

2015

# POSTGRADUATE PROGRAMS



# WELCOME TO THE ICMS DIFFERENCE

The International College of Management, Sydney (ICMS) is a leading business school, offering a balance of management and practical training within a culture of innovation and entrepreneurialism. We are a community of scholars, industry professionals and students working together to produce global business leaders. Since 1996 ICMS has helped thousands of graduates embark on successful careers.

ICMS is at the forefront of next generation education. This is our commitment to providing you with a curriculum that incorporates rigorous academic study with comprehensive professional experience. As management specialists, we are closely connected with industry. Our Master's degrees have been developed in consultation with industry to ensure they are highly relevant with an emphasis on work integrated learning. At ICMS, our connections are your connections. Throughout your degree you will have practical opportunities to strengthen your industry-specific skills. You will also work directly with industry. It is all part of preparing you for management and leadership roles in global business.



ICMS

SYDNEY CITY  
15 MINUTE FAST FERRY

MANLY BEACH  
5 MINUTE WALK

“We train ICMS students to be leaders of industry. Our postgraduate degrees combine rigorous coursework, academic research, professional relevance and practical skills. 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.”

**Professor Roger March PhD**

Head of Postgraduate Studies

# WHY POSTGRADUATE STUDY AT ICMS?

## WORK INTEGRATED LEARNING

Work integrated learning and an intensive industry based research project are experiences that will differentiate you from competitors in the job market. All Master's 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 you to apply the skills or knowledge you have learnt during your postgraduate studies.

ICMS will work with you and our industry partners to tailor work placements to your interests, skills and expertise. An industry-experienced ICMS supervisor will oversee your placement and project, guiding you in your development. Our Master's graduates leave ICMS with industry connections and experience so they are ready to move directly into management roles.

## GENUINE DIVERSITY OF INTERNATIONAL STUDENTS

ICMS is a global community. Our students come from more than 40 countries as far ranging as Europe, South America and Asia. Our graduates go on to work as industry professionals worldwide. We are proud of our diverse student population which includes experienced managers and recent graduates seeking advanced study. 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. Our ICMS Centre for Applied Research in Professional Services Management engages in applied research and scholarly activity to promote and strengthen the link between teaching, applied research and industry practice. We ensure that our curriculum and research is relevant, practical and visionary.

## TEACHING FACULTY

You will learn directly from internationally experienced academics. The collective expertise of our teaching faculty spans industries, countries and careers. Positions have included 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 our guest speakers who bring their own perspectives on the latest movements in industry, and share their business and management strategies.

## SMALL CLASS SIZES THAT SUIT YOUR STUDY REQUIREMENTS

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 over weekends.

All our Master's classes are taught in a seminar style. We have found that small 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. Small 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 hard business that we embed into our Master's 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 have 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.

## AUSTRALIA'S MOST BEAUTIFUL CAMPUS LOCATION

It would be hard to find a college in a more spectacular location than our campus in the Sydney beachside suburb of Manly. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS. The campus is a five minute walk to famous Manly Beach, one of Sydney's premier surfing beaches. A few minutes' walk in the other direction will lead you to the foreshores of the harbour. Manly's vibrant shopping precinct is well known for its cafés, restaurants and nightlife. ICMS is also close enough to Sydney CBD – 17 minutes by fast ferry – for visits to art galleries, museums, the best city shopping, the historic Rocks area, and Sydney's famous Opera House.

# OUR POSTGRADUATE DEGREES



## MASTER OF INTERNATIONAL BUSINESS

If you're looking for a business career beyond national borders, you'll need an internationally recognised qualification that takes a world view of business. The Master of International Business looks at business from a global perspective covering key areas of trade and finance, economics, accounting, marketing, human resources and people management. Crossing the spectrum of business and government, you will broaden your understanding of trade development, policy making and planning, and learn the framework to develop a successful international business strategy. Your strategic thinking will incorporate global perspectives, considering the political and cultural climates that impact international business.

Our Master of International Business graduates engage with international markets as leaders of industry, in Australia and across the globe. They pursue roles including export and import managers, government trade officers, international management consultants, and international travel managers.

## MASTER OF MANAGEMENT

The Master of Management is for postgraduate students looking to strengthen their career prospects in senior management and leadership roles in business. It is a modern business degree designed to develop your strategic thinking and conceptual, analytical and practical skills. You will combine core business and management studies with your choice of specialisation and specialist electives that can be tailored to your professional needs. A comprehensive 600 hour Industry Research Project will hone your professional skills and demonstrate to future employers that you have the experience and tenacity to succeed in senior management.

