



**Higher Education**

**for Future Leaders** 



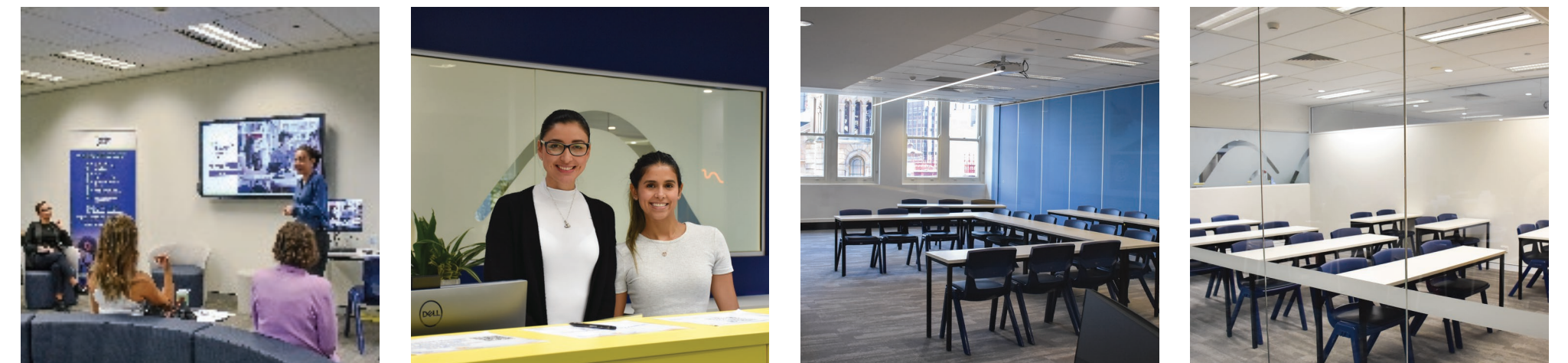


Level 5, 540 George St, Sydney, NSW 2000 Australia

International Graduate Institute Sydney Campus is centrally located and is adjacent to Town Hall, with trains, buses and light rail stops directly in front of the campus.

The campus is situated on two levels and offers modern and spacious classrooms, the latest technology and student free Wi-Fi access. Dedicated student common areas include kitchen facilities, lunchroom for meal and break times, ping pong table and more. The location and excellent facilities make George Street Campus an ideal place to study.

The teaching spaces are equipped with large whiteboards and data projection capability, in addition to whiteboards. The physical classroom capacity has been designed at thirty-five students per classroom to enable space and delivery flexibility (i.e., group discussions, theatre style for presentations).





-  **Central location**  
Our Sydney City Campus is centrally located, opposite the iconic Sydney Town Hall, offering our students modern learning facilities, public transport, shops and essential services, all within walking distance from the campus.
-  **Academic excellence**  
We offer meticulously crafted courses in Business Management, Digital Marketing, and Entrepreneurship & Innovation, each designed to empower you to forge a successful career in your chosen field.
-  **Student support**  
Our friendly student services team is committed to supporting the students every step of the way throughout their journey, to ensure they get the best experience and make the most of their studies.



International Graduate Institute or IGI, is dedicated to nurturing the next generation of global leaders by providing students with a fresh and innovative approach to Higher Education learning.

Every course is a pathway to a brighter future, blending contemporary knowledge with practical applications through professional placements and capstone projects. Your story starts here, with education that serves as a launchpad to a world of opportunities.

**Explore our courses to kick start your educational and professional goals.**



CRICOS Code: 112717J

## Bachelor of Business Management

Exit Year 3

Course Duration: 3 Years

CRICOS Code: 112718H

## Associate Degree of Business Management

Exit Year 2

Course Duration: 2 Years

CRICOS Code: 112719G

## Diploma of Business Management

Exit Year 1

Course Duration: 1 Year



CRICOS Code: 112716K

## Bachelor of Digital Marketing

Course Duration: 3 Years



CRICOS Code: 112715M

## Bachelor of Entrepreneurship and Innovation

Course Duration: 3 Years

# Bachelor of Business

# Management

CRICOS Code: 112717J



Start your business career with the Bachelor of Business Management. Right from the beginning, you will engage in introductory units that will help you become a skilled professional with expertise in financial literacy, management principles, and a broad comprehension of the ever-changing market landscape.

