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
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

MANLY BEACH
10 minute walk from Northern Beaches Campus

ASPIRE ENGLISH
Levels 1 & 2, 46-48 East Esplanade, Manly
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 landscapes, 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, cafes, 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.
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 a 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 2018, 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 2018
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.


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)
“The strong emphasis at ICMS on Industry Training and experiential activities prepares our graduates well for employment and distinguishes them from other candidates – that is well documented every year in our graduate employment figures.”

An internal graduate survey carried out in 2018 revealed that 90% of ICMS students graduated with a job in their field.

“What sets ICMS students apart is that the college has a sustainable, and demonstrable prioritisation of experiential learning in ensuring that our graduates are career ready. They do this by embedding it into the curriculum and investing in a dedicated team to ensure that it happens,” Dr Crossman said.

“Experiential learning is a powerful tool and ensures that what and how students learn is meaningful and relevant to employer needs.”

Dr Joanna Crossman
Pro Vice-Chancellor (Scholarship and Innovation)
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 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 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.

*Disclaimer: Please refer to DIBP website for visa regulations - https://www.homeaffairs.gov.au/
ICMS postgraduate students have a distinct advantage over graduates from other institutions.

As Australia’s leader in career-focused education, industry training (Work Integrated Learning) is an important part of the ICMS experience. We recognize 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 recognized 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 semester of study 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 semester 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.

Master’s degree students also attend a research skills workshop, conducted over two days, which prepares students for the requirements of the applied academic report (which is the subject’s major assessment item due towards the end of the placement period).

**Step Two (industry placement):**

Students enrol in the WIL subject in their final semester of study 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.
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, America, 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, Axi 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;
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.
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, 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
- 3 semesters (12 subjects) of in-depth coursework plus one semester to complete an Industry Research Project.
- 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 semester while working with an organisation. As a part-time student, if you are working full time you may undertake the Industry Research Project 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.
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

Semester 1
Accounting for Business Decisions
Contemporary Marketing
Economics and Finance for Business
Managing in the Global Context

Semester 2
International Finance and Banking
International Trade and Logistics
Contemporary Management Capabilities
Business Law and Governance

Semester 3
Business Research
Multinational Corporations
Strategic Intelligence and Analytics
800-level Elective

Semester 4
Work Integrated Learning Postgraduate

Terry Nguyen
Master of International Business

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

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<th>A SNAPSHOT OF YOUR SUBJECTS</th>
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| 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.  |

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Business Research  
Responsible Leadership  
Strategic Management in Tourism and Hospitality  
800-level Elective |
| Semester 4  
Work Integrated Learning Postgraduate |

CRICOS COURSE CODE: 078929F
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.
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

Semester 1
- Accounting for Business Decisions
- Contemporary Marketing
- Economics and Finance for Business
- Managing in the Global Context

Semester 2
- Value Chain Management
- Entrepreneurship and Innovation
- Contemporary Management Capabilities
- Business Law and Governance

Semester 3
- Business Research
- Responsible Leadership
- Strategic Intelligence and Analytics
- 800-level Electives

Semester 4
- Work Integrated Learning Postgraduate

“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)
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.
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

Semester 1
- Media Management
- Tourism and Hospitality Marketing
- Business Events and Association Management
- Impacts and Strategic Planning of International Events

Semester 2
- Foundations of Management Thought
- 800-level Elective
- Risk Management and Law for Event Managers
- Sustainable Best Practice for Events

Semester 3
- Responsible Leadership
- Innovation in Event Concept and Design
- Event Operations and Quality Management
- 800-level Elective

Semester 4
- Work Integrated Learning Postgraduate
As a marketing professional, I manage a video business for our restaurant partners. My role is to drive value and business for more than 9,800 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 develop 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?

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. “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 develop 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.

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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. 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. Seizing 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 strategies.

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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. 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. Seizing 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 strategies.
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 semester of the ICMS Master of Event Management.

The course structure is based on one semester (18 weeks duration) of four core subjects plus a Research Skills Workshop (16 hours in total).

Subjects:
- Media Management
- Tourism and Hospitality Marketing
- Business Events and Association Management
- Impacts and Strategic Planning of International Events

This course is ideal for:
- Professionals who have already received a Bachelor’s degree and would like to upgrade their qualifications.
- Study Abroad students seeking 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 skilled work experience and want to gain a postgraduate qualification.

“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

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 semester of any ICMS Masters course.

DEGREE STRUCTURE
Duration: 6 months

The course structure is based on one semester (18 weeks duration) of four core subjects.

