and New Zealand's largest online food ordering and delivery platform. In my role, I support the entire marketing function, with a focus on digital and social media, across various projects and campaigns. Our aim is to drive value and business for more than 9,800 restaurant partners across the region and build our customer database, which is currently sitting at just under three million people!

Much of my role is developing content for various channels, to raise awareness of the Menulog brand and, ultimately, to drive business for our restaurant partners.

As a marketing professional, I manage a video content series to promote key restaurant partners, which includes development, production, release and promotion of case

study videos across our social platforms. I am responsible for managing the Menulog blog, which aims at driving further traffic to the site and creating a brand personality for Menulog.

A big part of my role is also to closely work with our internal finance team to track and report on our multimillion dollar budget month on month, as well as to report on Facebook performance to our Head of Digital. I particularly enjoy tasks related to search engine marketing. This includes working within Google Adwords and Google Analytics for daily monitoring and campaign analyses as well as working closely with our Head of Digital and our media agency to continuously optimise our SEM performance.

What career achievements are you especially proud of?

Working at Menulog provides a huge opportunity to work on a wide variety of

campaigns - this is anything from targeted local area marketing to driving business for communities to large-scale, national campaigns that aim at significantly shifting metrics for the Menulog brand.

One of the most exciting campaigns I have worked on, and one that I am particularly proud to have supported, is our most recent major brand campaign featuring Hollywood A-Lister, Jeff Goldblum.

Working closely together with our Head of Digital and our global digital marketing agency in the UK, I helped develop our social strategy that would roll out over the course of six months. Seeing the creative work we developed live on Facebook, and the thousands of positive comments on the campaign, was an incredibly proud moment for me and one of my greatest career achievements to date. This experience has also cemented my decision to pursue a

digital marketing career, with a focus on social and SEM strategy.

How has your ICMS degree contributed to you achieving your professional goals?

My Master of International Business degree was an incredible starting point for my career to date - through the professional training program, I was introduced to the Head of Marketing at Menulog and was able to secure my first full-time job interview, which led to the start of my career in digital marketing.

I did my industry training at a leading event management company, Ashton Media, and they were able to refer me to Menulog where I was able to use my hands-on experience to demonstrate my capabilities with some marketing tools and programs that some of the other applicants, with less 'real-world' experience, did not have access to.

My international business degree at ICMS has definitely helped me to achieve my first professional milestones, but there's still more to come!

What were the major contributing factors to your decision to study at ICMS?

The major contributing factor for my decision to study at ICMS was the hands-on experience we gained in the course of one study period of the study programme. In addition to theoretical knowledge, Australian employers look for candidates with real-world experience to help you transition into the workforce once you have completed your studies. I think this would have been challenging if I had not been able to gain any experience as part of my degree. Back then, most other universities only offered optional internships for a few weeks up to three months, which is not enough to get familiar with work processes.

Another major contributing factor was that ICMS is international, with students from all over the globe. Working and learning with people of all nationalities enables you to develop strong communication skills that you can use in any diverse office environment.

What were your highlights during your time at ICMS?

Personally, I enjoyed the small class sizes which made it a lot easier to get to know each other and the lecturers. Everyone was on a first-name basis and we were all one big community, always willing to help each other out. The lecturers were incredibly experienced and professional, with many years of work experience in their subjects and a passion for teaching. Another highlight was the practical study period at Ashton Media, which I absolutely loved.

Graduate Certificate in Event Management

CRICOS COURSE CODE: 097378G

The Graduate Certificate in Event Management is designed for working professionals seeking formal qualifications as well as students who wish to develop knowledge and skills relevant to the event sector.

This postgraduate qualification is designed to expose students to contemporary event management theories, concepts and skills that are the basis of successful events across a range of economic sectors.

Students will learn how to critically interpret and evaluate the impacts, trends and issues associated with event management, as well as how to effectively communicate with a wide range of stakeholders.

Upon successful completion of the Graduate Certificate in Event Management, students may be eligible to articulate (enter) into the second study period of the ICMS Master of Event Management.

DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

Year	Study Period	Subject Name
1	Trimester 1	Business Events and Association Management
	Trimester 1	Impacts & Strategic Planning of International Events
	Trimester 2	Media Management
	Trimester 2	Tourism and Hospitality Marketing

“All aspects of my study experience at ICMS have been incredible and placed me in the best possible position for my future career.”

