DISCOVER A GLOBAL CAREER

Every single one of RMIT’s business programs connects you to industry through work-integrated learning.

Through industry-focused programs you will develop your entrepreneurial skills, network with business leaders from influential organisations and receive opportunities to study and work overseas. There is no better way to prepare yourself for the business world and over 5000 global employers agree, ranking RMIT in the top 13% of universities worldwide for graduate employability.

RMIT will prepare you for a global career in the areas of:
- accounting
- advertising
- business information systems
- economics and finance
- entrepreneurship
- international business
- logistics and supply chain
- management, business and administration
- marketing
- public relations
- statistics.

HOT NEWS

Awarding winning approach

RMIT’s Accounting Cooperative Education Program, within the Professional Accountancy degree, has been distinguished for its outstanding integration of theory and practice in the 2011 Business/Higher Education Round Table Awards. The national awards are sponsored by CPA Australia.

STUDENT PROFILE

After completing her diploma Cleopatra aspires to study the Bachelor of Business (Accountancy) in order to become an auditor for the Government.

‘RMIT provides a professional environment for students. The Diploma of Accounting focuses on real-life, practical accounting and provides solid financial knowledge. RMIT creates a supportive and motivating learning environment that pushes students to excel. The Diploma of Accounting opens many doors for future career steps and is a worthwhile experience.’

Cleopatra Luneburg (cover image)
Diploma of Accounting
Acknowledgement of country

The Wurundjeri people of the Kulin Nation are the traditional custodians of the land on which this organisation stands. We pay our respects to owners and Elders, both past and present.

interact with RMIT

Stay connected with everything that’s going on at RMIT through web, mobile and social networking. Visit www.rmit.edu.au/interact
Welcome to RMIT’s COLLEGE OF BUSINESS

RMIT offers many study options that allow you to learn in a flexible way—common in many Business TAFE programs—or focus on a core area of knowledge, such as associate degrees. Degree and double degrees allow you to further specialise in your discipline, or open up opportunities to focus on a related area of study.

Three-year business degrees
If you are interested in studying more than one area within business, RMIT's three-year business degrees offer you choice, flexibility and broad graduate skills. By organising components of study into ‘discipline blocks’, it also means your degree makes sense in the marketplace to future employers.

8 + 8 + 8
You will study business core courses, specialist courses in your discipline major, and flexible courses.
The eight flexible courses:
» allow you to further specialise in an area of business
» allow you to follow your interests
» can be chosen to suit your future career or the industry you want to work in
» might be prescribed if you need professional recognition (e.g. CPA Australia, Australian Marketing Institute)
» can be a second business major, but not the same as your first major
» can consist of one business minor (4 courses) and another minor from areas such as international development, social science, justice, communication, languages, maths or statistics.

Four-year business degrees
Our popular four-year business degrees include a compulsory work placement, or the opportunity to work with an external client or on a real-life project. This practical, industry-focused component is ‘sandwiched’ between the second and final years of full-time study, ensuring that you can apply lessons from the classroom, bring fresh ideas and perspectives to a real problem or workplace, and complete your studies with more confidence and a greater understanding of how to apply your creative and critical abilities to solve a real business problem.

Education becomes knowledge through experience
At the core of business programs is the inclusion of deep professional practice into the educational experiences of RMIT students. Through RMIT’s partnerships with industry, you will be studying a program that is relevant to the needs of business and the broader community. You will emerge from RMIT with a formal qualification plus the experience and capability to add value to an organisation from day one.

Work-integrated learning (WIL) is focused on producing business graduates who have a greater understanding of the nature of business across a range of industries.

WIL opportunities offered through business TAFE and degree programs, include:
» paid or unpaid work placements
» discipline-related, mentored employment (e.g. traineeships, cooperative education program, professional skills program)
» industry speakers and projects
» research and problem-solving projects (e.g. industry partners asking students to provide a solution for a real-life problem)
» entrepreneurial initiatives (e.g. Business Plan Competition)
» business simulations (e.g. business policy game, Treasury Training Facility and projects using The Agency and the Simulated Business Space)

Further information: www.rmit.edu.au/bus/wil

READY TO WORK AND LEAD

Results from the 2010 Australian Graduate Survey recorded that 23.8% of ‘business studies’ degree graduates were employed full-time during their final year of study and were still with that employer four months after graduation, compared to 15.7% of all graduates across all disciplines who responded to the survey.

Out of all ‘business studies’ degree graduates available for full-time work, 75.1% were in full-time employment.
Locations and facilities

Most business programs are offered right in the urban heart of Melbourne. Many business programs can also be studied at RMIT Vietnam and partner institutions around the world. The Swanston Academic Building, RMIT’s new Building 80, features innovative teaching and learning spaces such as interactive lecture and tutorial spaces, discursive teaching theatres, lectorial theatres, small-group rooms that promote student and instructor interaction, peer collaboration and group discussion, as well as a 180-seat cinema open to the public.

RMIT’s business programs are widely recognised as being embedded with opportunities for students to work on live projects from industry, in professional practice, or in simulated environments. The Swanston Academic Building provides specialist spaces to ensure business students are exposed to real-world challenges, environments and conditions, supporting you to hone your abilities as a critical and creative thinker, and future business leader.

The Swanston Academic Building specialist spaces include:
- The Agency
- Business Design Studio
- Enterprise Training Space
- IT Training Lab
- Simulated Business Space
- Treasury Training Facility

For further information and to see a multimedia ‘fly-through’ visit www.rmit.edu.au/bus/sab.

Treasury Training Facility

The Treasury Training Facility at RMIT is one of the largest tertiary-based facilities of its type in the world. It is equipped with a live market data feed from Bloomberg and a range of financial tools for data and news analysis and market research. Students trade with live market data, and experience first-hand what professionals at the world’s leading banks and investment firms do with the same tools and information. In this realistic, hands-on work environment students learn how to manage banking transactions, correct errors or omissions and create a full audit trail of the trading process. Participants are trained in all aspects of financial markets, from market language and conventions, trading financial securities and instruments, to learning about risk management and transaction recording and reporting.

This custom-built space and innovative approach to education and training is part of RMIT’s commitment to providing business students with job-ready skills.

Simulated Business Space

RMIT has an innovative and practical solution to gaining hands-on experience in the business world—virtual enterprises. TAFE Business Administration students will use the Simulated Business Space to confront the issues, processes and challenges of competitive business without the burden of actually producing real goods and services.

RMIT’s virtual enterprise, sometimes known as a ‘practice firm’, operates in conjunction with a mentor from a real-life company. It boasts a corporate environment with realistic practices and business processes, operating in a virtual economy.

TRAINEESHIPS

The following qualifications are available as traineeships:

- Business
- Business administration
- Dry cleaning operations
- Frontline management
- Laundry operations
- Management
- Retail operations

Request the RMIT Apprenticeship and Traineeship Guide for more information.

The Agency

TAFE advertising, marketing and public relations students plan and execute campaigns for assessment as well as for real-life clients. The Agency works like a real agency, involving you in all stages of a client brief. This includes account services, media, creative and production. You will plan and execute marketing and communication campaigns using the latest, studio-quality technology.

More to life than just study

Shape your future

Student-Staff Consultative Committees review and contribute to the ongoing improvement of RMIT programs. By getting involved you will help ensure a student-centred learning environment and that RMIT continues to provide the opportunities and skills expected by graduates and prospective employers.

Share your knowledge

The College of Business has over 1600 Student Learning Advisor Mentors (SLAMs), high-performing students who volunteer their time to support fellow students with their academic studies. There are also peer mentors and teaching assistants for selected business programs.

Opportunities to make a real difference

RMIT Business Plan Competition

Looking for a challenge beyond your studies? If working collaboratively with staff and students from other disciplines and industry practitioners appeals to you, you can find an outlet for that excess energy through the RMIT Business Plan Competition.

- Use your talents and energy to develop a new business or innovative idea and a competitive business plan.
- Work with industry mentors to refine your idea and access expertise to take your business idea to the marketplace.
- Team up with other RMIT students—either in Melbourne or at overseas locations.
- Be in the running to receive a share in almost $100,000 in prizes.

Further information: https://bpc.rmit.edu.au

Entrepreneurship at RMIT

At RMIT you have access to experienced business entrepreneurs who can give advice about your ideas for a new or existing business. The Entrepreneur in Residence runs workshops in business planning and marketing, and hosts several forums and events each year.

The Social Enterprise Group is focused on nurturing student-run projects that help communities grow. Many RMIT students are interested in being involved in activities that are entrepreneurial, have a social focus and have positive outcomes for communities and groups. The SEEDS program supports the development of such projects and fellowships are available. You can also seek advice from the Social Entrepreneur in Residence.
WHAT WILL AN INTERNATIONAL EXPERIENCE DO FOR YOU?

JOIN A GLOBAL LEARNING COMMUNITY

RMIT’s College of Business offers an international learning experience to all students. By taking a study tour, exchange program, learning with students from across the globe in Melbourne, at RMIT Vietnam or with partner institutions around the world, you’ll join a learning community that is truly global in outlook and graduate with the confidence that your skills and knowledge are relevant to the national and global marketplace.

Studying overseas
The type of global opportunity available to you will depend on your choice of study. In most cases, you can gain credit points towards your studies. You don’t have to speak a foreign language, but you do need:
» a keen desire to gain an international perspective on your studies
» a willingness to immerse yourself in another culture
» the courage to experience different teaching styles and ways of learning.

The benefits include enhancing your job opportunities, professional knowledge and networks; developing interpersonal skills by living and studying overseas; and sharing and embedding that knowledge in your studies when you return to Australia and beyond graduation.

Study tours are the most popular way to incorporate an international experience into your program of study. The College of Business is a recognised leader within RMIT and Australia in developing this type of student experience. Degree students can complete two RMIT courses during the Australian summer or winter vacation. Destinations include Canada, China, France, Germany, Thailand, UK, USA and Vietnam.

International work placements, for example, as part of a cooperative education year, may be undertaken overseas with appropriate approval.

Student exchange and study abroad opportunities allow you to spend a longer period of time overseas and are open to full-time TAFE and degree students. Studies may be credited towards your RMIT qualification with prior approval from the University’s Education Abroad Office.

INTERNATIONAL RECOGNITION

With many programs being recognised internationally, RMIT graduates are employed in more than 100 countries around the world.

Recognition can include:
» full accreditation
» membership of overseas professional associations
» membership of Australian associations that have membership arrangements with overseas bodies.

FURTHER INFORMATION

For further information about global study opportunities, read the individual program entries in this booklet or visit www.rmit.edu.au/bus/international
SCHOLARSHIPS AT RMIT:
A WORLD OF POSSIBILITIES

COMMENCING AND CURRENT STUDENTS ARE STRONGLY ENCOURAGED TO APPLY FOR AN RMIT SCHOLARSHIP.

Each year RMIT awards millions of dollars in scholarships to thousands of RMIT students across all TAFE, university and postgraduate program areas.

RMIT scholarships recognise academic achievement, leadership and community skills. RMIT also offers Equity and Aboriginal and Torres Strait Islander scholarships to assist students from a range of backgrounds to achieve their study ambitions.

Business prize giving ceremony
» The RMIT Business Prize Giving Ceremony is an annual event featuring the presentation of prizes generously supported by many companies, professional bodies and endowments from individuals. The presentation of over 100 prizes is an opportunity for business students and recent graduates to celebrate their achievements with family, teaching staff, employers and external sponsors. Prizes are awarded in most disciplines based on outstanding performance in business-related studies and contributions to the RMIT and wider community. The highlight of the evening is the announcement of the RMIT Business Medallist.

Find out more by visiting www.rmit.edu.au/bus/prizegiving

Equity scholarships
» Equity scholarships are available to assist students from disadvantaged backgrounds.

Scholarships for Aboriginal and Torres Strait Islander students
» RMIT is committed to supporting Aboriginal and Torres Strait Islander students to engage in study through financial support.

Scholarships for academic achievement
» If you achieve outstanding VCE (or equivalent) results, there are many opportunities to have your talents rewarded at RMIT.

Leadership scholarships
» Leadership and community involvement scholarships provide assistance in the education of young people with outstanding leadership potential. These scholarships target students with a passion for study and a commitment to contributing to their community.

Research scholarships
» RMIT has various scholarships to assist you with your academic and career goals.

Further information on these and many more scholarships is available on the website: www.rmit.edu.au/scholarships
Pathways provide opportunities for students to transfer from one program to another. It’s another way of getting to where you want to go.

### BREAKING DOWN BARRIERS BETWEEN TYPES OF STUDY

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### STUDENT PROFILE

“I am confident that the Bachelor of Business (Business Information Systems) will help me in my future career, particularly when it comes to demonstrating an understanding of the strategic alliance between IT and Business.

“The ability to gain practical work experience while I study has been great. It has also been useful to have work colleagues who can provide assistance with my studies if required.

“I previously completed the Diploma of Information Technology (General) which was an excellent way to gain hands-on experience in networking, programming and hardware. TAFE certainly provided me with an excellent stepping stone into university.”

Jonathan McAliece
Bachelor of Business (Business Information Systems)
Certificate IV in Information Technology (Networking)
Diploma of Information Technology (General)

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* This column is a guide only as individual circumstances may vary. For further details about pathways please contact Info Corner on tel. 03 9925 2260 or email study@rmit.edu.au

†† Includes one year work-integrated learning
Different levels of study at RMIT mean you can explore more than one way of getting the qualification you want.

You could also receive recognition for your existing skills and knowledge. Completed TAFE qualifications can be credited towards a degree and, alternatively, partly completed degree studies may be accredited to a TAFE diploma or advanced diploma.