Get the skills and knowledge to future proof your career.

**Higher Education  
for Future Leaders.**



**Study Mode**  
Face-to-face



**Duration**  
3 Years Full-Time



**Intake**  
Feb | May | Sept



**Location**  
Sydney City



**Tuition Fee**  
\$17,200 / Year



## Overview

This qualification is recognised within the Australian Qualifications Framework (AQF) at Level: 7



## Course Structure

- 17 Core Units (3 credit points/unit)
- 6 Elective Units (3 credit points/unit)
- 1 Work Integrated Learning Unit (WIL) / Capstone Project (6 credit points)



## Career Outcomes

- Business Analyst
- Assistant Project Coordinator
- HR Coordinator
- Marketing Coordinator
- Sales Manager
- Customer Service Manager

## COURSE STRUCTURE

	UNIT CODE	UNIT NAME	UNIT TYPE	PREREQUISITES	CREDIT POINTS
Level 100	FIN101	Fundamentals of Financial Literacy	Core		3
	BUS101	Introduction to Management	Core		3
	MKT101	Introduction to Marketing	Core		3
	STA101	Data Driven Decision Making	Core		3
	BUS102	Service Design and Operations	Core		3
	ECO101	Economics for Managers	Core		3
		Elective 100	Elective		3
		Elective 100	Elective		3
Level 200	BUS201	Creativity and Innovation for Business	Core		3
	BUS202	Business Law	Core		3
	BUS203	Organisational Communication and Culture	Core		3
	BUS204	Authentic Leadership	Core	BUS101	3
	BUS205	Project Management	Core		3
	BUS206	Digital Business	Core		3
		Elective 200	Elective		3
		Elective 200	Elective		3
Level 300	BUS301	Ethics and Sustainability	Core		3
	BUS302	Agile Business Practices	Core		3
	BUS303	Innovation and Strategy	Core	BUS201	3
	BUS304	Strategic Change Management	Core		3
	BUS305	Business Model Generation	Core		3
		Elective 300	Elective		3
		Elective 300	Elective		3
		WIL301	Professional Placement and Capstone Project	Core (WIL)	Completion of 48 credit points from Level 100 units and Level 200 units

## ELECTIVES

Level 100	MKT102	Consumer Behaviour		MKT101	3
	DMKT101	Digital Marketing: An Introduction			3
	DMKT102	Digital Toolkit			3
	DMKT103	Writing Digital Marketing Contents			3
	ENT101	Foundations of Entrepreneurship			3
	ENT102	Venture Ideation and Validation			3
	ENT103	Design Thinking and Lean Start-Up Methodologies			3
Level 200	MKT201	Marketing Research		MKT101 and STAT101	3
	DMKT201	E-commerce Development			3
	DMKT202	Integrated Marketing Communications		DMKT101	3
	DMKT203	Analytics and Data		STAT101	3
	ENT201	Funding and Financial Modelling	Core	FIN101	3
	ENT202	Selling and Negotiation Strategies	Core	BUS203	3
	ENT203	Marketing for Entrepreneurs	Core	MKT101	3
Level 300	DMKT301	Social Media Marketing		DMKT203	3
	DMKT302	Digital Marketing Strategy		DMKT203	3
	DMKT303	Digital and Emerging Technology Marketing			3
	DMKT304	Digital Branding			3
	MKT301	International Marketing		MKT102	3
	ENT301	Venture Growth Strategies			3
	ENT302	Future Trends and Entrepreneurial Ventures			3
	ENT303	Venture Model and Launch			3

# Bachelor of Digital Marketing

CRICOS Code: 112716K



Our Bachelor of Digital Marketing program is carefully crafted to develop the next generation of innovative digital marketers. Your journey will begin with building a strong foundation in critical areas such as financial literacy, management, and marketing.