Gourav Dhillon
Master of International Business

Graduate Certificate of Business

CRICOS COURSE CODE: 078930B

Enhance your professional, management, communication and decision-making skills with the Graduate Certificate of Business.

Managers increasingly require highly developed knowledge and a broad set of applied techniques in order to be able to function effectively in contemporary business organisations.

The Graduate Certificate of Business is designed to expose students to contemporary business theories, concepts and skills that are the basis of successful management across a range of economic sectors.

The course focuses on developing advanced conceptual, transferable and professional attributes through a program of student-centred learning.

Upon completion of the Graduate Certificate of Business, students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

Year	Study Period	Subject Name
1	Trimester 1	Accounting for Business Decisions
	Trimester 1	Contemporary Marketing
	Trimester 2	Economics and Finance for Business
	Trimester 2	Managing in the Global Context



“ICMS provided me with the tools and confidence I needed to make an impact in my industry.”

My Hanh Le
Master of Management (Management and Organisations)

Graduate Certificate of Business (Media and Marketing)

CRICOS COURSE CODE: 103142G

All business aspects of the global media and marketing industry require management professionals, with skills to optimise operations in today's digital age with an increasingly complex globalised context.

The Graduate Certificate of Business (Media and Marketing) is designed to position graduates for success as professional marketing and media related business managers in a range of industries.

This postgraduate course has been designed as a stand-alone qualification or a pathway into any of the ICMS Masters courses.

The Graduate Certificate of Business (Media and Marketing) focuses on developing your advanced conceptual, transferable and professional attributes through a program of student-centred learning.

You will study advanced conceptual and theoretical frameworks for analysing businesses – which will equip you for an immediate contribution in the competitive global business environments of marketing and media.

If you are already working, this course will enable you to up-skill, as well as providing tangible recognition of your enhanced workplace skills.

Students of the Graduate Certificate of Business (Media and Marketing) are required to undertake two business specific subjects, one media specific subject and one marketing specific subject, with a focus on the economics of media management and marketing.

Upon completion of the Graduate Certificate of Business (Media and Marketing), students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

Year	Study Period	Subject Name
1	Trimester 1	Accounting for Business Decisions
	Trimester 1	Media Management
	Trimester 2	Contemporary Marketing
	Trimester 2	Managing in the Global Context



Graduate Certificate of Business (Tourism and Hospitality Marketing)

CRICOS COURSE CODE: 103143F

An ever-changing global tourism industry needs marketing professionals with a thorough understanding of the critical role that marketing, media and promotions play in the development and success of tourism and hospitality enterprises.

The Graduate Certificate of Business (Tourism and Hospitality Marketing) has been designed as a stand-alone qualification or a pathway into any of the ICMS Masters courses.

The Graduate Certificate of Business (Tourism and Hospitality Marketing) focuses on developing advanced, transferable and professional attributes through a program of student-centred learning.

You will study advanced conceptual and theoretical frameworks for analysing businesses – which will equip you for an immediate contribution in the competitive global business environments of marketing, tourism, travel, and hospitality.

If you are already working, this short postgraduate course will allow you to up-skill, as well as providing tangible recognition of your enhanced workplace skills.

Students of the Graduate Certificate of Business (Tourism and Hospitality Marketing) are required to undertake two business specific subjects and two marketing subjects – one in contemporary marketing and one in tourism and hospitality-specific marketing.

Upon completion of the Graduate Certificate of Business (Tourism and Hospitality Marketing), students may be eligible to articulate (enter) into the second study period of any ICMS Masters course.

DEGREE STRUCTURE

Duration: Full-Time: Two Trimesters / Accelerated: One Trimester

Year	Study Period	Subject Name
1	Trimester 1	Economics and Finance for Business
	Trimester 1	Tourism and Hospitality Marketing
	Trimester 2	Contemporary Marketing
	Trimester 2	Managing in the Global Context



SCHOLARSHIPS

At ICMS we have an integrated college community of international and Australian students. We embrace all cultures and benefit from the breadth and diversity this brings. It's a key value of ICMS to enable students from all backgrounds to have an opportunity to study at tertiary level.

- Postgraduate scholarships are offered to both Australian and International students and include:
- *The Aspiring Education Foundation Scholarship
- *3 x Postgraduate Innovation Scholarships
- To find out more about what is included in these scholarships and the eligibility criteria, please visit: www.icms.edu.au/scholarships

POSTGRADUATE QUALIFYING PROGRAM

The Postgraduate Qualifying Program (PQP) is a pathway to postgraduate study.