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### Different Levels of Study

**Preparatory & Introductory Programs**
- Certificates, apprenticeships and traineeships
- Diplomas and advanced diplomas
- Associate degrees
- Degrees
- Postgraduate programs

**Current Year 10 and 11 Applicants**
- Current Year 12 and non-Year 12 Applicants

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### Degree TAFE Pathway

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<td>Logistics and supply chain management</td>
<td>Accounting</td>
<td>1.5 + 1.5 years11</td>
</tr>
<tr>
<td></td>
<td>Advertising</td>
<td>1.5 + 1.5 years11</td>
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<tr>
<td></td>
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<tr>
<td></td>
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<td>1.5 + 1.5 years11</td>
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<td></td>
<td>Financial planning</td>
<td>1.5 + 1.5 years11</td>
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<tr>
<td></td>
<td>Information technology</td>
<td>1.5 + 1.5 years11</td>
</tr>
<tr>
<td></td>
<td>Information technology (general)</td>
<td>1.5 + 1.5 years11</td>
</tr>
<tr>
<td></td>
<td>International business</td>
<td>1.5 + 1.5 years11</td>
</tr>
<tr>
<td></td>
<td>Logistics</td>
<td>1.5 + 1.5 years11</td>
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<tr>
<td></td>
<td>Management</td>
<td>1.5 + 1.5 years11</td>
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<tr>
<td></td>
<td>Marketing</td>
<td>1.5 + 1.5 years11</td>
</tr>
</tbody>
</table>

| Management                                   | Accounting   | 1.5 + 1.5 years11               |
|                                            | Advertising   | 1.5 + 1.5 years11               |
|                                            | Business      | 1.5 + 1.5 years11               |
|                                            | Business admin | 1.5 + 1.5 years11               |
|                                            | Financial planning | 1.5 + 1.5 years11               |
|                                            | Information technology | 1.5 + 1.5 years11               |
|                                            | Information technology (general) | 1.5 + 1.5 years11               |
|                                            | International business | 1.5 + 1.5 years11               |
|                                            | Logistics     | 1.5 + 1.5 years11               |
|                                            | Management    | 1.5 + 1.5 years11               |
|                                            | Marketing     | 1.5 + 1.5 years11               |

| Marketing                                   | Accounting   | 1.5 + 1.5 years11               |
|                                            | Advertising   | 1.5 + 1.5 years11               |
|                                            | Business      | 1.5 + 1.5 years11               |
|                                            | Business admin | 1.5 + 1.5 years11               |
|                                            | Financial planning | 1.5 + 1.5 years11               |
|                                            | Information technology | 1.5 + 1.5 years11               |
|                                            | Information technology (general) | 1.5 + 1.5 years11               |
|                                            | International business | 1.5 + 1.5 years11               |
|                                            | Logistics     | 1.5 + 1.5 years11               |
|                                            | Management    | 1.5 + 1.5 years11               |
|                                            | Marketing     | 1.5 + 1.5 years11               |

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### Degree TAFE Pathway

<table>
<thead>
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<th>Degree</th>
<th>TAFE Pathway</th>
<th>Duration* TAFE Pathway + Degree</th>
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<td></td>
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<td></td>
<td>Management</td>
<td>1 + 3.5 years11</td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td>1 + 3.5 years11</td>
</tr>
</tbody>
</table>

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### Why TAFE at RMIT?

- Learn job-ready skills.
- Support your current career.
- Top up your skills.
- It’s a stepping stone to a degree.

DID YOU KNOW?

TAFE qualifications can be credited towards a degree.

* This column is a guide only as individual circumstances may vary. For further details about pathways please contact Info Corner on tel. 03 9925 2260 or email study@rmit.edu.au

‡‡ Includes one year work-integrated learning.
ACCOUNTING

ACCOUNTANCY

**Bachelor of Business (Professional Accountancy)**

<table>
<thead>
<tr>
<th>RMIT CODE</th>
<th>DURATION &amp; APPLICATION</th>
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</thead>
<tbody>
<tr>
<td>BP129</td>
<td>FT4</td>
<td>84.15</td>
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</table>

**City**

www.rmit.edu.au/programs/bp129

Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgments and decisions. It involves recording, classifying, summarising and interpreting financial transactions and events, and is frequently used by lenders, managers, investors, tax authorities and other decision-makers.

Studying accounting gives you the tools to understand how and why key business decisions are made, and how to have input into those decisions.

This program provides stimulating and rigorous studies in the core areas of business and accountancy.

You will have opportunities to develop essential capabilities to operate successfully in contemporary business and multidisciplinary environments and to contribute to the future supply of professionally qualified and broadly trained accountants.

**WORKING WITH INDUSTRY**

You will have the opportunity to integrate work with your learning activities through the cooperative education program—a compulsory paid industry placement undertaken during the third year. As well as the cooperative education placement you will undertake specialist accounting work-integrated learning (WIL) courses such as Cost Management and Applications, Theories and Regulations of Accounting and Strategic Decision Making for Accountants (each 12 credit points).

The application of theoretical learning to a discipline-related work placement involves professional or vocational work which is supervised and assessed. Feedback from clients and others from industry and community is integral to the experience. Your WIL experience will be integrated with academic learning prior to the practicum as well as upon return.

**WHAT YOU WILL STUDY**

The Bachelor of Business (Professional Accountancy) is suited to students who wish to study full-time.

The degree consists of 24 taught courses (each of 12 credit points) and two semesters (96 credit points) of work-integrated learning. In the first and second year you will undertake eight common business core courses plus eight specialised accounting and law courses.

The third year involves a compulsory work-integrated learning component in the form of a cooperative education placement or professional skills program project.

In the final year, you will study three specialised accounting courses and five electives, of which at least one must be an accounting elective. Classes for full-time students are usually held between 8.30 am and 5 pm, Monday to Friday.

**CAREER OUTLOOK**

About one-third of graduates gain employment in public accounting practices, supporting staff teams in areas such as auditing, taxation, management consulting, business services and receivership. Others are recruited into commercial and government organisations in treasury, internal audit, strategic business planning, financial reporting and management accounting roles.

There are good job prospects both pre- and post-graduation. Results from the 2010 Australian Graduate Survey recorded that 26.8% of accounting graduates were in full-time employment in their final year of study and are still with that employer four months after graduation (compared to 15.7% of all graduates across all disciplines who responded to the survey), and out of all accounting degree graduates who were available for full-time employment, 79.1% were in full-time employment.

**PROFESSIONAL RECOGNITION**

The Bachelor of Business (Professional Accountancy) is accredited by CPA Australia and the Institute of Chartered Accountants in Australia.

Graduates of the Bachelor of Business (Professional Accountancy) are entitled to associate membership of all the professional accounting bodies: CPA Australia, the Institute of Chartered Accountants in Australia and the Institute of Public Accountants, provided auditing and taxation subjects are passed. You must then undertake the chosen professional body’s qualification program and gain three years relevant practical experience to gain full membership.

In addition, living and working in countries such as China, Hong Kong, Singapore or Malaysia gives graduates the option of applying for entry into the final stages of the Association of Chartered Certified Accountants (ACCA) qualification program.

Industry and professional representatives actively participate in the Program Advisory Committee, which ensures that links with industry standards and international business practice remain current.

**GLOBAL CONNECTIONS**

Specialised accounting study tours to Europe and North America are offered annually, subject to demand, and can be credited towards your degree. To help you gain an international perspective on your studies and professional knowledge, study tour scholarships have previously been offered by CPA Australia, WHK Horwath, the Institute of Chartered Accountants in Australia and Global Study Connections. Other study tour destinations include Canada, China, France, Germany, Thailand, USA and Vietnam.

Visit www.rmit.edu.au/bus/international

**EXTRA REQUIREMENTS**

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

**YOU MIGHT ALSO LIKE...**

- International business — page 20
- Management — page 26
A second business major can be selected from: business information systems, economics, entrepreneurship, finance, human resource management, international business, logistics and supply chain management, management or marketing.

Business minors can be selected from the same disciplines as listed above, as well as accountancy, economics and finance and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure and the professional practice requirements, please visit www.rmit.edu.au/busacademicprograms.

Classes for full-time students are usually held between 8.30 am and 5 pm, Monday to Friday. Part-time classes are usually held between 5 pm and 9.30 pm.

CAREER OUTLOOK

About one-third of graduates gain employment in public accounting practices, supporting staff teams in areas such as auditing, taxation, management consulting, business services and receivership. Others are recruited into commercial and government organisations in treasury, internal audit, strategic business planning, financial reporting and management accounting roles.

There are good job prospects both pre- and post-graduation. Results from the 2010 Australian Graduate survey recorded that 26.8% of accounting graduates were in full-time employment in their final year of study and are still with that employer four months after graduation (compared to 15.7% of all graduates across all disciplines who responded to the survey), and out of all accounting degree graduates who were available for full-time employment, 79.1% were in full-time employment.

PROFESSIONAL RECOGNITION

The Bachelor of Business (Accountancy) is accredited by CPA Australia and the Institute of Chartered Accountants in Australia. Graduates of the Bachelor of Business (Accountancy) are entitled to associate membership of all the professional accounting bodies: CPA Australia, the Institute of Chartered Accountants in Australia and the Institute of Public Accountants, provided auditing and taxation subjects are passed. You must then undertake the chosen professional body’s qualification program and gain three years relevant practical experience to gain full membership.

www.cpaaustralia.com.au  
www.icaa.com.au  
www.publicaccountants.org.au
Accounting

Certificate IV in Accounting
Diploma of Accounting
Advanced Diploma of Accounting

RMIT Code  Duration & Application  2012 CLEARLY IN ATAR
C4296 (Cert IV) FT0.5 or PTA—  35.45
C5260 (Dip) FT1 or PTA—  35.45
C6113 (Adv) FT1.5 or PTA—  35.45

www.rmit.edu.au/programs/c4296

Through RMIT’s accounting programs, you will gain knowledge and skills in general accounting and associated areas. By continuing studies through to the Advanced Diploma of Accounting, you will extend your knowledge into more specialised accounting areas and study additional compulsory specialist courses.

The programs also provide training and qualifications for those already working in the accounting industry, allowing you to broaden your knowledge and career prospects and to improve your chances to further your studies to degree level if desired.

The Tax Agents’ Services Act (2009) requires providers of tax agent services and BAS services to be registered by the National Tax Practitioners Board. To be eligible for registration, you must meet minimum educational qualifications and relevant experience requirements. You can meet the minimum educational requirements by completing the Certificate IV in Accounting at RMIT. For further information on the requirements visit www.tpb.gov.au.

Working with Industry

Industry practitioners are invited to speak to students on current issues of interest, providing an experienced perspective on study topics and work simulated scenarios used in the classroom.

WHAT YOU WILL STUDY

Year 12 applicants will typically apply for the certificate IV and complete the suite of three programs over one-and-a-half years full-time. Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in accounting or a related field may apply for recognition of prior learning (RPL), or to undertake one of the three programs depending on needs and experience.

YOU MIGHT ALSO LIKE...

Accountancy  page 11
Management  page 26
Professional accountancy  page 10

Legend: see page 39

*Part-time and/or flexible study may be available subject to approval

Full-time classes are held during the day; part-time classes are generally held in the evening. Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

Certificate IV

You will develop your understanding of core business practices in the financial services industry including financial records, statements, budgets and tax requirements, business skills relating to health and safety practices, communication, and the use of technology, especially spreadsheets.

Diploma

You will further develop your knowledge of preparing, implementing and controlling financial budgets, forecasts, reports and procedures, preparing income tax returns, computerised accounting systems, providing management accounting information and adjusting the marketing mix.

Advanced diploma

You will extend your knowledge of complex tax and corporate governance matters, develop financial strategies and plans and learn about the provision and evaluation of business performance information.

Career Outlook

Graduates find employment in a variety of accounting and accounting-support roles or accounting technician positions (in all fields of industry and commerce, including financial institutions, retail stores and other businesses) with responsibilities for recording and compiling summaries of financial transactions of organisations for management purposes. Advanced diploma graduates are eligible to become a qualified accountant. Further study is required to obtain Chartered Accountant (CA) or Certified Practising Accountant (CPA) status. Accountants are either employed by commercial and industrial enterprises or in public accounting firms. Public accountants are often self-employed or work in partnership with other accountants.

Professional Recognition

Certificate IV or diploma graduates meet the academic requirements for student membership of the Association of Accounting Technicians. Enquiries should be directed to the Membership Services Officer, tel. 1800 000 961. You may become a student member of the Institute of Public Accountants while enrolled in the advanced diploma. Upon completion of the advanced diploma you can qualify for admission as an Associate of the Institute of Public Accountants (AIPA).

Global Connections

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year. Visit www.rmit.edu.au/bus/international.

Prerequisite

There are no prerequisite studies.

Extra Requirements

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Certificate IV in Accounting may progress to the Diploma of Accounting.
Graduates of the Diploma of Accounting may progress to the Advanced Diploma of Accounting.
Graduates of the Advanced Diploma of Accounting may apply for exemptions from many degrees. Please refer to the table on pages 8 and 9.

Student Profile

‘RMIT has a great reputation and was recommended to me by a number of friends who previously studied here. The program is well organised and structured and prepares you for further study or employment in the finance sector. The dedicated teaching staff are readily available to help students develop their skills while providing an encouraging and friendly learning environment.’

Frank Ibrahim
Advanced Diploma of Accounting
Throughout the degree you will develop problem-solving and analytical skills and will be challenged to seek new and unexpected solutions to advertising opportunities.

Working as an individual and in teams, you will initiate, plan and produce effective advertising campaigns that generate attention for brands and products and build an emotional bond with consumers.

You will also develop the skills and knowledge to critically appraise these activities.

**WORKING WITH INDUSTRY**

This degree has strong industry links and a commitment to work readiness. You are encouraged to seek work experience and participate in local and international award competitions. For example, in 2009, two students became the first Australians to win the prestigious Cannes Future Lions student advertising competition in France. Industry briefs are an integral part of the curriculum for many of the advertising courses. You will work on these in close cooperation with industry partners.

**WHAT YOU WILL STUDY**

**Professional strand**

In the professional strand, major areas of study include art direction, campaigns, client management, digital design and production, concept development, copywriting, strategy and media planning.

**Communication strand**

All students in the Bachelor of Communication (Advertising) are required to take four communication strand courses:

- Communication and social relations
- Communication histories and technologies
- Introduction to advertising
- An approved communication elective.

**Contextual studies strand**

You must complete a major in contextual studies. A major consists of five courses from one of the following fields:

- Asian media and culture
- Cinema studies
- Politics, economies, communication
- Literature and philosophy.