**Higher Education  
for Future Leaders.**



 <b>Study Mode</b> Face-to-face	 <b>Duration</b> 3 Years Full-Time	 <b>Intake</b> Feb   May   Sept	 <b>Location</b> Sydney City	 <b>Tuition Fee</b> \$17,200 / Year
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## Overview

This qualification is recognised within the Australian Qualifications Framework (AQF) at Level 7



## Course Structure

- 23 Core Units (3 credit points/unit)
- 1 Work Integrated Learning Unit (WIL)/ Capstone Project (6 credit points)



## Career Outcomes

- Digital Marketing Specialist
- Content Creator/Strategist
- SEO and SEM Specialist
- E-commerce Manager
- Social Media Manager
- Data Analyst

## COURSE STRUCTURE

	UNIT CODE	UNIT NAME	UNIT TYPE	PREREQUISITES	CREDIT POINTS
Level 100	FIN101	Fundamentals of Financial Literacy	Core		3
	BUS101	Introduction to Management	Core		3
	MKT101	Introduction to Marketing	Core		3
	STA101	Data Driven Decision Making	Core		3
	MKT102	Consumer Behaviour	Core	MKT101	3
	DMKT101	Digital Marketing: An Introduction	Core		3
	DMKT102	Digital Toolkit	Core		3
	DMKT103	Writing Digital Marketing Contents	Core		3
Level 200	BUS201	Creativity and Innovation for Business	Core		3
	BUS202	Business Law	Core		3
	BUS204	Authentic Leadership	Core	BUS101	3
	BUS206	Digital Business	Core		3
	MKT201	Marketing Research	Core	MKT101 and STAT101	3 3
	DMKT201	E-commerce Development	Core		3
	DMKT202	Integrated Marketing Communications	Core	DMKT101	3
	DMKT203	Analytics and Data	Core	STAT101	3
Level 300	BUS301	Ethics and Sustainability	Core		3
	BUS302	Agile Business Practices	Core		3
	MKT301	International Marketing	Core	MKT102	3
	DMKT301	Social Media Marketing	Core	DMKT203	6
	DMKT302	Digital Marketing Strategy	Core	DMKT203	3
	DMKT303	Digital and Emerging Technology Marketing	Core		3
	DMKT304	Digital Branding	Core		3
	WIL301	Professional Placement and Capstone Project	Core (WIL)	Completion of 48 credit points from Level 100 units and Level 200 units	6



# Bachelor of Entrepreneurship and Innovation

CRICOS Code: 112715M



Join us on an educational adventure with the Bachelor of Entrepreneurship and Innovation degree. This comprehensive program provides crucial business management, financial literacy, and marketing knowledge.

You will acquire the skills to make data-driven decisions and spearhead creativity and innovation in the corporate arena.

**Higher Education  
for Future Leaders.**



 <b>Study Mode</b> Face-to-face	 <b>Duration</b> 3 Years Full-Time	 <b>Intake</b> Feb   May   Sept	 <b>Location</b> Sydney City	 <b>Tuition Fee</b> \$17,200 / Year
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## Overview

This qualification is recognised within the Australian Qualifications Framework (AQF) at Level 7



## Course Structure

- 19 Core Units (3 credit points/unit)
- 4 Elective Units (3 credit points/unit)
- 1 Work Integrated Learning Unit (WIL)/ Capstone Project (6 credit points)



## Career Outcomes

- Startup Founder/Corporate Leader
- Business Analyst
- Product Manager
- Marketing Coordinator
- Sustainability Consultant
- Corporate Innovator/Intrapreneur

