

# Bachelor of Business

New program for 2022 entry



## Build your own business degree and rewrite what's next with the new Bachelor of Business at RMIT University.

Are you a forward-thinker, creator, innovator, disrupter or driver of social change? It's time to build your own degree around your individual goals and interests.

At most universities, students need to choose a major or specialisation before they've even started their degree. But at RMIT, we do things differently.

We've adopted a new agile, non-traditional course structure to equip you with greater hands-on learning opportunities and industry engagement.

## Why study the new Bachelor of Business at RMIT?



### Real-world learning

Concentrate on solving real industry problems to build your portfolio of achievements and experience.



### Personalised course structure

Choose from our suite of majors and minors to specialise in your chosen field or broaden your knowledge across a range of fields.



### Co-designed with industry

Graduate with the highly sought-after skills and knowledge to think innovatively across disciplines and rewrite what's next.

## Bachelor of Business

Start your business education journey with four foundation subjects that will introduce you to the key issues currently facing industry. Choose any one (or two!) of 15 majors, and compliment this with a choice of 35 minors. Alternatively, carve your own path by choosing not to do a major at all.

**Program code:** BP343

**Duration:** 3 years full-time

**Intakes:** February, July

**Online study available**

**CRICOS:** 106623K

**Entry requirements:**

You must have successfully completed an Australian Year 12 or an equivalent senior secondary school qualification with a minimum average of 65%

**IELTS (Academic):**

minimum overall band of 6.5 (with no individual band below 6.0)

## Bachelor of Business Professional Practice

Access all the options of the Bachelor of Business with the added benefit of a dedicated minor subject that provides extra professional experiences with industry partners, research centres, start-up support networks or the not-for-profit sector.

**Program code:** BP344

**Duration:** 4 years full-time

**Intakes:** February, July

**Online study available**

**CRICOS:** 106622M

**Entry requirements:**

You must have successfully completed an Australian Year 12 or an equivalent senior secondary school qualification with a minimum average of 75%

**IELTS (Academic):**

minimum overall band of 6.5 (with no individual band below 6.0)



## What's new in the Bachelor of Business?

The Bachelor of Business and the Bachelor of Business Professional Practice replace all RMIT's existing undergraduate business courses. So what's new?

### **We've swapped traditional exams and lectures for real-world problem solving\*.**

You'll build your knowledge the RMIT way: by getting hands-on experience with real companies like Australia Post, the National Gallery of Victoria (NGV), Adobe, Medibank, the Australian Red Cross and Zoos Victoria.

*\*Except where required by accrediting bodies.*

**You'll be the architect of your own educational experience.** There's full freedom to tap into your individual interests and goals by choosing any of our 15 majors and 35 minors. You could even choose not to complete a major and experience lots of different minors instead!

### **You've got the option to add a year of industry experience.**

The Bachelor of Business Professional Practice is just like the Bachelor of Business, but with an extra year of real work experience. You'll start with a virtual internship and dive deeper into direct partnerships, building your professional expertise before you graduate.

**You'll graduate equipped with a digital portfolio to show for your newfound skillset.** Your digital portfolio will be an invaluable resource for launching your career. It's accessible at any time so you can even take it to job interviews.

## Course structure

In your first year, you will complete 4 business foundation subjects to give you the foundation that you need to succeed in your chosen Business career path.

After your first year, the direction you take is in your hands. You can select up to 2 majors, or no majors at all. You can choose one or more minors, or just focus on the individual subjects and electives that interest you most.

In your final year, all students will undertake the compulsory Capstone Experience subject.

Majors and minors are like the units of study that will shape your degree.

Majors are worth more credit points because they'll be the primary focus of your study, whereas minors are secondary areas of study that are typically more specialised. There shouldn't be any overlap between your majors and minors.

The Bachelor of Business Professional Practice involves the same structure as the Bachelor of Business, with an additional professional practice year.

## Industry partners

This degree is closely integrated with industry and real-world problem solving as an integral part of the learning experience. We have partnered with key organisations in industry to help build what you will learn in your classes.

## Explore our 15 business majors

### **Accountancy**

This major is designed to produce work-ready graduates with the tools to make key business decisions, and an understanding of how taxation, macroeconomics and market principles intersect with accountancy.

### **Business and Technology**

Technology is completely changing the world of business. Learn how by studying topics such as cybersecurity, fintech, digital finance, managing digital teams and forensic accounting.

### **Finance**

This major will enhance your analytical and problem-solving abilities and develop your understanding of the principles of finance.

### **People and Organisation**

This major focuses on developing strategies to manage people and construct workplace arrangements that respond to organisational and human needs.

### **Management and Change**

Be a leader. Build skills in strategic thinking, people and organisational management and problem solving to be a force for change in business. Learn to deal with complex issues, lead teams and make applicable business decisions across a variety of organisational structures.

### **Blockchain Enabled Business**

Be equipped with the knowledge and skills you will need to apply and manage blockchain in public and private enterprises, through multi-disciplinary study.