You must also complete three general student electives, usually in different fields from that chosen for your major. The contextual studies component of the degree ensures that graduates bring a broad academic grounding to their subsequent work in the industry.

**Honours (additional one year)**

An honours degree is available.

**CAREER OUTLOOK**

Advertising graduates are equipped to become innovative advertising strategists, copywriters and art directors. You can work strategically and creatively, locally and globally, and move seamlessly and comfortably across disciplines and organisations that use advertising to achieve their goals.

Typically, graduates work in:

- agencies specialising in advertising, digital media, direct-response and sales promotion
- media agencies (TV and radio stations, newspapers and magazines), or suppliers (TV production, radio, print and new media)
- business, government and non-profit organisations with in-house advertising facilities
- advertising and management consultancies.

Demand is high for top graduates in major centres, and long-term employment prospects are good globally, with particular growth in the Asia-Pacific region.

**PROFESSIONAL RECOGNITION**

Accredited by the worldwide industry body, the New York-based International Advertising Association (IAA), graduates will be eligible for the IAA’s Diploma of Advertising in addition to their degree from RMIT.

**GLOBAL CONNECTIONS**

The advertising program exchanges students with the Danish School of Media and Journalism (DMJX) in Copenhagen. Three Australian students went to Denmark in 2010–11 and a number of Danish students are attending RMIT Advertising in 2012. This gives students exposure to a wide range of international industry partnerships, networks and work experiences.

**PREREQUISITES**

Units 3 and 4—a study score of at least 30 in English (any).

**EXTRA REQUIREMENTS**

All applicants are required to submit a pre-selection kit. Shortlisted applicants may be required to present their folio and attend an interview.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of the following program may be eligible to apply for exemptions:

- Advanced Diploma of Advertising

Students with a sufficiently high academic achievement may apply to be considered for an additional year of honours.
WHAT YOU WILL STUDY

Year 12 applicants will typically apply for the certificate IV and complete the suite of three programs over one-and-a-half years full-time. Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in advertising or a related field may apply for recognition of prior learning (RPL) or to undertake one of the three programs, depending on needs and experience.

Certificate IV
In the certificate IV you learn about conducting, analysing and presenting market research, as well as consumer behaviour and profiling a target audience. You will also develop an understanding of advertising production, conducting electronic marketing, promoting products and services, and scheduling advertisements. The use of computer packages and writing complex documents are explored.

Diploma
You will further develop your knowledge of the many facets of advertising, such as the marketing concept, managing budgets and financial plans, media types and media planning, electronic advertisement creation and the presentation of campaigns.

Advanced diploma
You will develop comprehensive knowledge and skills in providing leadership, creating business plans and advertising campaigns and then evaluating their effectiveness. Emerging e-business innovations are explored to ensure your relevance in this rapidly-changing environment. Essential industry skills including ensuring team effectiveness and developing work priorities are practised through project work.

Full-time classes are mostly conducted during the day except when industry experts who teach and present are available. Most classes start in mid-February. Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

CAREER OUTLOOK
Graduates of RMIT’s advertising programs are prepared for a broad range of occupations within the advertising industry, including account service, creative and media, as well as other related advertising and sales promotion fields. Some of the career directions chosen by graduates include client service, media planning and buying, advertising production, strategic planning, marketing services management, brand management, market research, and product management.

PROFESSIONAL RECOGNITION
Graduates of the advanced diploma may be admitted as associate (diploma) members of the Advertising Institute of Australasia (AIA), providing they meet the age and approved advertising experience requirements as prescribed by the General Council of the Institute. This program is supported by the International Advertising Association (IAA).

GLOBAL CONNECTIONS
Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year. Visit www.rmit.edu.au/bus/international.

PREREQUISITES
There are no prerequisite studies.

EXTRA REQUIREMENTS
Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

STUDENT PROFILE

‘As a mature aged student I was looking for a program that gave me the best all-round education in the least amount of time. I spoke with a number of people who work in the advertising industry and they all highly recommended RMIT. I knew that studying here would allow me to create a foundation with future employers that no other university could provide.’

Rebecca Bladon
Advanced Diploma of Advertising
Recipient of the John Clemenger Excellence Award and the Advertising Institute of Australasia Award.
WHAT YOU WILL STUDY

The degree consists of three main components: general business core studies, business information systems core studies, and electives. In first and second years, you will undertake six business common core courses. At the same time, you will complete specialised business information systems core courses. As part of your second year, you will also take a course which will prepare you for your industry placement.

The major focus of the first two years is on developing knowledge and skills in analysing and designing systems, developing applications, and configuring networks and operating systems.

In the third year you undertake work-integrated learning in the form of the cooperative education placement in industry.

In the final year, two business information systems courses and a capstone project course provide advanced studies in IS development, IS strategy and IT project management. These courses are supported by two additional business core courses and three electives.

CAREER OUTLOOK

Graduates can be employed across many industries. IT companies will choose graduates because of the combination of their IT skills and business acumen.

Recent employers of graduates include KPMG, Accenture, AAPT, SAP, Telstra, GE Financial Services, Microsoft, IBM, Hewlett Packard, NAB, ANZ, BHP Petroleum and various federal and state government agencies.

Some typical positions include business analyst, internet service provider, database designer and administrator, systems operations manager, systems analyst, IT consultant, programmer/analyst, information centre manager, user liaison officer, computer marketing executive, business consultant and information systems manager.

STUDENT PROFILE

The program gives you a solid technical skill set while showing you how IT can add value to businesses of all shapes and sizes.

‘RMIT has a hands-on approach to education that works well with my learning style. The tutorials are practical and give you time to become familiar with some of the hardware and software that you’ll be using in industry. The work-integrated learning placement which I undertook at IBM opened up new opportunities and really helped to advance my career.’

Nathaniel Quick
Bachelor of Business
(Business Information Systems)

GLOBAL OUTLOOK

You can study this program at RMIT Vietnam

PROFESSIONAL RECOGNITION

Subject to undertaking an approved pattern of work, the degree has been accredited at professional membership level by the Australian Computer Society (ACS). The Society has reciprocal membership agreements with computer societies in New Zealand, USA, Canada, UK, India, Pakistan, Sri Lanka, South Africa, Malaysia and Singapore. In addition, graduates can apply for ACS Certified Professional (CP) status thereby gaining global recognition as an ICT professional.

Employers and industry professionals are members of the Program Advisory Committee and contribute to the ongoing development of this program. Their involvement ensures that the program remains relevant to your needs as a graduate and the needs of graduate employers.

GLOBAL CONNECTIONS

Globalisation and business study tours are offered annually and can be credited towards your degree. These two-week intensive study programs introduce you to a range of issues relating to business globalisation within a specific regional context. Study tour destinations include Canada, China, France, Germany, Thailand, USA and Vietnam.


PREREQUISITE

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

* Assumes eligibility for exemption from cooperative education program year
ECONOMICS AND FINANCE

BA Bachelor of Business (Economics and Finance)—Applied

<table>
<thead>
<tr>
<th>RMIT CODE</th>
<th>DURATION &amp; APPLICATION</th>
<th>2012 CLEARLY IN ATAR</th>
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<tbody>
<tr>
<td>BP134</td>
<td>FT4 or PT6</td>
<td>80.45</td>
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Economics is the study of choices and a dynamic discipline that is constantly evolving to help us understand how we allocate resources and why we allocate them as we do. It analyses real issues such as poverty, inflation, unemployment, taxes, pollution, crime, finance, inequality, international competition, consumer behaviour, world trade, and economic growth. The consequences of economic activity and forecasting affect our lives every day.

RMIT offers programs aimed at producing highly-specialised graduates in finance and economics. The philosophy underlying the program is that a rapidly changing world requires adaptable analytical skills. This degree provides the knowledge and skills required in the management of enterprises in both the public and private sectors. This involves both a broad-based multidisciplinary approach and the opportunity for focused, professional training in areas such as economics and finance. This degree provides training to enable graduates to perform high-level financial and economic analysis, with options to study online, undertake an industry placement, study abroad with a focus on the European Union, and further specialise in areas such as financial planning.

WORKING WITH INDUSTRY

You have the opportunity to integrate work with learning activities through the cooperative education program—a compulsory industry placement undertaken during third year. Your professional work in a business context will be supervised and assessed, and feedback from clients and other members of the industry and community is integral to the experience. Your workplace experience will be integrated with academic learning prior to the placement as well as upon return. You will also have the opportunity to directly apply your academic skills to a work context in a number of work-integrated learning courses such as Investment and Risk Management.

WHAT YOU WILL STUDY

This four year degree comprises specialised economics and finance courses, business core studies, and general electives which enable you to pursue your own particular areas of interest. You will undertake eight business common core courses, mainly in the first year. In second year, you will complete business common core studies and study specialised courses in the areas of financial planning, investment and financial market law, risk management, microeconomics, macroeconomics and quantitative analysis. In the third year you undertake work-integrated learning in the form of the cooperative education placement in industry or the Professional Skills (placement) Program. In the final year, you will study four specialised economics and finance courses and four electives.

CAREER OUTLOOK

An understanding of economics and finance is essential for employment in most business functions. There is a range of occupations available to graduates. The economics, finance and financial planning disciplines embedded in the degree prepare graduates for a broad spectrum of occupations ranging from banking, stockbroking, funds management, insurance and superannuation industries or in other private sector or government organisations where high level, technical expertise in financial or economic analysis is needed. Past graduates have been employed in a wide range of roles including treasury dealer, stockbroker, business analyst, researcher, financial accountant, financial planner, corporate lending analyst, client service manager and financial software consultant.

PROFESSIONAL RECOGNITION

Graduates who have successfully completed the relevant financial planning elective courses will have satisfied the academic requirements to be eligible to enter the Certified Financial Planner (CFP) Program offered by the Financial Planning Association of Australia. www.fpa.asn.au

Graduates who undertake additional specified courses can have these counted towards partially fulfilling the academic requirements for Associate Membership of CPA Australia. www.cpaaustralia.com.au

Various courses offered within the program have been included in the ASIC Training Register as satisfying the minimum training requirements in line with Regulatory Guide 146 (RG146) for authorised representatives and other persons to provide financial product advice. www.asic.gov.au

GLOBAL CONNECTIONS

RMIT’s School of Economics, Finance and Marketing offers study tours each year to France and Germany. These intensive study programs can be credited towards your degree and provide you with an overseas travel and cultural experience, while combining studies focusing on the European Union. Other study tour destinations include Canada, China, Thailand, USA and Vietnam. Visit www.rmit.edu.au/bus/international.

PREREQUISITE

Units 3 and 4—mathematical methods (CAS) or specialist mathematics, and a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9. An honours year program in economics and finance is available to exceptional students. It offers the opportunity to study aspects of their undergraduate program in depth.

STUDENT PROFILE

‘I chose to study at RMIT because it is an innovative institution which has industry connections. Starting my studies during the GFC, it was fascinating to apply theory to what had happened in real life. This allowed me to gain a deeper understanding of the economic events that unfolded.

‘The program is both interesting and challenging. It teaches you how to make sound decisions and provides a good foundation for a lot of professions.’

Courtney Grande
Bachelor Business (Economics and Finance)
ECONOMICS AND FINANCE

Bachelor of Business
(Economics and Finance)

WHAT YOU WILL STUDY

The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses consist of a compulsory minor sequence in economics and finance (four courses); the remaining four flexible courses may be either a second minor or four electives.

Business minors can be selected from: accountancy, business information systems, entrepreneurship, human resource management, international business, logistics and supply chain management, management, marketing, or work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK

Graduates will be equipped with the knowledge and skills necessary to manage enterprises in the public and private sectors. You will gain knowledge and skills in the core areas of business, economics and finance, and the capability to apply these skills in multidisciplinary environments. This program provides opportunities for focused and professional training, preparing you for a range of occupations and industries, such as banking, stockbroking, funds management, insurance and superannuation, and in other private sector or government organisations requiring high-level, technical expertise in financial or economic analysis.

PROFESSIONAL RECOGNITION

Graduates who have successfully completed the relevant financial planning elective courses will have satisfied the academic requirements to be eligible to enter the Certified Financial Planner (CFP) Program offered by the Financial Planning Association of Australia.

www.fpa.asn.au

Graduates who undertake additional specified courses can have these counted towards partially fulfilling the academic requirements for Associate Membership of CPA Australia.

www.cpaaustralia.com.au

Various courses offered within the program have been included in the ASIC Training Register as satisfying the minimum training requirements in line with Regulatory Guide 146 (RG146) for authorised representatives and other persons to provide financial product advice.

www.asic.gov.au

The above professional accreditations have certain other requirements such as a period of relevant industry experience and training programs that would need to be met after graduation.

GLOBAL OUTLOOK

You can study this program at RMIT Vietnam

GLOBAL CONNECTIONS

RMIT’s School of Economics, Finance and Marketing offers study tours each year to France and Germany. These intensive study programs can be credited towards your degree and provide you with an overseas travel and cultural experience, while combining studies focusing on the European Union. Other study tour destinations include Canada, China, Thailand, USA and Vietnam.


PREREQUISITE

Units 3 and 4—mathematical methods (CAS) or specialist mathematics, and a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program in economics and finance is available to exceptional students. It offers the opportunity to study aspects of their undergraduate program in depth.

YOU MIGHT ALSO LIKE...

Marketing page 29
Statistics page 34

DID YOU KNOW

- 7100 economists are currently employed in Australia
- 77.3% growth is forecast in the economics industry (2015–2016)

Source: www.joboutlook.gov.au
FINANCIAL PLANNING

Certificate IV in Banking Services

Diploma of Financial Planning

<table>
<thead>
<tr>
<th>RMIT CODE</th>
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Financial services are provided by a broad range of organisations that deal with the management of money. These include banks, credit card companies, insurance companies, consumer finance companies, stockbrokers and investment funds.

The financial planning program at RMIT is developed in conjunction with the banking and finance industries to create highly specialised graduates. You will have the opportunity to develop workplace knowledge and skills in customer/client service, retail financial services, financial planning, compliance advisory/distribution services, and other financial services.

Graduates of the Certificate IV in Banking Services may progress to the Diploma of Financial Planning. A further six months of study is required to complete the diploma. Each qualification comprises core competencies and a selection of electives.