# COURSE STRUCTURE

	UNIT CODE	UNIT NAME	UNIT TYPE	PREREQUISITES	CREDIT POINTS	
Level 100	FIN101	Fundamentals of Financial Literacy	Core		3	
	BUS101	Introduction to Management	Core		3	
	MKT101	Introduction to Marketing	Core		3	
	STA101	Data Driven Decision Making	Core		3	
	ENT101	Foundations of Entrepreneurship	Core		3	
	ENT102	Venture Ideation and Validation	Core		3	
	ENT103	Design Thinking and Lean Start-Up	Core		3	
			Elective 100	Elective		3
Level 200	BUS201	Creativity and Innovation for Business	Core		3	
	BUS202	Business Law	Core		3	
	BUS203	Organisational Communication and Culture	Core		3	
	BUS204	Authentic Leadership	Core	BUS101	3	
	ENT201	Funding and Financial Modelling	Core	FIN101	3	
	ENT202	Selling and Negotiation Strategies	Core	BUS203	3	
	ENT203	Marketing for Entrepreneurs	Core	MKT101	3	
			Elective 200	Elective		3
Level 300	BUS301	Ethics and Sustainability	Core		3	
	BUS302	Agile Business Practices	Core		3	
	ENT301	Venture Growth Strategies	Core		3	
	ENT302	Future Trends and Entrepreneurial Ventures	Core		3	
	ENT303	Venture Model and Launch	Core		3	
			Elective 300	Elective		3
			Elective 300	Elective		3
		WIL301	Professional Placement and Capstone Project	Core (WIL)	Completion of 48 credit points from Level 100 units and Level 200 units	6

## ELECTIVES

Level 100	MKT102	Consumer Behaviour		MKT101	3
	DMKT101	Digital Marketing: An Introduction			3
	DMKT102	Digital Toolkit			3
	DMKT103	Writing Digital Marketing Contents			3
	BUS102	Service Design and Operations			3
	ECO101	Economics for Managers			3
Level 200	MKT201	Marketing Research		MKT101 and STAT101	3
	DMKT201	E-commerce Development			3
	DMKT202	Integrated Marketing Communications		DMKT101	3
	DMKT203	Analytics and Data		STAT101	3
	BUS205	Project Management			3
	BUS206	Digital Business			3
Level 300	DMKT301	Social Media Marketing		DMKT203	3
	DMKT302	Digital Marketing Strategy		DMKT203	3
	DMKT303	Digital and Emerging Technology Marketing			3
	DMKT304	Digital Branding			3
	MKT301	International Marketing		MKT102	3
	BUS303	Innovation and Strategy		BUS201	3
	BUS304	Strategic Change Management			3
	BUS305	Business Model Generation			3





**20%  
OFF**



**30%  
OFF**



**35%  
OFF**

**COURSE FEES**

**OFFSHORE**

**ONSHORE**

**IH & ihBC  
STUDENTS**

★	<b>Bachelor of Entrepreneurship and Innovation</b>	3 Years	\$51,600	\$41,280	\$36,120	\$33,540
★	<b>Bachelor of Digital Marketing</b>	3 Years	\$51,600	\$41,280	\$36,120	\$33,540
★	<b>Bachelor of Business Management</b>	3 Years	\$51,600	\$41,280	\$36,120	\$33,540
★	<b>Associate Degree of Business Management</b>	2 Years	\$34,400	\$27,520	\$24,080	\$22,360
★	<b>Diploma of Business Management</b>	1 Years	\$17,200	\$13,760	\$12,040	\$11,180

Additional  
5% Scholarships  
for High Achievers

Course Credit  
(RPL) Available

# Course Credits (RPL) with ihBC

IGI



* Diploma of Business BSB50120	Bachelor of Business Management 112717J	Block credit of 8 units	1 year
* Diploma of Leadership and Management BSB50420	Bachelor of Business Management 112717J	Block credit of 8 units	1 year
* Diploma of Marketing and Communication BSB50620	Bachelor of Business Management 112717J	Block credit of 5 units	5 units
* Diploma of Digital Marketing 10931NAT	Bachelor of Business Management 112717J	Block credit of 5 units	5 units
* Diploma of Business BSB50120	Bachelor of Digital Marketing 112716K	Block credit of 5 units	5 units
* Diploma of Leadership and Management BSB50420	Bachelor of Digital Marketing 112716K	Block credit of 5 units	5 units
* Diploma of Marketing and Communication BSB50620	Bachelor of Digital Marketing 112716K	Block credit of 8 units	1 year

