

# BACHELOR OF BUSINESS MANAGEMENT



# YOUR NEXT GENERATION EDUCATION

1

## **A business degree designed by the best, for the best**

The ICMS Bachelor of Business Management has been developed and is continually updated by industry professionals including business managers, specialist managers, and retail and service professionals. This ensures that degree content is constantly relevant to the needs of industry. You will gain specialist knowledge in business management and be trained to work in an international environment.

2

## **1,200 hours of real-industry experience**

When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 1,200 hours (9 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

3

## **You'll think outside the box and outside the classroom**

Theory is important, it will teach you the fundamentals you need to be a business management leader. But nothing is as valuable as putting theory into practice. In addition to your industry training, you'll gain hands-on experience through practical classes. Field trips and site visits with our industry partners will get you learning about business operations and management issues from the best in the business.

4

## **You are an industry leader in training**

This degree is far more than a business training program. You will combine general business subjects with a range of subjects from business specialisations, training you in the critical thinking and analytical skills you'll need to move into management when you graduate.

5

## **We're the global industry experts**

At ICMS we have lecturers with international careers and extraordinary business expertise. Guest lectures from our network of industry partners will keep your learning fresh, relevant and up to date with the latest demands from industry and your future employers.





The International College of Management, Sydney (ICMS) has a reputation for producing high calibre business management graduates. Our close connections with industry and our dedication to training our students to be work-ready professionals ensures that we continue to be at the forefront of education in professional services management.

At ICMS your student experience will be unique. You'll earn your qualification in a friendly multicultural environment at one of the world's most stunning campus locations – Manly, just a 17-minute ferry ride from Sydney CBD. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS.

Our approach to work-integrated learning, emphasis on professionalism and our comprehensive industry training program will take your education beyond the classroom and provide you with the foundations for a successful career in business management.

---

**“Every industry demands graduates with broad business and managerial skills. The Bachelor of Business Management is a comprehensive business degree designed by ICMS in partnership with industry. It provides the in-depth knowledge, skills and practical workplace training that make ICMS graduates so professionally successful.”**

**Vivian Allen**  
Deputy Head of Undergraduate Programs -  
Business and Management

---

# YOUR DEGREE

## BACHELOR OF BUSINESS MANAGEMENT

Business management professionals are the people who get things done. They oversee the performance of teams and operations to maximise a company's potential for profit. To achieve this they need to be skilled in all areas of business including sales and marketing, accounting and finance, communication and negotiation, strategic management, legal issues and leadership. Every organisation in every industry requires management professionals. This makes Business Management one of the most versatile and rewarding careers available to you.

The ICMS Bachelor of Business Management is highly regarded by the professional services industry. Your Business Management degree at ICMS is a well-rounded qualification with opportunities for in-depth study in a professional services sector of your choice. Your core subjects are supplemented with business electives and specialist industry electives in a range of study areas. Choose all your electives from one specialist major area to have a specialisation named on your degree.

This is next generation education that gets you in the workforce before you've even graduated. You'll leave us with a strong understanding of business and management principles, up to 1,200 hours of industry training and countless hands-on experiences. You'll have everything you need to succeed in business management. The rest is up to you.



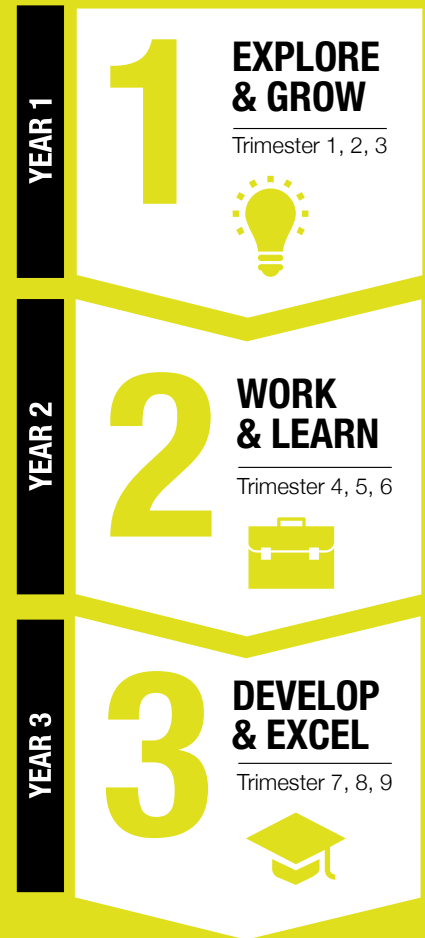
## DEGREE STRUCTURE

**Degree length: 2.75 years full time**

With a Bachelor of Business Management you will be industry ready. You will combine business and management studies, specialised business subjects and up to 1,200 hours of industry training in 2.75 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you'll learn the essentials of professional service, focusing on strategic management, marketing, human resources, finance, accounting and economics. This prepares you for your industry training, typically taken at the start of your second year. On your return from industry training you will focus your studies on areas of business specific to your interest.

## YOUR TIMELINE\*



\* For full degree details please refer to the back cover.

# BUSINESS MA



# A SNAPSHOT OF YOUR SUBJECTS



## CAREER PLANNING AND STRATEGY

Successful and satisfying careers don't just happen. Learn the concepts, techniques, tools, and processes to plan and implement the career you want. With an emphasis on linking theoretical and empirical research with practical lifelong skill development, you will learn the best career management strategies for your work style, interests and personality.

## CROSS CULTURAL MANAGEMENT

Understanding cultural differences and managing these differences is critical to working, communicating and transferring knowledge in multicultural and international business environments. In this subject, you'll examine leading Asian companies competing locally and globally and how they implement effective cross cultural management strategies. You will also learn strategies for managing and valuing diversity within organisations.