WHAT YOU WILL STUDY

Year 12 applicants will typically apply for the certificate IV and complete the suite of two programs over one year full-time. Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in financial services or a related field may apply for recognition of prior learning (RPL) or to undertake either one of the programs, depending on needs and experience.

The Diploma of Financial Planning comprises courses relating to financial markets, including those that comply with Regulatory Guide 146 (RG146). Tier 1 knowledge and skills requirements. The Certificate IV includes modules in Tier 2 Compliance of deposit taking and general insurance. RMIT is registered by The Australian Securities and Investment Commission (ASIC) to provide training at RG146 Tiers 1 and 2.

In the early stages of the program you will gain an overview of Australian and international financial systems and learn about the preparation of financial statements and reports for management.

Later, you will explore how to perform legal research, prepare reports and understand the basis of commercial law relevant to the business sector and the financial services industry in particular.

You will study topics relating to financial markets such as investments and analysing markets and information; financial planning regulations and practice; direct dealings with clients; insurance and risk assessment; understanding the macroeconomics environment — examining government monetary, fiscal and external policies and their effects upon business planning; ethics, regulations and controls and practices. Ultimately you will understand the principles behind the selection and evaluation of investment products for different client needs, and develop an appreciation of taxation and other factors that impact on financial plans in order to provide financial advice.

Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

CAREER OUTLOOK

The program has been designed to meet the vocational needs of employees in a wide variety of financial institutions and associated industries. The program will provide underpinning knowledge to people in support and managerial positions.

Career opportunities exist in the diverse areas of finance and financial planning services across many industries. Examples include the wholesale sector and more commonly the retail sector—superannuation, mortgage and finance broking, insurance, funds management and retirement planning.

The Certificate IV in Banking Services includes courses that meet knowledge and skills requirements set by ASIC’s Regulatory Guide 146 (RG146)—Tier 1. Compliance is required by individuals who provide general advice.

GLOBAL CONNECTIONS

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year. Visit www.rmit.edu.au/bus/international.

PREREQUISITE

There are no prerequisite studies.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of the Certificate IV in Banking Services may progress to the Diploma of Financial Planning.

Graduates of the Diploma of Financial Planning may apply for exemptions from many degrees. Please refer to the table on pages 8 and 9.

STUDENT PROFILE

After a diverse career history in hospitality and office administration, Jess Kraulis was looking for a career change.

‘For someone wanting to gain employment in the financial services industry this program is fantastic. It provides a comprehensive view of the industry, its laws and regulations, as well as many other useful job-related skills.’

Jess would like to work as a financial planner in the future and with further study become certified in this field.

Jess Kraulis
Diploma of Financial Services*

* Program renamed Diploma of Financial Planning

You might also like...

Economics and finance — applied page 16
Economics and finance page 17
Management page 26

FINANCIAL PLANNING

A Bachelor of Business (Financial Planning) is available online through Open Universities Australia.

See www.open.edu.au for more information.
ENTREPRENEURSHIP

Bachelor of Business (Entrepreneurship)

RMIT CODE DURATION & APPLICATION 2012 CLEARLY— IN ATAR
BP030 FT3—FT4 71,45

www.rmit.edu.au/programs/bp030

The Bachelor of Business (Entrepreneurship) is an innovative and market-leading program. It is one of the few degrees in Australia that enables you to develop a sound understanding of the entrepreneur’s approach. It combines theoretical and applied perspectives of business and entrepreneurship to develop vital managerial capabilities to succeed in today’s globally competitive and volatile business environment.

Developed in consultation with industry partners, alumni and current students, the degree develops your knowledge, enterprising capabilities and confidence—attributes that will enable you to launch and manage new ventures, undertake business practices in firms with a high degree of competency, and manage and grow businesses using entrepreneurial techniques. You will be exposed to the ideas and strategies of some of Australia’s newest and established entrepreneurs and work both individually and in groups to develop business venture concepts. By the end of the program, graduates are expected to have honed the ability to think critically, to communicate effectively, and to analyse and understand multidisciplinary business practices in an entrepreneurial fashion.

WORKING WITH INDUSTRY

You will have the opportunity to directly apply your academic skills to a work context in work-integrated learning courses such as New Venture Creation and Intrapreneurship. In addition, you will be exposed to industry mentors, case study work, enterprise formation and workplace experience. For example, you will undertake projects in host organisations to apply the knowledge you have developed to solve authentic business problems and address real issues faced in a real life context.

WHAT YOU WILL STUDY

The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses may be either a second business major; or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives. A second business major can be selected from: accountancy, business information systems, economics, finance, human resource management, international business, logistics and supply chain management, management or marketing.

Business minors can be selected from the same disciplines as listed above, as well as economics and finance, entrepreneurship and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK

Graduates will be armed with the skills and knowledge to start their own ventures, and to work in corporate environments and small to medium enterprises, as well as in government and not-for-profit organisations.

PROFESSIONAL RECOGNITION

A core focus of the Bachelor of Business (Entrepreneurship) is the establishment of strong industry linkages. Two courses offer you access to industry via work-integrated learning (WIL) including Intrapreneurship in year two and New Venture Creation in year three. The program is also supported by industry partners in the form of scholarships and bursaries.

GLOBAL CONNECTION

You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement.

The Bachelor of Business (Entrepreneurship) has several exchange programs in place, including one with Babson College, America’s premiere institution in the field of entrepreneurship.

Study tours depart during the Australian summer or winter vacations and can be credited towards the degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam.


PREREQUISITE

Units 3 and 4—a study score of at least 30 in English (EL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered. Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

STUDENT PROFILE

‘I am a creative thinker who also has a love of business. The entrepreneurship degree was the perfect choice because it allowed me to develop my business expertise in a fun and innovative way.’

‘I believe that we learn best when we are given the opportunity to try things for ourselves so RMIT’s reputation for hands-on, practical learning excited me. I have had the opportunity to study alongside like-minded passionate people and to be mentored by business leaders. I also received a travel scholarship to attend the 2010 Collegiate Entrepreneurs’ Organisation Annual Conference in Chicago which was an absolute highlight for me.’

Cameron De Giorgio

Bachelor of Business
(Entrepreneurship)

YOU MIGHT ALSO LIKE...

International business page 20
Management page 26
Property and valuation see the architecture and building brochure
INTERNATIONAL BUSINESS

**Bachelor of Business (International Business)—Applied**

RMIT CODE | DURATION & APPLICATION | 2012 CLEARLY IN ATAR
---|---|---
BP027 | FT4 | 79.85

**City**

www.rmit.edu.au/programs/bp027

In today’s increasingly global environment, an extensive understanding of the international business arena is key for corporations. The dissolving of trade barriers, the exponential expansion in the use of technologies and the rise of global corporations has meant that organisations are increasingly being forced to compete internationally.

RMIT’s popular international business degrees have been developed in conjunction with industry leaders to provide you with knowledge and skills to manage business complexity in international and multidisciplinary contexts. You will develop capabilities to identify the impact of international business activity and practice on discipline-related work situation. Your work-integrated learning (WIL) experience will be integral to the experience.

**WHAT YOU WILL STUDY**

You will undertake eight business common core courses in the first and second years, plus a combination of specialised international business courses and general electives. This is followed by a year of work-integrated learning in the form of a cooperative education placement or professional skills placement. In the final year, you will study two specialised international business courses and six electives.

A combination of eight specialised courses, four general electives and four business discipline electives are studied in the second and final years. To be eligible to graduate, you must study at least four electives from the same business discipline over those two years, for example, four electives in accounting, management, marketing and IT. The second sequence of (general) electives may be chosen from across the University and might include courses from business disciplines or a related area such as international studies.

The specialised international business courses undertaken mainly in the second and final years include studies in Asian cultural and business practices; logistics, supply chain management and international trade; global marketing; global political economics; and strategic management.

**CAREER OUTLOOK**

Graduates will typically enter employment at junior managerial level in Australia or overseas. These positions may be in:

- Functional areas such as finance, marketing, public relations, or logistics of corporations whose core business revolves around the export and import of goods and services.

- Consultancy companies who advise private and public sectors in trade-related issues.

- Government departments and authorities including those involved in trade facilitation, diplomatic and foreign affairs, and economic research.

Upon successful completion of this program you may be eligible to undertake further studies in business postgraduate programs including the Master of Commerce and the MBA.

**GLOBAL CONNECTIONS**

You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement. Study tours depart during the Australian summer or winter vacations and can be credited towards the degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam. Visit www.rmit.edu.au/bus/international.

**EXTRA REQUIREMENTS**

Non-Year 12 applicants are encouraged to apply and should either be currently employed in industry or have evidence of experience and/or ability to meet the demands of the program. Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered. Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9. An honours year program is available to exceptional students.

---

**STUDENT PROFILE**

‘The international business degree gives you the opportunity to meet people from all over the world and to learn about global business practices and the implications they have on international relations and politics.’

‘RMIT offers so much more than just programs. I have been part of the Student Union, participated in student bodies such as AIESEC and travelled to Thailand on a study tour.’

‘My long-term career goal is to work across international borders in the fields of international relations and politics.’

Stephanie Moncur

**Bachelor of Business (International Business)—Applied**
INTERNATIONAL BUSINESS

Bachelor of Business (International Business)

WHAT YOU WILL STUDY
The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses may be either a second business major; or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives.

A second business major can be selected from: accounting, business information systems, economics, entrepreneurship, finance, human resource management, logistics and supply chain management, management or marketing. Business minors can be selected from the same disciplines as listed above, as well as economics and finance, international business and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK
Graduates will typically enter employment at junior managerial level in Australia or overseas. These positions may be in:
» Functional areas such as finance, marketing, public relations, or logistics of corporations whose core business revolves around the export and import of goods and services.
» Consultancy companies who advise private and public sectors in trade-related issues.
» Allied industry bodies including those involved in agriculture, mining, telecommunications, manufacturing, transportation, banking, advertising and tourism.
» Government departments and authorities including those involved in trade facilitation, diplomatic and foreign affairs, economic research, international relations, and national promotional activities.

Upon successful completion of this program you may be eligible to undertake further studies in related business postgraduate programs including the Master of Commerce, the Master of Professional Accounting and the MBA.

GLOBAL CONNECTIONS
You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement. Study tours depart during the Australian summer or winter vacations and can be credited towards the degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam. Visit www.rmit.edu.au/bus/international.

PREREQUISITE
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS
Non-Year 12 applicants are encouraged to apply and should either be currently employed in industry or have evidence of experience and/or ability to meet the demands of the program. Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, or most recent employer to the Selection Officer by 7 December 2012. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY
Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

YOU MIGHT ALSO LIKE...

Advanced manufacturing and mechatronics/international business see the engineering brochure

Economics and finance page 16

Human resource management page 25

International studies see the community services and social sciences brochure

Logistics and supply chain management page 36

Management page 26

Marketing page 29

In today’s increasingly global environment, an extensive understanding of the international business arena is key for corporations. The dissolving of trade barriers, the exponential expansion in the use of technologies and the rise of global corporations has meant that organisations are increasingly being forced to compete internationally.

RMIT’s popular international business degrees have been developed in conjunction with industry leaders to provide you with knowledge and skills to manage business complexity in international and multidisciplinary contexts. You will develop capabilities to identify the impact of international business activity and practice on economics and businesses, and analyse and interpret the complex nature of international business organisations.

The three-year program offers you the opportunity to select a minor in another business discipline, or you may want to pursue a foreign language minor or a set of international studies courses to enhance your knowledge and capabilities relevant to your prospective career.

Upon graduation you will be equipped with a solid background in business so you can function in any profit or non-profit business.

WORKING WITH INDUSTRY
You will have the opportunity to directly apply your academic skills to a work context in a number of work-integrated learning courses such as International Business and Global Marketing (each 12 credit points). Many courses allow you to further expand your practical application of theoretical concepts through activities such as case studies and assignments.

RMIT CODE D B
DURATION & 2012 CLEARLY-
APPLICATION IN ATAR
BP253 FT3 or PT6 —7.025

City
www.rmit.edu.au/programs/bp253
INTERNATIONAL BUSINESS

**Certified IV in International Trade**
**Advanced Diploma of International Business**
**Diploma of Business (International Business)**

International business provides you with an understanding of the complex world of international trade: the exchange of goods and services between countries. It draws on a complex web of resources in manufacturing, marketing, finance and logistics, and involves both government and the private sector. It demands sensitivity to different cultures and other personal qualities, but brings with it a wealth of rewards.

These programs are suited to people currently employed in one of the many areas of international business and reflects ongoing industry input to provide the knowledge, training and vocational skills necessary to effectively compete in all sectors of international business at an operational and middle-management level.

**WORKING WITH INDUSTRY**

This program will allow you to work in groups to conduct a research project. The best project is entered into the national Austrade Tertiary Export Project Competition.

**WHAT YOU WILL STUDY**

Year 12 applicants will typically apply for the certificate IV and complete the suite of three programs over two years full-time.

Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in marketing or a related field may apply for recognition of prior learning (RPL), or to undertake one of the three programs depending on needs and experience.

General areas of study include:
- Marketing and international marketing
- International trade and economics
- Business and computer applications
- Importing and exporting
- Transport and logistics.

Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

**CAREER OUTLOOK**

Graduates may work as officers or in middle management in the freight forwarding, shipping and transport industry; private and public import and export companies; and in service areas such as international banking and insurance. Other opportunities are in the customs, transport, export and trade sectors of commerce.

**PROFESSIONAL RECOGNITION**

The RMIT International Business Industry Advisory Committee has been directly involved with the development of the course content and program organisation, and the Australian Institute of Export (Victoria) provides support to the programs. The AIE encourages student membership and provides benefits to students undertaking this program.

**GLOBAL CONNECTIONS**

Full-time Business TAFE students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.

In 2010, an international study tour in conjunction with Kirkwood Community College, USA was offered to international business students. Study tours provide a unique opportunity to introduce multiple perspectives on international marketing and to work in interdisciplinary teams with students abroad. Visit www.rmit.edu.au/bus/international.

**PREREQUISITE**

There are no prerequisite studies.

