

Bachelor of Business (Hospitality Management)

TEQSA: CRS1200832 | CRICOS Code: 075806G

DURATION: 3 years

INTAKES: Feb, May, July, October



Course overview

The ICHM **Bachelor of Business (Hospitality Management)** prepares students for an international career in a wide variety of hospitality businesses. Students will progress from an operational base through to a management perspective.

ICHM's academic year is comprised of six months full time study, followed by a six month **Work Integrated Learning (WIL)** placement throughout Australia, or possibly overseas.

Career outcomes

Graduates' opportunities include:

- Hotel General Manager
- Resort and Spa Manager
- Bar/Cocktail Manager
- Food and Beverage Director
- Guest Relations Manager

WORK INTEGRATED LEARNING (WIL)

ICHM prides itself on the quality of **Work Integrated Learning (WIL)** placements available to its students. These placements form an integral and extremely valuable part of all the ICHM degree courses.

ICHM works with industry partners in Australia and over 300 hotels, resorts, and hospitality management providers globally to facilitate WIL study periods.

Students are supported in securing paid industry positions as part of their WIL placement.



Iris La | Vietnam
Bachelor of Business
(Hospitality Management)
- ICHM Student

"When studying at ICHM, you will have more opportunity to get into the industry with the 6 months Work Integrated Learning (WIL) each year. During WIL, you will gain experience, knowledge, and develop yourself."



Our campus location

131-139 Currie St
Adelaide, SA, 5000 Australia

View [here](#) to find out more about Adelaide.



YEAR 1-SEMESTER 1

On-campus Academic Study
20-22 weeks

Diploma of Business (Hospitality Management)

Academic Subjects

- BBHM101 The Contemporary Hospitality and Tourism Industry
- BBHM102 The Server Etiquette
- BBHM103 Restaurant Service: Standards, Etiquettes & Training
- BBHM104 Be Our Guest
- BBHM105 First Taste at Culinary
- BBHM106 Building Blocks of Marketing
- BBHM109 Employability for Future Hoteliers
- BBHM112 Ready, Set, Study!

YEAR 2-SEMESTER 3

On-campus Academic Study
20-22 weeks

Associate Degree of Business (Hospitality Management)

Academic Subjects

Core subjects:

- BBHM202 For the Love of Wine
- BBHM203 Hotel Front Office Operations
- BBHM205 Launch into HRM
- BBHM206 Hot Property
- BBHM209 Money Matters
- BBHM212 Marketing Beyond the Tangible

Elective Subjects*

- BBHM201 Culinary Around the World
- BBHM210 The Art & Science of Management
- BBHM216 Entrepreneurship
- BBHM217 Español 1
- BBHM218 Gastronomy: The Art, Culture and Science of Food and Beverages
- BBHM303 Keeping the Customer Relationship Alive
- BBHM310 Big Data, Bigger Opportunities

*Students to nominate 2 electives.

Note that not every elective will be offered each semester.

YEAR 3-SEMESTER 5

On-campus Academic Study
20-22 weeks

Bachelor of Business (Hospitality Management)

Academic Subjects

Core subjects:

- BBHM302 Managing Productivity Through People
- BBHM306a Operation Hospitality: Capturing Success in Hotels
- BBHM308 Sustainability Check-In
- BBHM312 Revenue Management for Hoteliers
- BBHM313 The Business of Events

Elective Subjects**

- BBHM314 International Wine
- BBHM315 The Power of Brands: Hospitality Insights
- BBHM316 Designing Contemporary Hotels
- BBHM317 Español 2
- BBHM318 Hotel Outlets Management
- BBHM320 Innovate or Evaporate

**Students to nominate 3 electives.

Note that not every elective will be offered each semester.

YEAR 1-SEMESTER 2

Off-campus WIL Placement
20-24 weeks

Diploma of Business (Hospitality Management)

BBHM111a Work Integrated Learning



YEAR 2-SEMESTER 4

Off-campus WIL Placement
20-24 weeks

Associate Degree of Business (Hospitality Management)

BBHM211a Work Integrated Learning



YEAR 3-SEMESTER 6

Off-campus WIL Placement
20-24 weeks

Bachelor of Business (Hospitality Management)

BBHM311a Work Integrated Learning



Got questions or ready to take the next step?



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