# Course Credits (RPL) with ihBC

IGI



* Diploma of Digital Marketing 10931NAT	Bachelor of Digital Marketing 112716K	Block credit of 8 units	1 year
* Diploma of Social Media Marketing 10904NAT	Bachelor of Digital Marketing 112716K	Block credit of 8 units	1 year
* Advanced Diploma of Creative Product Development CUA60420	Bachelor of Digital Marketing 112716K	Block credit of 8 units	1 year
* Diploma of Business BSB50120	Bachelor of Entrepreneurship and Innovation 112715M	Block credit of 5 units	5 units
* Diploma of Leadership and Management BSB50420	Bachelor of Entrepreneurship and Innovation 112715M	Block credit of 5 units	5 units
* Diploma of Marketing and Communication BSB50620	Bachelor of Entrepreneurship and Innovation 112715M	Block credit of 5 units	5 units
* Diploma of Digital Marketing 10931NAT	Bachelor of Entrepreneurship and Innovation 112715M	Block credit of 5 units	5 units

# Start Dates 2024-2025



## 2024

### ★ Trimester 1

### ★ Trimester 2

### ★ Trimester 3

<b>Orientation</b>	8 February	23 May	5 September
<b>Start</b>	12 February	27 May	9 September
<b>Census</b>	1 March	14 June	27 September
<b>Finish</b>	10 May	23 August	6 December
<b>Break</b>	13 May - 26 May	26 August - 8 September	9 December - 2 February
<b>Results</b>	17 May	30 August	13 December

#### Public holidays NSW 2024

1 January - New Year's Day | 26 January - Australia Day | 29 March - Good Friday | 30 March - Holy Saturday | 31 March - Easter | 1 April - Easter Monday | 25 April - Anzac Day | 10 June - King's Official Birthday | 7 October - Labour Day | 25 December - Christmas Day | 26 December - Boxing Day

## 2025

### ★ Trimester 1

### ★ Trimester 2

### ★ Trimester 3

<b>Orientation</b>	30 January	22 May	11 September
<b>Start</b>	3 February	26 May	15 September
<b>Census</b>	21 February	13 June	3 October
<b>Finish</b>	2 May	22 August	12 December
<b>Break</b>	5 May - 25 May	25 August - 14 September	15 December - 1 February
<b>Results</b>	9 May	29 August	13 December

#### Public holidays NSW 2025

1 January - New Year's Day | 27 January - Australia Day | 18 April - Good Friday | 19 April - Holy Saturday | 20 April - Easter | 21 April - Easter Monday | 25 April - Anzac Day | 9 June - King's Official Birthday | 6 October - Labour Day | 25 December - Christmas Day | 26 December - Boxing Day

#### Notes:

- Census date is the last date to add or withdraw from units for a trimester enrolment without financial penalty.



## ★ Applicants with Recent Secondary Education (within the last 2 years)

Applicants for admission into IGI undergraduate courses must meet the following requirements:

- Year 12 in Australia with a minimum ATAR score of 60; or
- Recognised overseas qualification equivalent to Year 12 or above.

International applicants must also meet the English language proficiency requirements.

Other admission options may be available for domestic applicants who do not have an ATAR or whose ATAR is below 60, such as previous vocational or higher education studies (complete or incomplete) or work and life experience. Please refer to the entry requirements outlined below.

## ★ Applicants with Vocational Education (VET) Studies

Applicants may be eligible for admission into IGI undergraduate courses if they have successfully completed an accredited vocational education qualification at the Certificate IV (AQF 4) or higher and are over 18 years of age. The qualification must be from a VET Training package or an accredited course delivered by a Registered Training Organisation (RTO) in Australia or overseas.

International applicants must meet the English language proficiency requirements specified in the IGI English Language Proficiency Policy.



## ★ Applicants with Higher Education (bridging or enabling course)

Applicants may be eligible for Admission if they have completed a recognised Foundation Studies course.

## ★ Applicants with Work and Life Experience (Mature Age Applicants)

Applicants who are aged 21 years of age or over, who have finished secondary education more than two years ago, and who have had little or no tertiary study experience must demonstrate through appropriate work and life experience they can undertake study at the required level. Evidence must be provided to demonstrate a reasonable prospect of success through:

- Appropriate, relevant work experience and/or
- Formal, informal, or non-formal study, completed or partially completed.