**EXTRA REQUIREMENTS**

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of the Certificate IV in International Trade may progress to the Diploma of Business (International Business).

Graduates of the Diploma of Business (International Business) may progress to the Advanced Diploma of International Business.

Graduates of the Advanced Diploma of International Business may apply for exemptions from any degree. Please refer to the table on pages 8 and 9.

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**STUDENT PROFILE**

“I chose RMIT because it is well known for its global business programs. It is a great place to study because it offers flexibility and a wide range of facilities. Students receive access to so many resources and the teaching staff are both helpful and inspiring.

“The Advanced Diploma of International Business is an exciting way to learn about the business world as it provides a diverse look at the different aspects of international trade. The program covers a range of study areas such as researching international markets and managing projects.”

Marju Poropat

Advanced Diploma of International Business
The Associate Degree in Business offers business studies at a higher education level. The focus is on developing a range of business capabilities to help you relate your own skills and abilities to the needs of business and organisations.

English language and learning skills are developed throughout the program to prepare you for success in further studies at degree level.

WORKING WITH INDUSTRY
You will have the opportunity to practise and expand your knowledge through a work-integrated learning course where you will take the theory you have learned and apply it in a workplace or in a simulated business environment. The course Industry Project provides you with opportunities to apply and refine a range of professional skills, known to be highly regarded by employing organisations.

CAREER OUTLOOK
Career opportunities for graduates exist in all sectors of business, including the private and public sectors, small and large enterprises and across the full range of industries.

GLOBAL CONNECTIONS
Student exchange opportunities may be possible into programs offered at RMIT Vietnam.

WHAT YOU WILL STUDY
The associate degree comprises 16 taught courses, including eight common business core courses in the first year. In second year, you will study specialised courses in management, one elective and undertake an industry project. The prescribed management courses are: History of Management Thought, Leadership and Management, Organisational Theory, Employment Relations, Human Resource Management and Workplace Employment Relations. Upon completion of the program, you will have the ability to analyse and solve problems; be able to identify, understand and interpret basic business concepts; work collaboratively; and be confident in reflecting on your knowledge and experience to make a valuable contribution to a workplace.

EXTRA REQUIREMENTS
Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PREREQUISITE
Units 3 and 4—a study score of at least 25 in English (ESL) or at least 20 in any other English.

PATHWAY
Graduates of the Associate Degree in Business may be eligible to apply for exemptions of up to two years (16 courses) from the following degrees:

» Bachelor of Business (Accountancy)
» Bachelor of Business (Entrepreneurship)
» Bachelor of Business (International Business)
» Bachelor of Business (International Business)—Applied
» Bachelor of Business (Logistics and Supply Chain Management)
» Bachelor of Business (Management)
» Bachelor of Business (Marketing)

Graduates of the Associate Degree in Business may be eligible to apply for exemptions of up to one-and-a-half years from the following degrees:

» Bachelor of Business (Business Information Systems) (11 courses)
» Bachelor of Business (Economics and Finance) (12 courses)
» Bachelor of Business (Economics and Finance)—Applied (12 courses)
» Bachelor of Business (Logistics and Supply Chain Management)—Applied (10 courses)
» Bachelor of Business (Marketing)—Applied (11 courses)
» Bachelor of Business (Professional Accountancy) (13 courses)

STUDENT PROFILE
‘I chose to study the Associate Degree in Business at RMIT because of the work integrated learning component. I learn better in a classroom environment but in addition we are currently working on an industry project.

‘Once I finish my associate degree I would like to move on to a Bachelor of Business (Management) and ultimately open my own business. The Associate Degree in Business will prepare me for success in the bachelor degree and in the business world.

‘The best aspect about the program is the close relationships I have formed. The classroom-based learning environment enabled me to make close local as well as international friends. It also allowed me to develop a strong rapport with many of my teachers.’

Jane Allison
Associate Degree in Business

YOU MIGHT ALSO LIKE...
Management page 26
BUSINESS ADMINISTRATION

Certificate IV in Business Administration
Diploma of Business Administration

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<td>FT0.5 or PTA—</td>
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www.rmit.edu.au/programs/c4223

RMIT’s Business Administration programs develop a range of skills relating to the operation of an effective work environment. They are designed for people who utilise organisational and administrative skills in a wide variety of contexts, and for those who coordinate, or wish to take greater responsibility for normal office operations.

Certificate IV studies develop your skills in complex administrative practices. The Diploma of Business Administration is focused on broadening your range of administration skills to meet the expectations of employers.

WORKING WITH INDUSTRY

Learning takes place in a virtual enterprise environment. For information about virtual enterprises, please visit the VEA website www.virtualenterprise.com.au/whats_vea.php.

WHAT YOU WILL STUDY

Certificate IV
You will study five core administration courses and five electives. Core studies include:
- Design and develop complex text documents
- Develop and use complex spreadsheets
- Organise business travel
- Organise meetings
- Write complex documents.
Electives:
- Accounts payable and receivable
- Develop work priorities
- Monitor a safe workplace
- Set up a record system
- Sustainable work practices.

The certificate IV offers a variety of learning experiences, including the opportunity to work in the Simulated Business Space.

Diploma
The diploma offers a dynamic variety of learning experiences, including a work placement and the opportunity to work in the Simulated Business Space.

CAREER OUTLOOK

Upon completion, graduates will be equipped to improve workplace efficiency, more effectively use information systems and provide reliable office management.

For certificate graduates, typical roles in the administration area include assisting professionals, managers and executives by providing a range of administrative and clerical services. Following industry experience, graduates of the diploma may occupy a variety of positions, including:
- secretary
- administrative coordinator
- personal assistant
- receptionist
- office supervisor
- personal administrator.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements. Please refer to the table on pages 8 and 9.

PATHWAY

Graduates of the Certificate IV in Business Administration may progress to the Diploma of Business Administration and may be eligible to undertake further studies in related programs, such as the Associate Degree in Business, and bachelor degrees in accountancy, business information systems, economics and finance, entrepreneurship, international business, logistics and supply chain management, management and marketing, subject to meeting each program’s entry requirements.

STUDENT PROFILE

The business administration program appealed to Bek because she could learn fundamental skills which could be applied to any industry.

‘The freedom to complete your work at your own pace and the choice to complete your work the way that best suits you is great. The classrooms are a relaxed atmosphere where everyone feels comfortable and welcome.

‘The classes are small and everyone gets the chance to ask questions or give answers. It is an interesting and beneficial course that is very worthwhile and the knowledge you gain is useful for any career choice.’

Bek studied the Certificate I and II in Business Administration during her VCE.

Bek Ciavarella
Diploma of Business Administration
HUMAN RESOURCE MANAGEMENT

Bachelor of Business (Human Resource Management) NEW

RMIT CODE DURATION & APPLICATION 2012 CLEARLY-
BP276 FT3 or PT6— IN ATAR

City
www.rmit.edu.au/programs/bp276

This new program has been designed so you gain a holistic view on the management of organisations with a focus on developing strategies for managing people and constructing workplace arrangements that respond to organisational and human needs.

Contemporary HR practitioners are expected to contextualise their decision-making in the broader social and economic environment, understand the implications of business activities within a framework of sustainable work practices and policies, and work flexibly and effectively with stakeholders.

To excel in this field, you should be comfortable using contemporary media and communication tools, have the ability to explain concepts and put forward proposals in a coherent and logical manner, and possess the appropriate emotional intelligence to work constructively with a diverse workforce in a variety of organisational structures.

WORKING WITH INDUSTRY

You will have the opportunity to directly apply your academic skills to a work context in work-integrated learning courses such as Occupational Health and Safety (OHS) Management and Negotiation and Advocacy Skills (each 12 credit points).

Work-integrated learning opportunities help link your formal studies with workplace experience. In particular, they give you the chance to apply high order problem solving, and demonstrate your innovative and critical thinking abilities to solve business problems. Embedding these critical skills in your studies prepares you to contribute to business policy and demonstrate your personal and professional values with confidence in any workplace.

By undertaking these courses you will interact and receive feedback from industry or the community, clients and/or practitioners.

WHAT YOU WILL STUDY

The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses may be either a second business major; or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives.

A second business major can be selected from: accountancy, business information systems, economics, entrepreneurship, finance, management, international business, logistics and supply chain management or marketing. Business minors can be selected from the same disciplines as listed above as well as economics and finance, and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK

Graduates will possess a firm understanding of the characteristics of workplace arrangements in contemporary organisations, and have developed the ability and confidence to exercise strong ethical judgment in the areas of employment relations, industrial relations, OHS, negotiation and advocacy, strategic management, and the management of human resources and human performance.

PROFESSIONAL RECOGNITION

Students may seek professional membership of the Australian Human Resources Institute (AHRI). www.ahri.com.au

GLOBAL CONNECTIONS

You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement. Study tours depart during the Australian summer or winter vacations and can be credited towards the degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam.


PREREQUISITE

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of the Associate Degree in Business may be eligible to apply for exemptions of up to two years from this program.

YOU MIGHT ALSO LIKE...

Entrepreneurship page 19
International business page 20
Legal and dispute studies see the justice and legal brochure
Management page 26

DID YOU KNOW

» 56,600 human resource professionals are currently employed in Australia
» 30% growth is forecast in the human resources industry (2015–2016)
» Very strong future employment prospects for HR clerks and HR professionals

Source: www.joboutlook.gov.au; Australian Jobs 2011, Department of Education, Employment and Workplace Relations

Legend: see page 39
Clear judgement, working well with people, ethical behaviour, leadership and problem solving are all key attributes of a good manager. Managers deal with a range of complex issues and are expected to make business decisions against a backdrop of economic and social change, while relating global changes in markets and business activities to local needs.

A good manager will effectively coordinate a range of activities, process information to realise business outcomes, and resolve problems with well-considered solutions.

RMIT’s Management degree provides a substantial and rigorous core of knowledge to provide you with the capabilities expected of managers in contemporary organisations. The ability to exercise strong ethical judgement; to work flexibly and effectively with those around you in a variety of organisational structures; and to prioritise tasks, including financial, marketing and human resource aspects of an organisation, is essential.

WORKING WITH INDUSTRY
You will have the opportunity to directly apply your academic skills to a work context in work-integrated learning courses such as International Management and Leading for Change (each 12 credit points).

Work-integrated learning opportunities help link your formal studies with workplace experience, develop your capabilities to analyse and manage information and contexts, communicate effectively, resolve problems and focus on future career development. By undertaking these courses you will interact and receive feedback from industry or the community, clients and/or practitioners.

WHAT YOU WILL STUDY
The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses may be either a second business major; or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives. A second business major can be selected from: accountancy, business information systems, economics, entrepreneurship, finance, human resource management, international business, logistics and supply chain management or marketing.

Business minors can be selected from the same disciplines as listed above as well as economics and finance, management and work-integrated learning. Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK
Graduates will be employed in a range of professional, commercial, industrial and not-for-profit organisations. With appropriate experience, they can expect to advance to management positions.

PROFESSIONAL RECOGNITION
The Program Advisory Committee provides feedback on the currency of the program and the changing needs of industry. Membership includes senior executives from a number of major national companies.

GLOBAL CONNECTIONS
You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement. Study tours depart during the Australian summer or winter vacations and can be credited towards the degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam.


PREREQUISITE
Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS
Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY
Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.
WORKING WITH INDUSTRY

All courses use your workplace and/or your experience as a context for learning. You will be assessed on structured activities that allow you to learn, apply and demonstrate vocational competency either in the workplace, or in some cases a business simulation may be used.

If you are working, particularly in a job which is related to your studies, you may have the opportunity to be assessed in your workplace for some or all of your courses. Feedback from work supervisors and others in the workplace can be used as evidence of competency, and an RMIT assessor can visit your workplace to observe your work practice.

WHAT YOU WILL STUDY

Both full-time and part-time programs comprise five management core courses and three electives.

Through the core courses you will examine how to develop skills in managing team effectiveness, work priorities and your own professional development.

In addition to developing skills and knowledge for a particular job, graduates should have developed broad employability skills such as communication, initiative and enterprise, planning and organising, problem-solving, self-management and teamwork.

These employability skills are embedded in the courses throughout the program. When you demonstrate that you are competent in your particular job skills and knowledge, you are also demonstrating that you have developed relevant employability skills.

Adult learning principles are incorporated into the program to encourage students to use reflection and self awareness to enhance their learning experience.

CAREER OUTLOOK

Career opportunities exist in all sectors of business, including the private and public sectors, small and large enterprises, and across a range of industries.

MANAGEMENT

The Diploma of Management provides training and personal development for current or future managers. You will emerge with the knowledge and skills you need to progress through a management career by concentrating on the skills needed by managers, including people management and personal development skills, as well as technical skills expected of managers in the workplace.

The full-time program generally follows on from the Certificate IV in Frontline Management, however direct entry to the program is permissible. This is a classroom based program, run during the day.

The part-time program is designed for managers who are currently undertaking management responsibilities in a workplace setting or preferably have some experience in management roles within organisations. This background will prove invaluable in group discussions and individual and group assessment tasks where you can draw on your current or past experience. Your direct management experience will also enable you to apply your learning to improve your current role.

The part-time program has one full day Saturday workshop a month complemented with work-based projects. In either mode you will study various aspects of management from the skills needed to be a first-line manager dealing with staff and operational matters, through to strategic management issues.

Such knowledge and capabilities form the foundation of a management career with specific skills including:

- people management and personal development skills
- technical skills in areas such as finance, marketing, project management and team effectiveness
- business development and planning skills in strategic management.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of the Diploma of Management may be eligible to undertake further studies in related programs such as the Associate Degree in Business, and bachelor degrees in accountancy, business information systems, economics and finance, entrepreneurship, international business, logistics and supply chain management, management and marketing, subject to meeting each program’s entry requirements.
Certificate IV in Frontline Management

**RMIT**

**CODE**

C4226

**DURATION & APPLICATION**

2012 CLEARLY- IN ATAR

**CITY**

www.rmit.edu.au/programs/c4226

This program is specifically designed for people who take the first line of management, and the skills that are an essential part of their role. It is relevant to a wide range of organisational contexts and industries, and is suited to people who already have existing qualifications and technical skills in a given vocation or profession, and want to gain skills or recognition in a supervisory function.