Combining academic and English language subjects, the PQP will help you develop the core skills for success in postgraduate study. For more information please email info@icms.edu.au

ICMS POSTGRADUATE PROGRAMS APPLICATION FORM



PROGRAM DETAILS AND START DATE

Select the postgraduate program you wish to apply for:

- ☐ Master of International Business
- ☐ Master of Management
- ☐ Master of Management (Tourism and Hospitality)
- ☐ Master of Event Management
- ☐ Graduate Certificate of Business
- ☐ Graduate Certificate in Event Management
- ☐ Graduate Certificate of Business (Media and Marketing)
- ☐ Graduate Certificate of Business (Tourism and Hospitality Marketing)

Select the year and study period in which you wish to start your postgraduate qualification at ICMS:

Year:

Study Period: Feb / Mar / May / Jun / Aug / Oct / Dec

Preferred Campus Location*:

- ☐ Northern Beaches Campus in Manly
- ☐ Sydney City Campus

*Whilst every effort will be made to accommodate you at your preferred campus, ICMS is unable to make any guarantees to this effect.

PERSONAL DETAILS

Title (Mr/Mrs/Ms)	Family Name	Given Name
<input type="text"/>	<input type="text"/>	<input type="text"/>
Date of birth	DAY / MONTH / YEAR	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
Country of birth	Country of passport	Passport number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Language spoken at home	Email address	
<input type="text"/>	<input type="text"/>	
Current postal address	Day time telephone (including country and area code)	
Street Address:	<input type="text"/>	
Street Address:	<input type="text"/>	
City/Suburb:	State:	Postcode:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Country:	Mobile (cell) telephone (including country code)	
<input type="text"/>	<input type="text"/>	

TERTIARY EDUCATION DETAILS

Name of undergraduate qualification (if multiple, name your highest level qualification)	Year completed (or expected completion year)
<input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Institution attended (name the institution that awarded this qualification)	Country
<input type="text"/>	<input type="text"/>
Do you intend to apply for Advanced Standing or Recognition of Prior Learning?	
<input type="checkbox"/> Yes <input type="checkbox"/> No	

CONTINUED OVER PAGE

INTERNATIONAL STUDENT REQUIREMENTS

DOMESTIC STUDENTS SKIP TO NEXT SECTION

Do you currently have:

Australian visa: ☐ Yes ☐ No Visa number:

Overseas student health cover: ☐ Yes ☐ No Expiry DAY / MONTH / YEAR

ENGLISH LANGUAGE PROFICIENCY

If your first language is not English, please outline any English language test scores below.

☐ IELTS Overall Score: Writing: Speaking: Date:

☐ TOEFL Overall Score: Writing: Speaking: Date:

☐ Other Details:

If you used an education agent to assist with this application please provide their details

Agency or company name Contact person/counsellor Country

Agent's telephone (including country codes) Agent's email address

SUPPORTING DOCUMENTATION

Please attach the following documents to this application. Do not send originals. Documents should be translated into English where required.

FOR ALL STUDENTS

- ☐ Proof of citizenship (copy of passport/birth certificate)
- ☐ Certified copies of academic transcripts (from undergraduate qualification)

FOR APPLICANTS REQUESTING CREDIT TRANSFER FROM PRIOR POSTGRADUATE STUDIES

- ☐ Certified copies of course syllabus including number of hours studied and subject credit points.
- ☐ Reference letter(s) from previous employer(s), including duties and number of hours worked (if required)

STUDENTS WITH SPECIAL MEDICAL CONDITIONS

Do you have a disability, impairment or long term medical condition that may affect your studies? ☐ No ☐ Yes

(if yes please answer the two questions below in this section)

Please indicate the area/s of impairment:

- Hearing ☐
- Vision Learning ☐
- Medical Mobility ☐
- Other ☐

Would you like to receive advice on support services, equipment and facilities which may assist you? ☐ Yes ☐ No

DECLARATION AND SUBMISSION

☐ I wish to be considered for enrolment in a course at the International College of Management, Sydney and declare that the information submitted is correct and complete. I understand that ICMS may obtain official records from any school, university, other tertiary institution or place of employment previously attended by me for the purpose of verification of my supporting documents. I understand that the College reserves the right to vary or reverse any decision made on the basis of incorrect, incomplete information or fraudulent documentation. Where fraudulent documents are detected, I understand that my application will be rejected. If an offense has been made the application will be withdrawn. If a visa has been issued it will be cancelled.