### Management and Organisations

The Master of Management (Management and Organisations) is a postgraduate business degree designed to sharpen your industry knowledge and prepare you for a leadership role. Studying a specialisation like Management and Organisations lets you specialise in an area relevant to your professional interest. Alongside business essentials such as economics, finance, marketing, and accounting you will also examine contemporary business practice such as leadership and innovation, and media management. You will further your understanding of best practice for managing people and organisations and develop skills in strategic intelligence.

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 fundamentals of management, accounting, marketing, strategic intelligence and finance. You will develop your understanding of contemporary issues relating to services management, operations management and leadership, inclusive of their 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 enter the fields of hospitality and tourism, international business or general management.



### Tourism and Hospitality

The Master of Management (Tourism and Hospitality) trains you to be a business leader in the growth industry of tourism and hospitality. This specialisation in the Master of Management lets you shape your study around your experience and professional interests in tourism and hospitality, while gaining a postgraduate degree that is grounded in the fundamentals of business leadership. Master of Management (Tourism and Hospitality) graduates work in international management roles across the private and public sectors including destination sales and marketing, travel and tourism consultancy, conference and event management, tour wholesaling and operations, tourism bureau management, attractions and resort management.

### GRADUATE CERTIFICATE OF BUSINESS

The Graduate Certificate of Business is the perfect platform for further postgraduate study. It is also a globally recognised qualification in its own right. Comprising four subjects (one semester of study) it is ideal for:

- Professionals who have already received a Bachelor's degree and would like to upgrade their qualifications.
- Study abroad students who can receive a formal qualification upon completion of their semester with ICMS at a postgraduate level.
- Those looking to build their qualification incrementally. Graduate Certificate subjects can count towards all ICMS Master's degrees.
- Professionals who do not hold a Bachelor's degree, have over five years of work experience and want to gain a postgraduate qualification.

Graduate Certificate of Business subjects may be selected from the full range of subjects available in the ICMS Master of International Business or Master of Management (all specialisations). Students whose Bachelor's degree is not in the area of business/management typically take the following four subjects:

- Managing People and Organisations
- Accounting Fundamentals
- Economics and Finance for Business
- Principles of Marketing

# MEET OUR STUDENTS

**Juan Martin Marangoni, Argentina**  
**Master of Management**  
**(Tourism and Hospitality)**

ICMS is one of the best hospitality colleges in Sydney. The quality of teaching is high and always positive. Our lecturers have vast experience in the subjects they teach and are really approachable and friendly.

Subjects are very practical and I enjoy the guest lectures. I have already experienced interesting site visits to many of the best hotels and historical buildings in Sydney.

**Cianne Scanlan, Australia**  
**Master of Management**  
**(Tourism and Hospitality)**

ICMS was the only institution to offer an internationally recognised Master's degree with a hospitality focus within Sydney. I have worked in hospitality for a few years. Now I want to reach my goal of working in an executive position in operations. I think my classes will give me the best all-round foundations to get me there faster.

**Anna Sierzchula, Australia**  
**Master of Management**  
**(Management and Organisations)**

After completing my Bachelor degree at ICMS, the choice of where to study a Master's degree was simple! ICMS has a beautiful location and exceptional teaching staff in a friendly community. I would like to expand my business knowledge and work in a government section managing government events and functions.



# DEGREE STRUCTURE

All ICMS Masters programs consist of the following:

- 3 semesters (12 subjects) of in-depth coursework plus one semester to complete an Industry Research Project where you will work with an organisation in your industry for 600 hours and apply your knowledge to real business issues.
- 2-year program duration means international students are eligible to apply for the 2-year post-study work visa upon completion.

## MASTER OF MANAGEMENT

**Foundation Subjects** (Choose 4 from below)

- Economics and Finance for Business
- Accounting Fundamentals
- Managing People and Organisations
- Principles of Marketing
- Introduction to Human Resource Management
- Cross Cultural Management

**Plus**  
**Tourism & Hospitality**  
**Specialisation**

- International Tourism
- Tourism and Hospitality Marketing
- Hospitality Property and Facilities Management
- Hotel Management Simulation

**Plus**  
**Management & Organisations**  
**Specialisation**

- Strategic Intelligence
- Entrepreneurship and Innovation
- Media Management
- Elective from Master's subjects

Or

**Plus**  
**Core Capstone Subjects**

- Foundations of Management Thought
- Leadership Skills
- Managing Service Relationships
- Service Operations Management