Subjects:
• Accounting for Business Decisions
• Contemporary Marketing
• Economics and Finance for Business
• Managing in the Global Context

This course is ideal for:
• Professionals who have already received a Bachelor’s degree and would like to upgrade their qualifications.
• Study Abroad students seeking 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 skilled work experience and want to gain a postgraduate qualification.

“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)
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

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

Year: [ ]

Semester: [ ] February [ ] July [ ] October

Preferred Campus Location:
- Northern Beaches Campus in Manly
- Sydney City Campus

PERSONAL DETAILS

Title (Mr/Mrs/Ms)  Family Name  Given Name

Date of birth: DAY / MONTH / YEAR  Gender: [ ] Male  [ ] Female

Country of birth  Country of passport  Passport number

Language spoken at home  Email address

Current postal address  Day time telephone (including country and area code)

Street Address  Street Address  City/Suburb  State  Postcode

Mobile (cell) telephone (including country code)

Language spoken at home  Email address

POSTGRADUATE QUALIFYING PROGRAM

For more information please email info@icms.edu.au

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

TERTIARY EDUCATION DETAILS

Name of undergraduate qualification (if multiple, name your highest level qualification)  Year completed (or expected completion year)

Institution attended (name the institution that awarded this qualification)  Country

Do you intend to apply for Advanced Standing or Recognition of Prior Learning?
- [ ] Yes  [ ] No

CONTINUED OVER PAGE
**INTERNATIONAL STUDENT REQUIREMENTS**

**DOMESTIC STUDENTS SKIP TO NEXT SECTION**

Do you currently have:

- Australian visa: Yes No
- Overseas student health cover: Yes No Expiry DATE / 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:

**AGENT DETAILS**

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

- Agency or company name
- Contact person/counsellor Country
- Agency or company name
- Contact person/counsellor Country
- If you used an education agent to assist with this application please provide their details
- Agent’s telephone (including country codes)
- Agent’s email address
- Other
- Details

**SUPPORTING DOCUMENTATION**

Please attach the following documents to this application. Do not send originals.

- Documents should be translated into English where required.
- Please attach the following documents to this application. Do not send originals.
- Proof of citizenship (copy of passport/birth certificate)
- Certified copies of academic transcripts (from undergraduate qualification)
- 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)

**DECLARATION AND SUBMISSION**

I declare that the information submitted is correct and complete. I understand that ICMS may obtain official records from any school,
- authority, verify registration or place of employment previously refused 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
- has been signed by a person officially authorised to confirm that it is a true and
- correct duplicate. Authorised persons include: a Justice of the Peace; a police
- officer; a barrister, solicitor or attorney; a principal of an Australian high school
- or primary school; a staff member of an Australian Embassy or Consulate; an
- authorised ICMS agent/representative (international applicants only).

What is a certified copy? A certified copy is a copy of an original document that
- has been signed by a person officially authorised to confirm that it is a true and
- correct duplicate. Authorised persons include: a Justice of the Peace; a police
- officer; a barrister, solicitor or attorney; a principal of an Australian high school
- or primary school; a staff member of an Australian Embassy or Consulate; an
- authorised ICMS agent/representative (international applicants only).

**SUBMITTING YOUR APPLICATION**

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

- Post: Head of Development
  International College of Management, Sydney
  161 Darley Road
  MANLY NSW 2095 Australia
  Email: info@icms.edu.au
  - CRICOS: Registered Provider: International College of Management,
  Sydney under CRICOS Provider Code 00129G, which is an approved training provider. This information will be stored on our systems
  for a period of 7 years.

**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 three postgraduate intakes per year – in February, July and October. You can start your program in either of these
semesters. Applications should be made at least two months prior to the preferred enrolment date.

**2019**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Orientation Commences</th>
<th>Academic Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>11 February</td>
<td>18 February to 21 June</td>
</tr>
<tr>
<td>July</td>
<td>25 July</td>
<td>25 July to 29 November</td>
</tr>
<tr>
<td>October</td>
<td>27 September</td>
<td>30 September to 20 December</td>
</tr>
</tbody>
</table>

**2020**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Orientation Commences</th>
<th>Academic Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>10 February</td>
<td>17 February to 19 June</td>
</tr>
<tr>
<td>July</td>
<td>23 July</td>
<td>27 July to 27 November</td>
</tr>
<tr>
<td>October</td>
<td>25 September</td>
<td>28 September to 18 December</td>
</tr>
</tbody>
</table>

**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**

**2019**

**2020**

**2020 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

**ACCOMMODATION**

When you study at ICMS you’ll have a variety of accommodation options available; from living on campus to 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 preferences and availability. For more information visit www.icms.edu.au/accommodation