CURRICULUM SUMMARY 2010

MACQUARIE UNIVERSITY

SYDNEY AUSTRALIA
ICMS CURRICULUM 2010

ICMS

INTERNATIONAL COLLEGE OF MANAGEMENT SYDNEY

STUDY + EXPERIENCE = SUCCESS

MACQUARIE UNIVERSITY BACHELOR OF BUSINESS ADMINISTRATION STUDIED AT ICMS

TYPICAL STUDY PATTERN

	Trimester	Program Structure
FIRST YEAR	1	Introduction to Information Systems
		Service Management
		Specialist Subject 1
		Specialist Subject 2
		Specialist Subject 3
	2	Specialist Subject 4
		Specialist Subject 5
		Accounting Fundamentals
		Business Organisation Principles
		Business Communication
	3	Industry Training
Diploma Exit Point		
SECOND YEAR	4	Industry Training
	5	Specialist Subject 6
		Specialist Subject 7
		Principles of Marketing
		Academic Writing & Research skills
		Introduction to Human Resources
	6	Managerial Accounting
		Business Economics
		Basic Business Law
		Contemporary Issues in your specialisation
		Specialist Subject 8
		Contemporary Leadership
ICMS Associate Degree Exit Point		
THIRD YEAR	7	Introduction to Statistics
		Techniques & Elements of Finance
		Strategic Management
		Specialist Subject 9
	8	Human Resource Planning & Performance
		Business Elective
		Distribution Decisions
		Business Elective
	9	Business Project
		Business Elective
		Strategic Marketing Management
		Business Elective
Macquarie University BBA		

ICMS SPECIALIST SUBJECTS INCORPORATED IN THE BBA

BBA SPECIALISING IN EVENT MANAGEMENT

1	Introduction to Event Management
2	Venue & Hospitality Operations
3	Legal Issues for Event Management
4	Event Operations & Logistics
5	Event Production & Design
6	Event Practicum
7	Promotions & Sponsorship
8	Exhibition Services
9	International Events

BBA SPECIALISING IN RETAIL SERVICES MANAGEMENT

1	Principles of Retail Management
2	Process Business Tax Requirements
3	Facilities Management
4	Retail Technology
5	Buyer Behaviour
6	Retail Logistics
7	Buying for Retail Markets
8	Advertising and Public Relations
9	Retail Promotions

BBA SPECIALISING IN INTERNATIONAL TOURISM

1	Introduction to Tourism
2	Destination Sales & Marketing
3	Attraction & Resort Operations
4	Destination Management Issues
5	Tourism Governance & Policy
6	Tourism Product & Service Innovation
7	Environmental Planning & Sustainability
8	Consumer Behaviour & Product Management
9	Global Trends in Tourism

BBA SPECIALISING IN HOSPITALITY MANAGEMENT

1	Introduction to Hospitality
2	Facilities Management
3	Hospitality Operations 1
4	Hospitality Operations 2
5	Room Division Operations
6	Room Division Management
7	Operational Management & Cost Control
8	Hotel Management Simulations (HOTS)
9	Globalisation in the Hospitality Industry

BBA SPECIALISING IN PROPERTY SERVICES MANAGEMENT

1	Introduction to Property Management
2	Principles of Valuation
3	Facilities Management
4	Land and Property Law
5	Building Principles
6	Commercial Valuation Techniques
7	Commercial Property Management
8	Property Development Controls
9	Corporate Real Estate

BBA SPECIALISING IN SPORT MANAGEMENT

1	Introduction to Sport Management
2	Facilities Management
3	Contemporary Health Issues
4	Psychology & Sociology of Sport & Leisure
5	Introduction to Sport Law
6	Player & Performance Management
7	Sports Communication & Broadcasting
8	Sports Promotion & Sponsorship
9	Strategic Facilities Management

BUSINESS ELECTIVES

1	Business Demographics	5	Introduction to International Business
2	Business Forecasting	6	Information Systems for Business & Management
3	Cross Cultural Management	7	Business and Professional Ethics
4	Asian Business Environments	8	Business Finance

Industry Training: May be deferred or taken part time **Business Electives:** Not all electives will be available every semester

Note: The Curriculum is subject to change.

ICMS SPECIALIST BACHELOR DEGREES

TYPICAL STUDY PATTERN

	Trimester	Program Structure
FIRST YEAR	1	Specialist Subject 1
		Business Economics
		Academic Writing & Research Skills
		Introduction to Information Systems
		Elective – Level 100 or 200
	2	Specialist Subject 2
		Specialist Subject 3
		Accounting Fundamentals
		Principles of Marketing
		Introduction to Human Resources
	3	Specialist Subject 4
		Specialist Subject 5
		Service Management
		Business Communication
		Business Law
		Trimester 3 Industry Training - Diploma only
SECOND YEAR	4	Industry Training
	5	Industry Training
	6	Specialist Subject 6
		Business Statistics
		Managerial Accounting
		Managing People & Organisations
		Human Resource Planning & Performance
		Contemporary Leadership
THIRD YEAR	7	Specialist Subject 7
		Business Ethics
		Business Finance I
		Elective – Level 200 or 300
	8	Specialist Subject 8
		Research Methods
		Strategic Marketing Management
		Elective – Level 200 or 300
	9	Specialist Subject 9
		Business Forecasting
		Strategic Management
		Elective – Level 200 or 300

ICMS Degree

ICMS SPECIALIST SUBJECTS

BACHELOR OF EVENT MANAGEMENT

1	Introduction to Event Management
2	Event Operations & Logistics
3	Venue & Hospitality Operations
4	Event Production & Design
5	Legal Issues for Event Management
6	Event Practicum
7	Promotions & Sponsorship
8	International Events
9	Event Management Project