Frontline managers are actively engaged in planning and measuring activities relevant to team and broader organisational objectives. This role is key to providing a safe workplace, and delivering customer or client service satisfaction.

**WORKING WITH INDUSTRY**

This program encourages students to undertake a simulated industry project for inclusion in a work skills portfolio.

**WHAT YOU WILL STUDY**

You will study four core courses and six electives.

**Core courses**

- Implement operational plans
- Monitor a safe workplace
- Promote team effectiveness
- Show leadership in the workplace.

**Electives**

- Develop and use complex spreadsheets
- Implement and monitor environmentally sustainable work practices
- Implement customer service standards
- Make a presentation
- Organise meetings
- Write complex documents.

**CAREER OUTLOOK**

Graduates of the Certificate IV in Frontline Management will emerge with the knowledge and skills required to progress through a management career. At this level, you will be able to confidently provide leadership and guidance to others, and take responsibility for the effective functioning and performance of a team and its work outcomes.

**PREREQUISITE**

There are no prerequisite studies.

**EXTRA REQUIREMENTS**

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of the Certificate IV in Frontline Management may progress to the Diploma of Management and may be eligible to undertake further studies in related programs, such as the Associate Degree in Business, and bachelor degrees in accountancy, business information systems, economics and finance, entrepreneurship, international business, logistics and supply chain management, management and marketing, subject to meeting each program’s entry requirements.

**YOU MIGHT ALSO LIKE...**

- Business administration page 24
- Management (TAFE) page 27

**TRAIINEESHIP**

This program is also available as a traineeship.

Earn an income while studying a nationally recognised qualification.

Employers may be eligible for financial assistance from the Commonwealth Government.

**STUDENT PROFILE**

‘The Diploma of Management provides pathways to higher education and is a great stepping stone to becoming a successful manager. I am currently responsible for the distribution of bakery products to 50 different supermarkets and am confident that the skills learnt in this program will help me to expand my business.

‘Studying at RMIT has been a unique learning experience which has allowed me to meet people with similar interests.’

Leon Nguyen
Certificate IV in Frontline Management and Diploma of Management graduate
Current Bachelor of Business (Management) student
Marketing involves identifying customer needs and wants, creating strategies for the development and design of goods and services, and making decisions about pricing, promotion and distribution. Marketing is a dynamic and expanding area. Organisations recognise specialist knowledge and skills are needed to successfully market their products. Marketers need to be analytical, creative, flexible, enthusiastic and disciplined when approaching practical and theoretical problems.

The marketing degrees at RMIT are multidisciplinary and involve a broad range of business courses, including statistics, economics, accounting, business finance, computer applications, management and law, together with specialist marketing courses. If you have that blend of creativity, enthusiasm, an analytical mind and a natural curiosity for what makes people tick and how to influence them, then a career in marketing is for you.

**WORKING WITH INDUSTRY**

You will have the opportunity to integrate industry experience with your learning activities through the cooperative education program—a compulsory industry placement undertaken during the third year (full-time). RMIT’s School of Economics, Finance and Marketing has many links with industry which benefit students when undertaking discipline-related industry projects and prepares programs are industry-relevant.

Industry experts provide guest lectures to expose you to current marketing practice. The use of sessional lecturers also provides opportunities to engage with industry practitioners.

**WHAT YOU WILL STUDY**

This four year degree has an emphasis on understanding both the theory and the practice of marketing.

You will undertake eight business common core courses in the first and second years. You will also study specialised marketing courses in the areas of buyer behaviour, marketing communication, business-to-business (B2B) marketing, service quality and sales.

Full-time students undertake work-integrated learning in the form of a cooperative education placement or professional skills placement in the third year.

In the final year, you will study five specialised business and marketing courses and three electives. These electives allow you to develop expertise in your chosen or prospective career specialisation. You can choose from topics such as retailing, direct marketing and sport marketing, or other business disciplines such as IT, logistics and international finance.

You will typically learn within a structure of lectures and tutorials, using case studies and assignments based around real organisations, business simulations, class presentations and in-class discussions. You will also develop generic business skills through working in teams.

**CAREER OUTLOOK**

Graduates will find a wide variety of employment opportunities open to them in a range of small, medium and large organisations in the private and public sectors.

Graduates may commence a marketing career in:

- business-to-business marketing
- direct marketing
- e-commerce and e-marketing
- market research
- marketing communications
- marketing information systems
- product management
- retailing
- sales, advertising and public relations.

**PROFESSIONAL RECOGNITION**

Graduates of the Bachelor of Business (Marketing)—Applied may be eligible to become an associate member of the Australian Marketing Institute and the Australian Market and Social Research Society. Membership provides benefits which are relevant to career development.

For further details:

- [www.ami.org.au](http://www.ami.org.au)

**GLOBAL CONNECTIONS**

RMIT’s School of Economics, Finance and Marketing offers study tours each year to France and Germany. These intensive study programs can be credited towards your degree and provide you with an overseas travel and cultural experience, while combining studies focusing on the European Union. Other study tour destinations include Canada, China, Thailand, USA and Vietnam.


**PREREQUISITE**

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

**EXTRA REQUIREMENTS**

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at [www.vtac.edu.au](http://www.vtac.edu.au), if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

**PATHWAY**

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

**STUDENT PROFILE**

“I chose to study the Bachelor of Business (Marketing)—Applied at RMIT because of the Cooperative Education program. Working on five different marketing campaigns during my co-op year was great!”

“I chose to study marketing because it suits my personality. It is creative and you interact with all sorts of personalities and people. I was keen to learn and help companies to understand what drives people to buy a product.”

Maddie Frayne

*Bachelor of Business (Marketing)—Applied*
Marketers involve identifying customer needs and wants, creating strategies for the development and design of goods and services, and making decisions about pricing, promotion and distribution.

Marketing is a dynamic and expanding area. Organisations recognise specialist knowledge and skills are needed to successfully market their products. Marketers need to be analytical, creative, flexible, enthusiastic and disciplined when approaching practical and theoretical problems.

The marketing degrees at RMIT are multidisciplinary and involve a broad range of business courses, including statistics, economics, accounting, business finance, computer applications, management and law, together with specialist marketing courses.

If you have that blend of creativity, enthusiasm, an analytical mind and a natural curiosity for what makes people tick and how to influence them, then a career in marketing is for you.

Working with Industry

You will have the opportunity to directly apply your academic skills to a work context in a number of work-integrated learning courses such as Business-to-Business Marketing and Global Marketing. These courses allow you to further expand your practical application of theoretical concepts through activities such as case studies and assignments.

RMIT’s School of Economics, Finance and Marketing has many close links with industry which benefit students when they undertake discipline-related industry projects and ensures that programs are industry-relevant.

What you will study

The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses in the marketing discipline and eight flexible courses. The flexible courses may be either a second business major, or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives.

A second business major can be selected from: accountancy, business information systems, economics, entrepreneurship, finance, human resource management, international business, logistics and supply chain management or management.

Business minors can be selected from the same disciplines as listed above, as well as economics and finance and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

Career outlook

Graduates will find a wide variety of employment opportunities open to them in a range of small, medium and large organisations in the private and public sectors.

Graduates may commence a marketing career in:

» business-to-business marketing
» direct marketing
» e-commerce and e-marketing
» market research
» marketing communications
» marketing information systems
» product management
» retailing
» sales, advertising and public relations.

Professional recognition

Graduates of the Bachelor of Business (Marketing) may be eligible to become an associate member of the Australian Marketing Institute and the Australian Market and Social Research Society. Membership provides benefits which are relevant to career development.

For further details:

www.ami.org.au
www.amsrs.com.au

Global connections

RMIT’s School of Economics, Finance and Marketing offers study tours each year to France and Germany. These intensive study programs can be credited towards your degree and provide you with an overseas travel and cultural experience, while combining studies focusing on the European Union. Other study tour destinations include Canada, China, Thailand, USA and Vietnam.


Prerequisite

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered.

Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current or most recent employer to the Selection Officer by 7 December 2012.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

Pathway

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9.

An honours year program is available to exceptional students.

Student profile

Damian was already working in marketing when he realised that although he had a passion for the industry, he lacked the business knowledge and experience needed to move ahead with confidence.

‘I needed the theoretical framework that would enable me to make better business and marketing decisions in the workplace.’

He chose RMIT University over other universities because ‘it offers students progressive and innovative learning methods... I strongly believe the RMIT business programs are more closely aligned to the ‘real world’ than those at many other universities.’

Damian Fritium
Bachelor of Business (Marketing)
Marketing involves working with and gaining the cooperation of people from specialist areas such as technical experts, production managers, accountants and advertising agents, so the ability to communicate effectively with people with diverse technical skills and knowledge is essential.

The advanced diploma is designed for students who wish to pursue a career in marketing, sales, sales management and market research. You will develop a full understanding of the marketing concept; a concern for customers; an integrated, coordinated organisational approach; the achievement of profits in a socially responsible manner; and how these can be related to all other courses in the program.

If you have that blend of creativity, good analytical and communication skills, and a keen appetite to influence people, then a career in marketing is ideal for you.

**WORKING WITH INDUSTRY**

You are exposed to guest speakers, real marketing projects and community-based projects as part of your studies. This will enable you to enhance your communication, problem-solving and self-management capabilities to meet real-world expectations.

Through some courses, you will have the opportunity to participate in work-integrated learning projects. This may involve completing assessable tasks in the workplace, working with organisations to solve current marketing problems, or collaborating with cross-disciplinary teams on a research project. This practical experience will complement your theoretical knowledge.

**WHAT YOU WILL STUDY**

Year 12 applicants will typically apply for the certificate IV and complete the suite of three programs over one-and-a-half years full-time.

Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in marketing or a related field may apply for recognition of prior learning (RPL), or to undertake one of the three programs depending on needs and experience.

The Certificate IV in Marketing provides you with relevant business experience together with an introduction to marketing fundamentals to supplement your existing knowledge of business practice. In the early stages of the program you will learn about business methods, statistics, market research, teamwork, sales management, website development and project development.

You will also cover general topics, as they relate to the practice of marketing, such as communications and financial reporting.

You will continue more specialised studies in the diploma such as relationship marketing, consumer behaviour, ‘above the line’ media options, adjusting the marketing mix, and developing business-to-business relationships.

In the advanced diploma, you will learn how to develop marketing and financial strategies, develop direct marketing campaigns, manage an international marketing program, develop marketing and business plans, and be confident in your knowledge of the marketing process.

These programs are delivered by industry-trained practitioners, many with tertiary teaching qualifications and discipline-specific academic qualifications. Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

**CAREER OUTLOOK**

These specialised programs were developed in conjunction with the marketing industry to ensure relevance of the program content for students, employers and the broad industry. Graduates may gain employment in the following positions: marketing officers, market research officers, promotion service managers, assistant branch managers, sales personnel, direct marketers and account service managers.

**PROFESSIONAL RECOGNITION**

Completion of the advanced diploma enables graduates to apply for membership of the Australian Sales and Marketing Institute.

**GLOBAL CONNECTIONS**

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.

An international study tour offered in conjunction with Kirkwood Community College, USA is available to marketing students. Study tours provide a unique opportunity to introduce multiple perspectives on international marketing and to work in interdisciplinary teams with students abroad.


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**EXPERIENCE DAY—ADVERTISING, MARKETING AND PUBLIC RELATIONS**

10 July 2012

Year 11 and 12 students can get an up-to-date overview of industry trends and employment opportunities. Interactive workshops cover topics such as branding and strategy; integrated marketing communications; creative advertising; account service; media; and new technologies.

To register, visit www.rmit.edu.au/experiencedays.

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**YOU MIGHT ALSO LIKE...**

Advertising  page 13

Professional communication  see the communication and digital media brochure

Public relations  page 32

Statistics  page 34
You will gain professional skills and knowledge, including in writing techniques, media and stakeholder relations, strategy and research, with an emphasis on problem solving, creativity, and project and relationship management.

You will have an opportunity to build your skills and knowledge on campus and in a variety of work-integrated learning environments. You will be exposed to other fields of applied communication practice, to reinforce the convergence of the industries, and to equip you for the 21st century world of professional communication.

WORKING WITH INDUSTRY

Work-integrated learning is incorporated into all levels of the degree. In first year you will participate in structured client projects based on real scenarios requiring public relations solutions. In second year you will complete a research project commissioned by a not-for-profit organisation, and build complementary workplace skills with the guidance of industry practitioners. In third year you will plan a public relations campaign, again working on a real project for a not-for-profit organisation. You will also complete an internship in a supervised placement in a public relations role in a not-for-profit, corporate or government organisation or in a PR consultancy. Many students complete their internships outside Australia.

WHAT YOU WILL STUDY

The degree comprises three strands that complement each other:

Professional strand

You will find out why and how organisations use PR, and learn about professional protocols and ethics. You will build written and verbal communication skills, using a variety of communication media. There will be opportunities to build your critical and analytical skills to prepare you for leadership roles in industry.

Communication strand

You will learn basic communication models, drawn on social sciences and cultural studies, as well as research methods. You will work with students from the range of applied communication studies.

Contextual studies strand

These courses provide an understanding of the application of media and communication in a broader context, and help you to gain an understanding of social, political, economic and communication issues and environments.

CAREER OUTLOOK

There are many opportunities for public relations practitioners, and the range of opportunities is growing, in Australia and around the world.

Public relations graduates work in many areas, including:

- corporate communication
- change management
- internal communication
- issues and crisis management
- public affairs and lobbying
- media relations and publicity
- event management
- fundraising and sponsorship.

Public relations careers usually start at junior consultant or officer/coordinator level and extend up to senior manager or consultant, director and, sometimes, chief executive officer.

Many public relations graduates also start their own businesses.

PROFESSIONAL RECOGNITION

The public relations degree has been developed in close association with experienced public relations practitioners. Their ongoing commitment as Program Advisory Committee members, staff members and guest lecturers contributes to the reputation of the public relations degree.

The degree is accredited by the Public Relations Institute of Australia (PRIA). Graduates are eligible for the PRIA Provisional Associate membership.

