

# ICMS



Bachelor of

# HOSPITALITY MANAGEMENT

**Ranked  
No.1**

for Hospitality  
and Event  
Management in  
Australia. Based  
on graduate  
employability\*

**Yessica Indah Sari**  
Student  
Bachelor of  
Hospitality Management

\*Kantar 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)

# WHY

## Hospitality Management?

A career in the hospitality industry can literally take you around the world and back. You will deliver experiences to people beyond their wildest dreams, and exceed their expectations every day. Turn your passion for professional service into a global career. Hospitality is one of the world's biggest industries with job opportunities in almost every country.

With an ICMS Bachelor of Hospitality Management, developed in partnership with leading Swiss hotel school César Ritz, your career will be launched while you are still a student, thanks to the industry training built into your degree.

From five star hotels in major cities like New York, London and Beijing, to country resorts in the outback or boutique spas on tropical islands, an ICMS Bachelor of Hospitality Management will equip you with the skills and training to make your mark, and follow your dreams.

**100%**

of our degree students graduate with industry experience

Almost  
**90%**

of our students graduate with a job in their field.

*Internal Graduate Survey 2016*

**TOP 10**

for overall employment in Australian Higher Education

*QILT Graduate Survey 2016*

Overall graduate employment rate

**HIGHER  
THAN THE G8**

Australian universities  
*QILT Graduate Survey 2016*



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



**Jessica Ho**  
Graduate  
Corporate Sales Coordinator - Hyatt Regency Sydney

# Your DEGREE AT A GLANCE

including

# 1,200 hours

of industry training related to your degree. Get a head start with professional networking and acquire real work skills to give you a competitive edge.

From a 5-star New York hotel to a sundrenched island resort, the ICMS Bachelor of Hospitality Management could place you anywhere in the world. Turn your passion for professional service into a global career. Hospitality is one of the world's biggest industries with job opportunities in almost every country. Hospitality managers are in high demand and professionals are needed to fill roles in hotels, function centres, resorts, restaurants, and airlines around the world. ICMS will get you there.

ICMS and leading Swiss hotel school César Ritz have partnered to create a degree that makes sure our graduates are at the top of their profession in hospitality management. The ICMS Bachelor of Hospitality Management features the most comprehensive practical training program in Australia. 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, extensive industry training and countless hands-on experiences. You'll have everything you need to succeed in hospitality management. The rest is up to you.

## DEGREE STRUCTURE

### Degree length: 3 years full time

With a Bachelor of Hospitality Management, you will be industry ready. You will combine business and management studies, specialised hospitality subjects and up to 1,200 hours of industry training in 3 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 operational areas of hospitality such as food and beverage and rooms division management. This prepares you for your industry training, typically taken at the start of your second year. Much of this training takes place in our on-campus training kitchen and public restaurant and bar. On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded manager or entrepreneur.

## YEAR 1

### Explore & Grow

Explore the curriculum and develop fundamental knowledge of the course.

## YEAR 2

### Work & Learn

Put theory into practice with hands-on industry experience with ICMS's industry partners.

## YEAR 3

### Develop & Excel

Gather what you have learnt from industry experience and develop your strategic management skills. Graduate management ready for a leadership role.

# WHERE

## will my degree take me?

An ICMS Bachelor of Hospitality Management can take you in many different professional directions, whether you would like to coordinate a conference or manage a multi-million dollar hotel. When you graduate with an ICMS degree, your industry experience and blend of practical and management training will see you ready for an impressive career in hospitality.

When it is time to embark on your industry training, we work closely with each individual student 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, regional area or island resort 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.

Possible careers can include, but are not limited to, the following:

- Hotel Manager
- Food and Beverage Director
- Accommodation Manager
- Hotel Sales and Marketing
- Guest Relations Manager
- Banquet Manager
- Conference and Event Co-ordinator
- Resort and Spa Manager
- Airline Operations Manager



# WHO

can you become?  
Hear it from our graduates.



“ The student body is truly culturally diverse, and I have learnt so much just being on campus. ICMS faculty, staff and students go out of their way to embrace students from all over the world, and this made a big difference to my student experience.

**Yessica Indah Sari**  
Student  
Bachelor of  
Hospitality Management



“ ICMS was instrumental in me getting my first step in the industry door. If it wasn't for ICMS I would not have been able to get my industry training job at Four Seasons Hotel with such relative ease. Having the Four Seasons Hotel on my resume has helped my career progress more quickly.

**Daniel Worsley**  
Graduate  
Executive Assistant Manager -  
The Star, Sydney



“ The college provides a lot of information and assistance for students. At ICMS we have smaller classes, so we have a higher chance to interact with our lecturers.

**Ting-Yun Wu**  
Student  
Food and Beverage Attendant -  
Hamilton Island

# WHAT

## will separate you from the other graduates?

### **A Hospitality Degree designed by the best, for the best**

In partnership with the world-renowned César Ritz Colleges Switzerland we deliver this exceptional degree. Blending Swiss quality with the Australian flair of doing business, you will experience the best of hospitality, the traditional and the modern, to receive a superior hospitality education.

### **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 resumé, a network of contacts and a significant advantage over other graduates.

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

Theory is important, it will teach you the fundamentals you need to be a hospitality management leader. However, nothing is as valuable as putting your theory into practice. In addition to your industry training, you'll gain hands-on experience through practical classes. You'll also manage large-scale events with real clients and work in the Grand Dining Room (our on-campus training restaurant) and in the production kitchen. Field trips and site visits with our industry partners will get you learning from the best in the business.

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

This degree is far more than a hospitality training program. Combining hospitality subjects with business will train you in the critical and analytical skills you'll need to prepare for a supervisory or management role when you graduate.

### **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.



ICMSAustralia



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International  
College of  
Management  
Sydney



@ICMS\_Campus

# Bachelor of HOSPITALITY MANAGEMENT

## DEGREE DETAILS

	Subject Type	Subject Name	Subject Level	Credit Point
Trimester 1	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Hospitality Operations 1	100	3
	Specialisation	Introduction to Hospitality and Tourism Management	100	3
	Other	Introduction to ICMS	N/A	N/A
Trimester 2	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Rooms Division Operations	100	3
Trimester 3	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Hospitality Operations 2	200	3
	Specialisation	Gastronomy	200	3
Trimester 4	Industry Placement	Industry Training I		12
	Industry Placement	Industry Training II		12
Trimester 6	Core	Career Planning and Strategy	200	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Operational Management and Cost Control	200	3
	Specialisation	Rooms Division Management	200	3
	Other	Applied Leadership	200	1
Trimester 7	Core	Research Methods	300	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Global Trends in Hospitality and Tourism	300	3
	Specialisation	e-Commerce and Social Media	200	3
Trimester 8	Core	Strategic Management	300	3
	Elective	General Elective (as per course rules)	300	3
	Specialisation	Hotel Management Simulations	300	3
	Specialisation	Global Wine Tourism	300	3
Trimester 9	Elective	General Elective (as per course rules)	300	3
	Specialisation	Research Project	300	3

## ELECTIVE EXAMPLES

Exhibition Services

International Events

Conventions & Meetings management

Destination Management Issues

Tourism Technology & Service Innovation

New Enterprise Creation

Business Law

Managing Workplace Conflict

Business Ethics

Cross Cultural Management

Business Finance

Strategic Marketing Management



## 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 each 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).

**ICMS**  
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**MANAGEMENT, SYDNEY**

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