**Plus**  
**Work Integrated Industry Research Project**

## MASTER OF INTERNATIONAL BUSINESS

**Foundation Subjects** (Choose 4 from below)

- Economics and Finance for Business
- Accounting Fundamentals
- Managing People and Organisations
- Principles of Marketing
- Introduction to Human Resource Management
- Cross Cultural Management

**Plus**  
**Specialisation Subjects**

- International Finance
- International Accounting
- International Trade and Banking
- International Marketing

**Plus**  
**Core Capstone Subjects**

- Foundations of Management Thought
- Leadership Skills
- Managing Service Relationships
- Service Operations Management

**Plus**  
**Work Integrated Industry Research Project**

# ADMISSIONS AND APPLYING

## ENTRY REQUIREMENTS

### Academic requirements

Applicants require:

- a three-year Bachelor's degree (or equivalent) from a recognised Australian or international university with a minimum cumulative GPA of 2.5 out of 4.0; or
- a diploma or associate degree qualification and four years of relevant management experience; or
- five years of relevant management experience.

### English language requirements

Students whose first language is not English will be required to demonstrate English language proficiency prior to enrolment. IELTS: 6.5, no band less than 6.0 or TOEFL iBT: 79 – 93



## WHEN TO APPLY

ICMS has two postgraduate intakes per year – in February and July. You can start your program in any of these semesters. 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.

## IMPORTANT DATES

### 2015

Semester	Orientation commences	Academic Semester
February	Monday 16 February	23 February to 3 July
July	Monday 20 July	27 July to 4 December

### 2016

Semester	Orientation commences	Academic Semester
February	Monday 15 February	22 February to 24 June
July	Monday 18 July	25 July to 25 November

## 2015 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](http://www.studyassist.gov.au)

	Australian and New Zealand students	International Students
Master of International Business	12 subjects at \$2,750 per subject	12 subjects at \$2,950 per subject
Master of Management	12 subjects at \$2,750 per subject	12 subjects at \$2,950 per subject

Postgraduate scholarships are available to domestic and international students. Please visit [www.icms.edu.au/scholarships](http://www.icms.edu.au/scholarships) for more information.

## ACCOMMODATION

When you study at ICMS you'll have a variety of accommodation options available; from living on campus to finding lodging off campus, either alone or in a shared house with classmates. Students who live on-campus enjoy a fantastic lifestyle with all meals provided, wireless internet, 24 hour access to computer labs, as well as the luxury of being in close proximity to classes, and the world famous Manly Beach. Rooms are equipped with a desk, wardrobe, heating, personal phones and wireless internet. You will have the choice of a single, double or triple dormitory room, depending on your budget, residential preference and availability.

For more information visit [www.icms.edu.au/accommodation](http://www.icms.edu.au/accommodation)

## HOW TO APPLY

### 1 CHOOSE YOUR PROGRAM

Read this guide to choose the program that suits your personal and professional goals. You'll also find more information online at:

[www.icms.edu.au/courses/postgraduate](http://www.icms.edu.au/courses/postgraduate)

### 2 CHECK THE ENTRY REQUIREMENTS

Check the academic and English entry requirements for each qualification. Remember, you don't have to hold a business or management undergraduate degree to gain entry into the Master of International Business or Master of Management. You can start with the Graduate Certificate and then progress to a Master's degree.

### 3 SUBMIT YOUR APPLICATION

You can apply online at

[www.icms.edu.au/postgrad-apply](http://www.icms.edu.au/postgrad-apply)

### 4 ACCEPT YOUR OFFER

Once we process your application you will receive a Letter of Offer. Please sign and return this to ICMS.

### 5 APPLY FOR YOUR STUDENT VISA (INTERNATIONAL STUDENTS ONLY)

All international student require a visa to study at ICMS. Visit: [www.immi.gov.au](http://www.immi.gov.au) for more information.

### 6 COME TO ORIENTATION AND ENROLMENT

Now you're ready to begin your postgraduate studies at ICMS! Come to O-Week, officially enrol in your classes, get your timetable and meet your classmates and lecturers. You will be sent information inviting you to attend O-Week closer to the commencement of your degree.

Disclaimer: Every effort has been made to ensure the accuracy of information given in this brochure. 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, method of presentation of any subject, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published August 2014.



STUDY + EXPERIENCE = SUCCESS



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

Speak directly to our Postgraduate Programs  
representative Amy Parker.

T + 61 2 9466 1038

E [aparker@icms.edu.au](mailto:aparker@icms.edu.au)

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)

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