GLOBAL CONNECTIONS

Students may take study tours, or study abroad with exchange partners, including RMIT Vietnam. These studies might focus on public relations or other areas relevant to the program. Students might also be offered opportunities for overseas work placements. Staff work with client and industry organisations around the world to help ensure our graduates are ready to work in the international public relations industry.

PREREQUISITES

Units 3 and 4—a study score of at least 35 in English (any).

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History form (formerly PI form), available online at www.vtac.edu.au, if they wish other information to be considered. Shortlisted applicants may be required to attend an interview.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of the following programs who successfully gain entry to this degree may be eligible to apply for exemptions:

- Advanced Diploma of Business (Public Relations)
- Diploma of Professional Writing and Editing

RMIT’s School of Media and Communication offers honours and has the following postgraduate offerings: Master of Communication by coursework; Master of Arts—Communication Studies by research; Doctor of Philosophy—Communication (PhD) by research.
### PUBLIC RELATIONS

**Diploma of Business (Public Relations)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Duration &amp; Application</th>
<th>2012 Clearly in ATAR</th>
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<td>C5281 (Dip)</td>
<td>FT1 or PTA—<em>U</em> or V</td>
<td>35.95</td>
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<tr>
<td>C6102 (Adv)</td>
<td>FT2 or PTA—<em>U</em> or V</td>
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</table>

**CITY**


Maintaining good relationships with internal and external clients, customers and stakeholders is critical to the success of any organisation.

RMIT’s PR programs cater for public relations and other service industry sectors, such as tourism and hospitality, local government, public policy, media, journalism and feature writing, publishing (particularly for multimedia), libraries and information services, film and television information or publicist roles.

Public relations practitioners are key to maintaining positive relationships and reputation building. If you have a keen curiosity about people and the world, good problem-solving skills, the ability to work in and lead teams, confidence, and strong analytical instincts and communication skills, then a career in public relations is ideal for you.

### WORKING WITH INDUSTRY

This program is supported by a diverse industry advisory board, including members of the Public Relations Institute of Australia (PRIA) who are actively involved in reviewing program design and course materials.

You will benefit from exposure to guest speakers, work placements and real-life project briefs in this program.

### WHAT YOU WILL STUDY

Year 12 applicants will typically apply for the diploma and complete the suite of two programs over two years full-time.

Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in public relations or a related field may apply for recognition of prior learning (RPL).

Diploma studies will cover topics relating to project management, copywriting and producing effective presentations. You will learn how to conduct market research, analyse consumer behaviour for specific markets, and implement and monitor marketing activities as you develop your knowledge of the public relations industry.

At the advanced diploma level you will further develop your IT and general communication skills to create web pages with multimedia, develop an advertising campaign, write strategic PR documents, manage fundraising and sponsorships, and develop crisis management plans.

You will also learn how to develop a risk management strategy; develop a business or strategic plan; address legal and administrative requirements and government systems; follow health, safety and security procedures; and manage a budget and organisational communication strategy.

Classes are mostly conducted during the day except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February. Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

### CAREER OUTLOOK

The advanced diploma is a highly-regarded qualification. The program will enable you to develop the skills and knowledge necessary to begin a career in the public relations industry in Australia. Industry consultation and feedback has signalled a need for expertise in a wide range of industries, including not-for-profit organisations and consultancies. Roles include information officer, promotional event officer, PR officer and community development officer.

Students already employed in the industry, who wish to diversify or to access further education, will obtain a broader understanding of the Australian public relations industry and develop further skills in public relations.

### GLOBAL CONNECTIONS

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year.


### PREREQUISITES

There are no prerequisite studies.

### EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly PI form), available online at [www.vtac.edu.au](http://www.vtac.edu.au), if they wish other information to be considered. Applicants must include details of work experience and academic performance. Please refer to the 2013 VTAC Guide for full details on extra requirements.

### PATHWAY

Graduates of the Diploma of Business (Public Relations) may progress to the Advanced Diploma of Business (Public Relations).

Graduates of the Advanced Diploma of Business (Public Relations) may apply for exemptions from the following degree:

- Bachelor of Communication (Public Relations)

### YOU MIGHT ALSO LIKE...

Public relations (degree) page 32

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### STUDENT PROFILE

‘I always wanted to go to RMIT because I knew that studying here would greatly enhance my job prospects. RMIT delivers a progressive way of teaching and I like that I can tailor my studies to suit my area of interest. In the public relations program you learn how to be a team player, how to think on your feet and how to get your client what they need. You are exposed to it all and you get to do it your way, with no boundaries.’

Anna Kellock

*Advanced Diploma of Business (Public Relations)*
This degree is for you if you are interested in:
» solving problems through analysis of data
» predicting future trends in the environment, economy and finance
» sports statistics
» practical application of mathematics and statistics theory.

WORKING WITH INDUSTRY
During third year you will undertake a project which is linked to industry and the real problems you will face in the workforce.

In recent years students have worked on industry projects or been placed in a range of organisations such as VicRoads, Victorian Institute of Sport (Melbourne Vixens), Badminton Australia, Bureau of Meteorology, Australian Bureau of Statistics, National Australia Bank, Dairy Innovation Australia, National Stroke Research Institute, Australian Institute of Sport (Australian Hockey Team), Crown Melbourne Limited, Red Cross Blood Bank, The Smith Family and Biami Commercial Mathematics, to name just a few.

WHAT YOU WILL STUDY
You will undertake core studies in applied statistics, together with several courses from one of three specialisations:
» Environmental modelling
» Finance
» Marketing.

In first year, you will study the basics of calculus, statistics, discrete mathematics, mathematical programming and professional practice.

In second and third year, you will learn about the mathematical foundations of statistics together with the numerous areas of application (quality control, experimental design, sampling theory, analysis of multivariate data, regression analysis, forecasting and time series, sports statistics). It is at this stage of your applied statistics studies that you choose your specialisation.

At each year level, you will study a work-integrated learning course which typically involves (team) work on a real-life industry problem.

CAREER OUTLOOK
The world is awash with data, and RMIT statistics graduates are ideally placed to capitalise on this situation. A chronic undersupply of statistics graduates means that there has never been a better time to do a statistics degree. In fact, the Federal Government has forecast a 33% growth in demand for statisticians over the next three years.

Many RMIT graduates undertake careers in sports statistics at the AIS or in the AFL. Other graduates work in the public service working for organisations such as ASIO, Australian Bureau of Statistics, the Bureau of Meteorology and Australia Post, or in the banking and finance sector.

PROFESSIONAL RECOGNITION
Graduates are eligible to apply for graduate membership of the Statistical Society of Australia and graduate membership of the Australian Society for Operations Research.

GLOBAL CONNECTIONS
Students may take one or more semesters at an overseas institution through the Education Abroad program at more than 120 partner universities.

PREREQUISITE
Units 3 and 4—one of mathematical methods (CAS) or specialist mathematics and a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS
Applicants must complete and submit a VTAC Personal History Form (formerly PI form) if they wish other information to be considered. Relevant work experience may be included on this form. Please refer to the 2013 VTAC Guide for full details on extra requirements.

STUDENT PROFILE
‘My dream job is to work as a sporting statistician at an AFL club. I’ve always had an interest in statistics—particularly sports statistics. When I discovered the statistics degree at RMIT, I immediately went for it because it’s something I want to do as a career.

‘The highlight of my degree has been the work placement I’m doing with Sandringham Football Club. I’ve always loved football and jumped at the chance to go and record data for the club. It’s given me a chance to mix my love of football with my interest in statistics. It’s also given me a great insight to the workings of a professional football club.

‘I’m a lot more confident at tackling unfamiliar problems now. I’ve learnt that hard work does pay off and sometimes if you can’t do something one way, there is an alternative way. I’ve also learnt what it’s like to work as a team. It’s shown me that if you all work towards the one collective goal the task at hand can be completed easily.’

Michael de Lorenzo
Bachelor of Science (Statistics)
LOGISTICS

Certificate IV in International Trade
Diploma of Logistics

NEW

RMIT CODE  DURATION & APPLICATION  2012 CLEARLY IN ATAR
CS302     PTA—□ —
C4222     FT1 or PTA—□ or □ —

CITY

www.rmit.edu.au/programs/c4222

Logistics is planning, implementing and controlling the flow of goods, services and related information from the initial purchase of raw materials through to final delivery of a product to customers. It involves purchasing, materials management, inventory control, warehousing, transport and distribution.

In this suite of programs you will develop logistics strategies and plans for real companies, incorporating transport and logistics systems, international distribution and purchasing, contract negotiation and business planning and effectiveness.

To ensure relevance with current industry practice, strategic management innovations will be explored and you will research real international opportunities.

WORKING WITH INDUSTRY

The diploma will allow you to work in groups to conduct a research project, with the best project entered into the national Austrade Tertiary Export Project Competition. There is also the opportunity to take part in a cross-disciplinary project with international business students.

WHAT YOU WILL STUDY

Year 12 applicants will typically apply for the certificate IV and complete the suite of two programs over two years full-time.

Non-Year 12 applicants with prior skills, knowledge, experience or qualifications in logistics or a related field may apply for recognition of prior learning (RPL).

The certificate IV will cover general areas of study including:

- Business and computer applications
- Importing and exporting
- International trade and economics
- Marketing and international marketing
- Transport and logistics.

In the diploma you will study core and elective courses. Studies will focus on operations management, risk management and leadership, workplace and industrial relations, supply chain management, budgeting and finance, customer service and logistics business and enterprise planning.

Part-time classes can include blended delivery, flexible education and/or evening classes. If class sizes are small, the program will be altered to best accommodate student outcomes.

CAREER OUTLOOK

Graduates will be prepared for careers in areas such as the management of warehousing, distribution operations, transport, purchasing and inventory control, and importing and exporting functions.

GLOBAL CONNECTIONS

Full-time students can gain credit points towards their studies by taking part in an international exchange program for either one semester or one year with an institution that has an exchange agreement with RMIT. A limited number of exchange scholarships are available each year. Visit www.rmit.edu.au/bus/international.

PREREQUISITE

There are no prerequisite studies.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Applicants must include details of work experience and academic performance.

Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of the Certificate IV International Trade may progress to the Diploma of Logistics.

Graduates of the Diploma of Logistics may apply for exemptions from many degrees. Please refer to the table on pages 8 and 9.

STUDENT PROFILE

‘Have you ever bought something online and got it delivered to your house? That is logistics; it’s the process of getting a product from point A to point B and is all around us every day.

‘The work-integrated learning year was a great way of applying previously learned theory to practice. The option to choose from a great variety of electives is a bonus. I currently have the opportunity to learn German which will help me in the future.’

After completing his degree at RMIT Stefan would like to travel and seek opportunities to apply his knowledge to help less fortunate people.

‘I would like to help charities to find more efficient ways of transporting goods and services to countries in need of relief.’

Stefan Baernthaler
Bachelor of Business (Logistics and Supply Chain Management)—Applied

YOU MIGHT ALSO LIKE...

International business  page 20
Logistics and supply chain management  page 36

Legend: see page 39
*A new RMIT code will be applicable for 2013 entry
SUPPLY CHAIN AND LOGISTICS

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Bachelor of Business (Logistics and Supply Chain Management)—Applied

<table>
<thead>
<tr>
<th>RMIT CODE</th>
<th>DURATION &amp; APPLICATION</th>
<th>2012 CLEARLY</th>
<th>ATAR</th>
</tr>
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<tbody>
<tr>
<td>BP143</td>
<td>FT4—V</td>
<td>68.40</td>
<td></td>
</tr>
</tbody>
</table>

www.mit.edu.au/programs/bp143

The complex world of logistics, supply chain and trade industries is becoming increasingly specialised and challenging, with strong demand for graduates who are business savvy, sensitive to different cultures, and who have strong project management and negotiation skills.

Logistics and supply chain management involve purchasing, materials management, inventory control, warehousing, transport and distribution to provide the market with access to products and effectively managing end-user satisfaction. Graduates will be able to understand the interdependence of contemporary global and localised logistics and regional logistics issues, and be able to apply and adapt to manage business problems in the global marketplace. The program is designed to prepare you for a professional career and to develop your confidence to tackle the evolving challenges of a rapidly globalised logistics and supply chain industry. Excellent job opportunities exist both in Australia and overseas for well-trained professionals.

RMIT’s logistics degrees provide graduates with an understanding of supply chain management specialisations with a strong emphasis on general business. By exercising leadership and business acumen in professional activities and business decisions, you will be equipped to make an immediate contribution to organisational objectives upon graduation.

WORKING WITH INDUSTRY

In third year, you will have the opportunity to integrate work with learning activities. This work-integrated learning (WIL) component prepares you for future work by enabling you to progressively relate the skills and knowledge acquired during your studies in workplace or workplace-like learning situations. The focus is on developing your skills in a structured learning environment.

The first part of WIL enables you to build skills in a range of organisational communication practices such as presenting in management contexts, gathering and presenting data for decision making, and exploring personal goals through seminar discussions with visiting speakers from the business community. The second part focuses on structured work experience hosted by an external organisation (cooperative education).

Your WIL experience will be integrated with academic learning prior to the practicum as well as upon return.

WHAT YOU WILL STUDY

This four year degree comprises a major stream and an elective stream selected from accounting, marketing, business management, and business information systems or operations management. The elective stream enables you to study a second business area in depth and to develop skills and overall marketability, allowing greater flexibility to choose alternative career paths as needs and opportunities change.

The first and second years provide an introduction to basic knowledge and skills including common business core courses, and more specialised courses in logistics and supply chain management. In the third year, and subject to meeting certain academic criteria, you will undertake a one-year cooperative education placement.

In the final year you will build on major and elective stream studies at a more advanced level.

CAREER OUTLOOK

Logistics and supply chain managers are employed in all aspects of logistics and supply chain management operations. You will be responsible for the effective and efficient integration of all logistics activities supported by the application of relevant IT and e-business practices. Graduates will also work closely with other functional company managers in areas such as marketing, manufacturing and engineering.