SIGN HERE GUARDIAN SIGN HERE IF UNDER 18

Date: DAY / MONTH / YEAR

SUBMITTING YOUR APPLICATION

Please return your application (including all supporting documentation) via one of the following methods.

Post to: Head of Development
International College of Management, Sydney
151 Darley Road
MANLY NSW 2095 AUSTRALIA

Email to: info@icms.edu.au

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M. **COURSE CRICOS CODES:** Master of International Business: 078928G, Master of Management (Tourism and Hospitality): 078929F, Master of Management: 078929F, Master of Event Management: 097379G, Graduate Certificate of Business: 078930B, Graduate Certificate in Event Management: 097378G, Graduate Certificate of Business (Media and Marketing): 103142G, Graduate Certificate of Business (Tourism and Hospitality Marketing): 103143F. The information you supply on this application form is needed to assess your suitability for entry into the International College of Management, Sydney. This information will be treated as confidential and will be available for your review.

APPLYING TO ICMS

ENTRY REQUIREMENTS

Please refer to website: <https://www.icms.edu.au/future-students/application-information/entry-requirements>

WHEN TO APPLY

ICMS has 7 postgraduate intakes per year as per below intake tables. You can start your program in either of these study periods. Applications should be made at least two months prior to the preferred enrolment date.

ADVANCED STANDING

Advanced standing can be given for all relevant postgraduate level subjects completed prior to enrolment. The maximum amount of advanced standing is 50%. Applications for advanced standing are assessed on a case-by-case basis.

2021 INTAKE

Term	Orientation	Start (Week 1)	Census Dates	End of Term
February 2021	3 February	8 February	26 February	7 May
March 2021	17 March	22 March	31 March	7 May
May 2021	19 May	24 May	11 June	20 August
July 2021	30 June	5 July	14 July	20 August
August 2021	25 August	30 August	17 September	26 November
October 2021	6 October	11 October	20 October	26 November
December 2021	20 October	26 November	15 December	28 January

2022 INTAKE

Term	Orientation	Start (Week 1)	Census Dates	End of Term
February 2022	2 February	7 February	25 February	6 May
March 2022	16 March	21 March	30 March	6 May
May 2022	18 May	23 May	10 June	19 August
July 2022	29 June	4 July	13 July	19 August
August 2022	24 August	29 August	16 September	25 November
October 2022	5 October	10 October	19 October	25 November
December 20212	1 December	6 December	15 December	28 January

2021 FEES

FEE-HELP is available for all Australian citizens and permanent humanitarian visa holders to cover the cost of tuition. Learn more at www.studyassist.gov.au

	Australian and New Zealand students	International students
Master Degree	12 subjects at \$3,000 per subject	12 subjects at \$3,500 per subject
Graduate Certificate	4 subjects at \$3,000 per subject	4 subjects at \$3,500 per subject

Integrated work place learning no charge.



ICMS INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY

Northern Beaches Campus

151 Darley Road, Manly, Sydney
NSW 2095 Australia

Tollfree 1800 110 490
(within Australia)
T +61 2 9977 0333
E info@icms.edu.au
W www.icms.edu.au

City Campus

Level 4, 451 Pitt Street
Haymarket NSW 2000

T: +61 2 9160 8841



ICMSAustralia



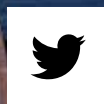
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College of
Management
Sydney



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International College of Management, Sydney Pty Ltd ACN 003 144 045 ATF The IOTHM 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

ICMS CRICOS PROVIDER CODE: 01484M

CRICOS COURSE CODES:

Master of International Business: 078928G
Master of Management (Tourism and Hospitality): 078929F
Master of Management: 078929F
Master of Event Management: 097379G
Graduate Certificate in Event Management: 097378G
Graduate Certificate of Business: 078930B
Graduate Certificate of Business (Media and Marketing): 103142G
Graduate Certificate of Business (Tourism and Hospitality Marketing): 103143F

ASPIRE INSTITUTE CRICOS PROVIDER CODE: 01484M

Aspire Institute is a trading name of the International College of Management, Sydney Pty Limited
(ACN 003 144 045) at The IOTHM Trust (ABN 54 174 259 919)
46-48 East Esplanade Manly - Aspire English Classrooms

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any subject, or to withdraw any subject or degree which it offers, or to impose limitations on enrolment in any subject or program of study. College fees are subject to change. Published January 2021.