## MANAGING PEOPLE AND ORGANISATIONS

Explore what vision and value management means to an organisation, how to create a vision and values, how to implement them and, importantly, how to measure their successes. Learn about operations and human resource management, taking an intercultural perspective. You will become aware of the impact national culture has on how people behave in organisations. Ethics and change as significant issues facing organisations are also discussed.



# MANAGEMENT, THE ICMS WAY



# YOUR FUTURE

At ICMS we train you to be a leader in business management. When you graduate with an ICMS Bachelor of Business 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 can work in a multinational company locally or take your new found skills and experience around the world.

Positions include:

- Business Analyst
- Business Development Coordinator
- Entrepreneur
- Management Consultant
- Marketing Manager
- Merchandising Manager
- Retail Account Manager
- Sales Representative

---

**“My ICMS degree gave me great foundations for a career in business, preparing me to succeed both academically and professionally in the high performing world of consumer and enterprise technology. I was selected for my role at LinkedIn based on the ICMS qualifications and experience listed in my LinkedIn profile.”**

**James Brady, Australia**  
Retail Marketing Graduate, 2013  
Account Executive, LinkedIn

---



# OUR BBM WITH SUBJECTS SPECIALISING IN:

You can choose to specialise in our sought after areas of industry specialisation through your choice of electives.



## ENTREPRENEURSHIP

Entrepreneurs are made, not born. You can develop the tools and the skills to become an economic innovator, to think creatively, and to balance opportunity against risk. In Entrepreneurship you will learn to identify and exploit business opportunities and manage business growth. You will learn how to build, promote, and manage your own businesses by understanding processes used by start-ups and rapid growth small firms to large corporations and non-profits.



## RETAIL MARKETING

Retail marketing is a dynamic business. Technological, economic and social change influences consumer behaviour. Retail marketers must continually employ new tactics and strategies to secure sales and generate consumer loyalty. Retail Marketing at ICMS has been developed in partnership with leading industry professionals. It examines consumer behaviour, retail technology, advertising, e-commerce, social media, buying and logistics, and visual merchandising. Retail growth is critical to the global economy, and to the sustainability of every retail business. Retail marketing is ideal for careers in marketing, merchandising, store management, buying or management.



## MARKETING AND NEW MEDIA

As groups share, sell, and swap goods and information via the digital world, there are new opportunities and challenges for marketers. New media has seen a power shift in the way consumers and retailers relate. With a greater public voice, consumers are taking a more active role in their purchase decisions. Any business involved in marketing requires the tools, tactics, strategies, and processes needed to create, track, and manage new media. Learn to make the technology work for you with integrated traditional and digital marketing communication strategies.

## OUR SCHOLARSHIP PARTNERS

The ICMS comprehensive professional scholarships program is sponsored by primary corporate partners ANZ Bank and Michael Hill. To find out how you can benefit, visit [www.icms.edu.au/scholarships](http://www.icms.edu.au/scholarships)



## OUR INDUSTRY CONNECTIONS ARE YOUR CONNECTIONS...

We have an impressive network of industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience.

When it is time to embark on your industry training, we work closely with them to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you to a major city or regional area in Australia. You could even take up a position in an international city. It is all part of finding the best placement for you. Not only is this an invaluable experience, it is also a chance to grow your professional network. For many of our graduates, this experience introduces them to their future employers.



# DEGREE DETAILS

	Subject Type	Subject Name
<b>Trimester 1</b>	Core	Managing People and Organisations
	Core	Principles of Marketing
	Core	Introduction to Human Resources Management
	Elective	Specialist Elective (100 Level)
<b>Trimester 2</b>	Core	Accounting Fundamentals
	Core	Service Management and Innovation
	Elective	Specialist Elective (as per course rules)
	Elective	Specialist Elective (as per course rules)
<b>Trimester 3</b>	Core	Business Statistics
	Core	Business Economics
	Elective	Specialist Elective (as per course rules)
	Elective	Business Elective
<b>Trimester 4</b>	Industry Placement	Industry Training I
<b>Trimester 5</b>	Industry Placement	Industry Training II
<b>Trimester 6</b>	Core	Career Planning and Strategy
	Elective	Specialist Elective (as per course rules)
	Elective	Business Elective
	Elective	Business Elective
	Other	Applied Leadership
<b>Trimester 7</b>	Core	Research Methods
	Elective	Specialist Elective (as per course rules)
	Elective	Business Elective
	Elective	Business Elective
<b>Trimester 8</b>	Core	Strategic Management
	Elective	Specialist Elective (as per course rules)
	Elective	Specialist Elective (as per course rules)
	Elective	Business Elective

## ELECTIVE EXAMPLES

Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Business Communications	Cross Cultural Management
E-Commerce and Social Media	Business Ethics
Introduction to Information Systems	Managing Workplace Conflicts

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published May 2017.

# APPLICATION DETAILS

## ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit [www.icms.edu.au/entry](http://www.icms.edu.au/entry)

## WHEN TO APPLY

ICMS has three intakes per year (February, May and September). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date.

Apply directly to ICMS at [www.icms.edu.au/apply](http://www.icms.edu.au/apply) or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).



**STUDY + EXPERIENCE = SUCCESS**



ICMSaustralia



#icmscampus



c/ICMSaustralia

INTERNATIONAL COLLEGE OF  
MANAGEMENT, SYDNEY  
151 Darley Road  
Manly NSW 2095 Australia

Tollfree 1800 110 490 (within Australia)

T +61 2 9977 0333  
F +61 2 9977 0555  
E [info@icms.edu.au](mailto:info@icms.edu.au)  
W [icms.edu.au](http://icms.edu.au)

CRICOS Course Code: 068149F  
CRICOS Provider Code: 01484M