BACHELOR OF RETAIL SERVICES MANAGEMENT

1	Introduction to Retail Management
2	Process Business Tax Requirements
3	Retail Technology
4	Buyer Behaviour
5	Buying for Retail Markets
6	Retail Logistics
7	Advertising & Public Relations
8	Contemporary Retail Management
9	Retail Services Management Project

BACHELOR OF INTERNATIONAL TOURISM

1	Principles of Tourism Management
2	Destination Sales & Marketing
3	Attraction & Resort Operations
4	Destination Management Issues
5	Tourism Governance and Policy
6	Tourism Product & Service Innovation
7	Environmental Planning & Sustainability
8	Global Trends in Tourism
9	International Tourism Project

BACHELOR OF HOSPITALITY MANAGEMENT

1	Introduction to Hospitality Management
2	Hospitality Operations I
3	Rooms Division Operations
4	Hospitality Operations II
5	Operational Management & Cost Control
6	Rooms & Revenue Management
7	Globalisation in the Hospitality Industry
8	Hotel Management Simulations
9	Hospitality Management Project

BACHELOR OF PROPERTY SERVICES MANAGEMENT

1	Introduction to Property Management
2	Building Construction Technology
3	Principles of Valuation
4	Commercial Building & Hotel Valuation
5	Land & Property Law
6	Computer Based Property Management & Maintenance
7	Property Finance & Portfolio / Trust Management
8	Strategic Facilities Management
9	Property Services Management Project

BACHELOR OF SPORT MANAGEMENT

1	Introduction to Sport Management
2	Contemporary Health Issues
3	Psychology & Sociology of Sport & Leisure
4	Introduction to Sport Law
5	Player & Performance Management
6	Sports Communication & Broadcasting
7	Sports Promotion & Sponsorship
8	Strategic Facilities Management
9	Sports Management Project

All specialisations include: Contemporary Leadership program and 1200 hours of Industry Training

Electives: Four electives may be chosen subject to the rules of progression. At least one elective must be chosen from the non-compulsory specialist units listed above. The remaining three electives may be selected from the full list of units at level 200 or level 300. Each unit of study has a designated level. In general the level indicates the amount of prior knowledge required to successfully study the unit.

100 level units may be studied in the first two terms of study and often do not have any pre-requisite units. 200 level units may have 100 level units as pre-requisites. 300 level units may have 200 level units as pre-requisites. View the full list of electives at www.icms.edu.au/electives

Note: The above Curriculum Summary is subject to change.

ICMS BACHELOR OF BUSINESS MANAGEMENT

TYPICAL STUDY PATTERN

	Trimester	Program Structure
FIRST YEAR	1	Business Economics
		Academic Writing & Research Skills
		Introduction to Information Systems
		Principles of Marketing
	2	Managing People & Organisations
		Accounting Fundamentals
		Business Statistics
		Introduction to Human Resources
	3	Elective – Level 100 or 200
		Service Management
		Business Communication
		Business Law
SECOND YEAR	4	Industry Training
	5	Industry Training
	6	Elective – Level 100 or 200
		Management, Philosophy & Performance
		Business Finance I
		Human Resource Planning & Performance
		Contemporary Leadership
THIRD YEAR	7	Research Methods
		Strategic Marketing Management
		Elective – Level 200 or 300
		Elective – Level 300
	8	Business Project
		Strategic Management
		Elective – Level 200 or 300
		Elective – Level 300

Industry Training: May be completed between term 4 and 8 or taken part time.

Six electives may be chosen from the full list of unit offerings, subject to the rules of progression. View the list of electives available at www.icms.edu.au/electives.

Any of the subjects previously completed as electives within the first degree study pattern must be substituted with an approved alternative subject in the second degree.

DOUBLE DEGREES

First program of study	Second program of study	Your final qualification
ICMS SPECIALIST DEGREE	+ ICMS SPECIALIST DEGREE	= TWO ICMS SPECIALIST DEGREES
	Two trimesters of Bachelor specialist subjects	
	All 9 compulsory specialist subjects that make up the Bachelor of your chosen specialisation.	
ICMS SPECIALIST DEGREE	+ ICMS BBM	= ICMS SPECIALIST DEGREE & ICMS BBM
	Two trimesters of BBM subjects	
	Trimester 9 Elective – Level 100 or 200	
	Elective – Level 200 or 300	
	Elective – Level 200 or 300	
	Elective – Level 300	
	Trimester 10 Elective – Level 300	
	Management, Philosophy & Performance	
	Business Project	
ICMS BBM	+ ICMS SPECIALIST DEGREE	= ICMS BBM & ICMS SPECIALIST DEGREE
	Three trimesters of specialist subjects	
	15 subjects which must include any compulsory specialist subjects not previously completed as electives in the BBM	
MACQUARIE UNIVERSITY BBA	+ ICMS SPECIALIST DEGREE	= MACQUARIE UNIVERSITY BBA & ICMS SPECIALIST DEGREE
	Two trimesters of specialist subjects	
	All 10 compulsory specialist subjects that make up the Bachelor of your chosen specialisation. The specialisation chosen must be different to that completed in the BBA.	
MACQUARIE UNIVERSITY BBA	+ ICMS BBM	= MACQUARIE UNIVERSITY BBA & ICMS BBM
	Two trimesters of BBM subjects	
	Trimester 9 Elective – Level 100 or 200	
	Elective – Level 200 or 300	
	Elective – Level 200 or 300	
	Elective – Level 300	
	Trimester 10 Elective – Level 300	
	Management, Philosophy & Performance	
	Research Methods	
	Elective – Level 300	

Students will be assisted by an Academic Advisor in choosing their elective subjects.