## ★ Approved Articulation Agreements

Applicants may be granted direct entry through an approved articulation agreement. These articulation agreements provide pathways between a completed qualification from an external institute into a qualification at IGI. The Articulation Agreement may identify specific credit into an IGI award or may establish admission only. Details of IGI's Articulation Agreements are available via the IGI website.





## Special Consideration

IGI acknowledges that some applicants may not meet the minimum entry requirements into an IGI due to educational disadvantages. IGI will consider granting special consideration to applicants who have suffered adversity or disadvantage due to cultural, socio-economic, health, or other associated factors. IGI may consider the following categories when granting special consideration for admission into their courses:

- Aboriginal and Torres Strait Islander peoples (for further details, please see IGI Aboriginal and Torres Strait Islander Peoples Education Policy)
- Individuals with disabilities (for further details, please see IGI Access and Inclusion Support Policy)
- Any other groups of prospective students who may have experienced educational disadvantage.

Applicants wishing to apply for admission with special consideration must submit a written statement explaining the disadvantages they have experienced and how these have impacted their educational performance. Supporting evidence must be provided, which may include the following:

- School reports for the final years of secondary schooling and the final secondary examinations
- Performance reports in relevant subjects in the final secondary examinations
- Performance in other academic programs or community service-related schemes.
- A statutory declaration from an individual who is not a direct relative of the applicant.
- Medical documentation, where applicable.

IGI may not process any applications for special consideration without supporting documentation.

Applicants who do not meet the standard entry criteria may be granted admission by the IGI Dean (or delegate) if the assessment confirms the applicant's ability to undertake the course and to meet the course learning outcomes.



Applicants must have documented evidence of English language proficiency to meet the requirements for entry into IGI undergraduate courses as listed below:

English Language Test	Bachelor's and Associate Degree and Diploma
★ International English Language Testing System (IELTS) – Academic	Overall, 6.0 <i>(no band less than 5.5)</i>
★ Pearson Test of English (PTE)	Overall 50 <i>(no band less than 42)</i>
★ Cambridge English C1 Advanced (C1 Advanced)	Overall 169 <i>(no band less than 162)</i>





**20%  
OFF**



**30%  
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**35%  
OFF**

**COURSE FEES**

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Additional  
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Course Credit  
(RPL) Available



All tests must be within two years of the starting date of the course they are enrolling in.

Alternatively, applicants will be deemed to have sufficient English proficiency if they meet one of the following criteria:

- One of the following qualifications completed within the last two years:
  - Successful completion of AQF Level 4 or higher at an Australian RTO or Higher Education provider.
  - Successful completion of one-year Higher Education study in Australia
  - Successful completion of a Foundation Studies program in Australia
- Senior secondary study undertaken in English from the following countries: American Samoa, Botswana, Canada (excluding Quebec), Fiji, Ghana, Guyana, Ireland, Jamaica, Kenya, Lesotho, Liberia, New Zealand, Nigeria, Papua New Guinea, Samoa, Singapore, Solomon Islands, South Africa, Tonga, Trinidad and Tobago, United Kingdom, United States of America, Zambia, Zimbabwe.
- Malaysia Secondary School qualifications SPM1119 Grade C in English; STMP grade C in English Literature; UEC grade B5 in English
- Successful completion of an English for Academic Purpose course that satisfies the English requirements before commencing the degree at IGI. The English for Academic Purposes course must be undertaken at one of IGI's approved ELICOS providers.

IGI reserves the right to ask a student to provide an English language test result.

International students must also meet any English language requirements the Department of Home Affairs advises for visa purposes. For more details, please refer to the Department of Home Affairs website.

Other evidence of English proficiency may also be accepted in exceptional circumstances upon the provision of appropriate documentation and will be approved by the IGI Dean.

All applicants must be at least 18 years old at the commencement of the course.

# Why Study with IGI

IGI



Career Pathways



Academic Excellence



Networking Opportunities



Student Support



Recognition of Prior Learning (RPL)



Course Structure per term, 3-3-2



2 Day Week Timetable



Scholarships



Work Integrated Learning (WIL)



Higher Education for Future Leaders



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