### **Economics**

Understand how businesses, people and governments interact locally and globally. Learn the necessary skills to tackle society's biggest challenges such as climate change, equality and poverty. Develop applied analytical expertise important to a variety of career paths.

### **Financial Planning**

Study a range of areas including personal planning, taxation, estate planning, superannuation, insurance and investment planning to qualify as a financial planner.

### **Innovation and Enterprise**

This major prepares you to innovate and create the business of tomorrow. Study subjects that develop your professional capabilities and your business acumen via learning that intersects industry with technology.

### **Marketing**

By studying a marketing major you'll be prepared to take on roles in fields like digital marketing, brand management, campaign strategy, and customer analytics.

### **Business Information Systems**

Major studies in information systems include business IT development, information systems strategy and governance, business databases, e-business systems, and business analysis and design.

### **Entrepreneurship**

Be exposed to the ideas and strategies of some of Australia's newest and established entrepreneurs. In studying entrepreneurship, developed with industry partners, gain the confidence and entrepreneurial skills to launch and manage exciting new business ventures.

### **Global Business**

This global business major gives you the skills to analyse and interpret the complex operations of global organisations, international trade and business relationships.

### **Logistics and Supply Chain**

This major explores procurement and global sourcing, warehousing, freight and distribution, business operations, digital supply chain and sustainability, circular economy issues, analytics and the management of human and physical resources.

### **Social Impact**

Distinguish yourself in the field of socially responsible business. In this major, you'll learn how businesses can become more socially aware and take concrete action to address social issues and challenges.

*\*Please note: if completing the Accountancy Major, you will be required to sit an exam for accreditation purposes.*

## But what about minors?

Minors allow you to study a few subjects rather than commit to a full major, so you will get a good grounding in a subject area but can get a bit more variety in your degree.

- Behavioural Business
- Behavioural Science for Future Leaders
- Blockchain Enabled Business
- Business Analytics
- Business and Technology
- Cybersecurity
- Data Insights
- Digital Business Development
- Digital Supply Chain
- Economics
- Entrepreneurship
- Finance
- Financial Planning and Tax
- Financial Planning
- Global Business
- Global Procurement and Sourcing
- Industrial Relations
- Information Systems
- Innovation and Enterprise
- International Development
- International Logistics
- Law and Economics
- Law and Emerging Technology
- Logistics and Supply Chain
- Management and Change
- Managing Global Teams
- Marketing
- New Business Creation
- Open Innovation
- People and Organisation
- Regulatory Accounting
- Social and Behavioural Issues in Accounting
- Social Impact
- Study and Work
- Supply Chain Analytics



## Connect with future employers

### Jobs of the future are looking for uni grads with diverse skillsets – not the highest exam score.

As a Bachelor of Business graduate, you will be prepared for jobs that are growing or yet to be defined. New occupations are emerging, often as the result of disruptions and megatrends.

In the Bachelor of Business and Bachelor of Business Professional Practice, classes feature hands-on learning opportunities to help you gain experience, including:

- Business simulations that challenge students to apply business concepts in engaging, competitive, real-world environments
- Case-studies co-designed with industry
- Explore your entrepreneurial side at the Impact Academy
- Labs where you'll plan, design and conduct experiments to solve real-world challenges
- Industry-based projects and challenges undertaken with industry supervision and feedback.

"RMIT students are known for their energy, willingness to learn, adaptability, and preparedness to hit the ground running. This is evident through the wonderful students who have taken up internships and placements with us."

#### Jeremy Crawford

Head of Talent Acquisition, Medibank Australia



## Career outcomes

Due to high demand for specialised and hybrid skills and knowledge, roles are emerging in areas such as technology, big data, data analysis, digitalisation, AI and automation, and sustainable economies.

Depending on the majors, minors and subjects you choose, roles you may be suitable for include:

- Accountant, Actuary, Auditor, Economist, Financial Analyst, Financial Planner, Human Resource Professionals, Investment Adviser, Legal Professional, Marketing Professional
- Digital Marketing Analyst, Logistics Analyst, Business Behaviourist, Digital Marketing Manager, Social Media Assistant, Transformation Manager, Community Manager (Public Relations), Ethical Sourcing/Procurement Manager
- Data Analyst, Pricing Analyst, HR Analytics Manager, Data Scientist, Growth Hacker
- Agile Coach, Logistics Analyst, Diversity and Inclusion Officer, Customer Success Specialist, Social Entrepreneur
- Digital Marketing Analyst, Social Media Specialist, User Experience (UX) Analyst, Digital Content Curator, Marketing Personalisation Specialist, Employee Experience (EX) Manager, Digital Capability Coordinator
- Corporate Strategist, Concept Designer, Corporate Development Analyst, Social Innovation Projects Manager, Enterprise Architect.



### Looking for answers or more information?

RMIT advisors are on hand to help if you have any questions about the new Bachelor of Business programs or need help regarding applications and enrolments, fees and scholarships, student support services and more.

- Connect with an advisor at [rmit.edu.au/international](https://rmit.edu.au/international)
- Find out how to apply at [rmit.edu.au/international/apply](https://rmit.edu.au/international/apply)