As a result of strong support given to the degree by the Chartered Institute of Logistics and Transport Australia (CILTA), CILTA is also part of a worldwide network, and the prestige associated with being a member of CILTA opens many more doors locally, nationally and internationally. Another important industry association supporting the program is the Logistics Association of Australia. Many of the members of these associations provide employment opportunities for students during cooperative education.

www.cilta.com.au
www.laa.asn.au

GLOBAL CONNECTIONS

You can gain credit points towards your studies by doing a two-week study tour, an exchange for one semester or one year, or an international work placement. Study tours depart during the Australian summer or winter vacations and can be credited towards your degree. Destinations include Canada, China, France, Germany, Thailand, the USA and Vietnam. Visit www.rmit.edu.au/bus/international.

PREREQUISITE

Units 3 and 4—a study score of at least 30 in English (ESL) or at least 25 in any other English.

EXTRA REQUIREMENTS

Non-Year 12 applicants must complete and submit a VTAC Personal History Form (formerly Pi form), available online at www.vtac.edu.au, if they wish other information to be considered. Employer statement: Applicants wishing their employment to be considered must also submit a one-page letter of support from their current employer, if they wish other information to be considered. Please refer to the 2013 VTAC Guide for full details on extra requirements.

PATHWAY

Graduates of many TAFE and associate degree programs may be eligible to apply for exemptions. Please refer to the table on pages 8 and 9. An honours year program is available to exceptional students.
The complex world of logistics, supply chain and trade industries is becoming increasingly specialised and challenging, with strong demand for graduates who are business savvy, sensitive to different cultures, and who have strong project management and negotiation skills.

Logistics and supply chain management involve purchasing, materials management, inventory control, warehousing, transport and distribution to provide the market with access to products and effectively managing end-user stakeholder expectations.

Graduates will be able to understand the interdependence of contemporary global and localised logistics and regional logistics issues, and be able to apply and adapt to manage business problems in the global marketplace. The program is designed to prepare you for a professional career and to develop your confidence to tackle the evolving challenges of a rapidly globalised logistics and supply chain industry. Excellent job opportunities exist both in Australia and overseas for well-trained professionals.

RMIT’s logistics degrees provide graduates with an understanding of supply chain management specialisations with a strong emphasis on general business. By exercising leadership and business acumen in professional activities and business decisions, you will be equipped to make an immediate contribution to organisational objectives upon graduation.

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

WHAT YOU WILL STUDY

In this program you will develop knowledge and skills in the core areas of business and logistics and supply chain management, and the capability to apply these in multidisciplinary environments.

The degree consists of 24 taught courses (each of 12 credit points) and includes eight common business core courses, eight major courses and eight flexible courses. The flexible courses may be either a second business major; or two minor sequences with one selected from a business discipline; or one minor sequence selected from a business discipline plus four electives.

A second business major can be selected from: accountancy, business information systems, economics, entrepreneurship, finance, human resource management, international business, management or marketing.

Business minors can be selected from the same disciplines as listed above, as well as economics and finance, logistics and supply chain management and work-integrated learning.

Other minors can be selected from many disciplines offered across RMIT. For more information about the program structure, please visit www.rmit.edu.au/bus/academicprograms.

CAREER OUTLOOK

Logistics and supply chain managers are employed in all aspects of logistics and supply chain management operations. You will be responsible for the effective and efficient integration of all logistics activities supported by the application of relevant IT and e-business practices. Graduates will also work closely with other functional company managers in areas such as marketing, manufacturing and engineering.

As a result of strong support given to the degree by professional associations and the transport and logistics industry, graduates have excellent prospects of gaining employment.

Most graduates pursue management/administrative careers in companies that operate in various transport modes, such as air, sea, road and rail, and in companies that specialise in purchasing, supply chain management, contract distribution, manufacturing and retailing.

PROFESSIONAL RECOGNITION

On successful completion of the Bachelor of Business (Logistics and Supply Chain Management) graduates are entitled to membership of The Chartered Institute of Logistics and Transport in Australia (CILTA). CILTA also provides strong and active support for the program. Another important industry association supporting the program is the Logistics Association of Australia.

www.cilta.com.au
www.laa.asn.au
**MONEY MATTERS**

### Degrees and associate degrees

**Commonwealth Supported Places (CSP)**

A Commonwealth Supported Place (CSP) is a place at university where the tuition fee is jointly paid by you and the Commonwealth Government. Your share of the fee is set by the government and is determined by the discipline area you are studying. This table shows a student's contribution to the annual fee for a full-time study load in 2012.

<table>
<thead>
<tr>
<th>STUDENT CONTRIBUTION BAND</th>
<th>MAXIMUM STUDENT CONTRIBUTION FOR A PLACE IN 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band PM: national priorities—mathematics and statistics</td>
<td>$4520</td>
</tr>
<tr>
<td>Band PS: national priorities—science</td>
<td>$4520</td>
</tr>
<tr>
<td>Band 1: humanities, behavioural science, social studies, clinical psychology, foreign languages, visual and performing arts, education, nursing</td>
<td>$5648</td>
</tr>
<tr>
<td>Band 2: computing, built environment, allied health, other health, engineering surveying, agriculture</td>
<td>$8050</td>
</tr>
<tr>
<td>Band 3: accounting, administration, economics, commerce, law, dentistry, medicine, veterinary sciences</td>
<td>$9425</td>
</tr>
</tbody>
</table>

If you undertake more or less than a full-time study load, or you study courses from a combination of the above categories, you will be charged the proportionate student contribution.

### HECS-HELP

If you pay all or part ($500 or more) of your student contribution up front you receive a 10% discount. Alternatively, you can defer payment through the HECS-HELP loan scheme if you meet the eligibility criteria. Your HECS-HELP repayments commence when you reach the minimum income threshold.

If you are a permanent resident (other than humanitarian visa holder) or a New Zealand student you must pay your student contribution up front and you are not eligible for a discount.

To learn more about HECS-HELP visit [www.studyassist.gov.au](http://www.studyassist.gov.au) to obtain a copy of the Information for Commonwealth supported students booklet.

### TAFE programs—certificate and diploma

You will be offered a state government-subsidised place or a full-fee place based on eligibility criteria.

#### Victorian State Government-subsidised place

You are eligible for a government-subsidised place if you are:

- an Australian citizen, a permanent visa holder, a special category visa holder (New Zealand) or an East Timorese asylum seeker and any of the following:
  - under 20 years of age on 1 January in the year you start studying
  - enrolling in a Foundation Skills qualification (as categorised by Skills Victoria)
  - enrolling in a qualification that is accredited at a higher level than the qualifications you already hold
  - a Victorian apprentice.

If you are applying for a government-subsidised place, you will be required to provide information to establish your eligibility. The fee per student contact hour is set by the government and is determined by the level of the qualification.


For more information about your TAFE program level and how this will affect your eligibility for a government-subsidised place and your tuition fees, please refer to ‘TAFE enrolment’ in “How to apply” on page 39.

For more information about TAFE fees and funding visit [www.skills.vic.gov.au](http://www.skills.vic.gov.au).

#### Fee concession

If you are in a Victorian State Government-subsidised place and hold a Health Care Card or receive government benefits through Centrelink you may be entitled to a concession on your tuition fees. For more information about the eligibility criteria and how to apply visit [www.rmit.edu.au/programs/fees/tafe/concession](http://www.rmit.edu.au/programs/fees/tafe/concession).

#### Full-fee places

If you do not meet the criteria above then you will be offered a full-fee place (FFP). FFP fees vary according to each program. Financial assistance may be available through the VET FEE-HELP scheme. For a full list of fees for TAFE programs visit [www.rmit.edu.au/programs/fees/tafe/fullfee](http://www.rmit.edu.au/programs/fees/tafe/fullfee).

### VET FEE-HELP

VET FEE-HELP is an optional loan scheme available to assist eligible TAFE students enrolling in an eligible diploma, advanced diploma, full-fee vocational graduate certificate or vocational graduate diploma program.

If you are a full-fee paying student, a loan fee of 20% will be applied to the amount of VET FEE-HELP assistance provided. The loan fee will be included in your VET FEE-HELP debt. To learn more about VET FEE-HELP visit [www.studyassist.gov.au](http://www.studyassist.gov.au) to obtain a copy of the VET FEE-HELP Information booklet.

### Other fees

In addition to the fees outlined above for degrees and TAFE programs, you may be charged a Student Amenities Fee which is indexed annually. Eligible students will be able to defer payment of the fee through SA-HELP. For more information visit [www.studyassist.gov.au](http://www.studyassist.gov.au).

You may also be required to purchase items related to your program, including field trips, specified textbooks and equipment. These material fees are not compulsory and students may choose to purchase these items independently. These expenses vary from program to program. Please check individual program brochures or contact the relevant school directly.

**Fees indicated relate to 2012 and should only be used as a guide. RMIT reserves the right to adjust fees for full-fee places on an annual basis by an amount that will not exceed 7.5% each year (subject to rounding). For higher education fees, tuition fees are rounded up to the nearest $10 per credit point increment, and so the actual fee increase may exceed 7.5%. This cap does not apply to domestic full-fee paying TAFE students.**
Before applying for a program at RMIT, read the individual program brochure or refer to the relevant program information available at www.rmit.edu.au/programs-courses.

How to apply by program type

| Degrees and associate degrees (not including honours) | VTAC application | Direct application |
| Certificate IV, diploma, advanced diploma (full-time) | VTAC application | Direct application |
| Certificate IV, diploma, advanced diploma (part-time) | Direct application | Direct application |
| Certificate III and below* | RMIT school-based application | RMIT school-based application |
| Apprenticeships and traineeships | RMIT apprenticeship and traineeship application | RMIT apprenticeship and traineeship application |

* Some certificate III and below programs are administered by direct application. Please visit www.rmit.edu.au/programs-courses for more information.

**VTAC application**

To apply for the following RMIT programs for Semester 1 2013, you need to apply through the Victorian Tertiary Admissions Centre (VTAC):
- degrees and associate degrees—full-time and part-time
- certificate IV, diploma, advanced diploma—full-time.

For more detailed information about the VTAC application process, entrance requirements and application dates go to www.vtac.edu.au.

**Direct application**

To apply for one of the following programs submit a direct application at www.rmit.edu.au/programs/apply:
- certificate IV, diploma, advanced diploma—part-time
- VCE
- distance education degree program
- all midyear applications.

**RMIT school-based application**

A number of TAFE certificate I, II, III and a limited number of certificate IV programs accept applications directly to the relevant RMIT school. Information on where to obtain and lodge an application can be found on the program information web page at www.rmit.edu.au/programs, by contacting Info Corner, or by contacting the relevant RMIT school at www.rmit.edu.au/schools.

**Midyear entry**

To apply for midyear entry at RMIT you need to submit a direct application online. Not all RMIT programs will accept applications for midyear entry. A list of programs accepting midyear applications is published in May at www.rmit.edu.au/midyear.

**Extra requirements**

Many programs at RMIT have extra requirements as part of the selection process such as:
- an interview
- a test
- a folio

It is very important that you carefully read any extra requirements listed under programs in the current VTAC Guide or in RMIT program brochures. Failure to comply with these requirements by the date specified will jeopardise entry into a program.

**Application dates**

For VTAC and direct application dates and deadlines, please see important dates on the back cover or go to www.rmit.edu.au/programs/apply.

**More information**

For more information about RMIT programs and application procedures go to www.rmit.edu.au/programs-courses or contact Info Corner, 330 Swanston Street, Melbourne, tel. +61 3 9925 2260 or email study@rmit.edu.au.

**Non-Year 12**

VTAC considers you a non-Year 12 applicant if you are not currently enrolled in any Australian Year 12 or International Baccalaureate studies in Australia. Non-Year 12 applicants may have different requirements from current Year 12 applicants. You should check the VTAC Guide and the RMIT program brochures for any extra requirements for non-Year 12 applicants before you apply.

All VTAC non-Year 12 applicants must fulfill the necessary extra requirements when applying for RMIT programs.

For detailed information go to www.vtac.edu.au.

**TAFE enrolment**

The structure of a TAFE qualification is pre-determined by the relevant industry training package. How you progress through the qualification levels in a training package, combined with your eligibility for a government-subsidised place, will determine the tuition fees that you will pay.

For the following programs, you will be admitted into the lowest level in the training package and upon successful completion of each qualification level you can apply to commence the next qualification level in the training package. Each qualification level is classed as a new enrolment in a new program and your eligibility for a government-subsidised place will be assessed prior to enrolling in each program. This will determine the fees you will pay. Most students will commence at the lowest qualification level, however you may be able to commence at a higher qualification level, subject to recognition of prior learning:
- Accounting (page 12)
- Advertising (page 14)
- Business administration (page 24)
- Financial planning (page 18)
- International business (page 22)
- Logistics (page 35)
- Management (page 27)
- Public relations (page 33)

More information about TAFE tuition fees is available in ‘Money matters’ on page 38.

Legend

| FT | Full-time (years) | Degree |
| PT | Part-time (years) | TAFE program |
| N/A | Not available | Associate degree |
| PTA | Part-time available | Apprenticeship/traineeship |
| RC | A range of selection criteria applied | Double degree |
| H | Honours available | RMIT school |
| X | Extra requirement | RMIT apprenticeship and traineeship application |

Application details:

- VTAC
- Direct application
- RMIT school-based application
- RMIT apprenticeship and traineeship application
IMPORTANT DATES 2012

AUGUST
6 VTAC applications open
6–12 Engineering Week
12 RMIT Open Day—City, Brunswick, Bundoora
12 Direct applications open for degree and diploma programs (Semester 1 2013 intake)

SEPTEMBER
28 Closing date for VTAC applications (timely)

OCTOBER
9 Closing date for VTAC SEAS and Direct ACESS applications
31 Closing date for direct applications—selected TAFE programs

NOVEMBER
9 Closing date for VTAC applications (late)

DECEMBER
1 Closing date for direct applications—selected degree and TAFE programs
7 Closing date for VTAC applications (very late)
17 VCE results and ATAR released
17–24 VTAC Change of Preference

^ Dates not available at the time of publishing. Contact Info Corner for further information.

IMPORTANT DATES 2013

JANUARY
17 VTAC round one offers available online

FEBRUARY
6 VTAC round two offers available online

MARCH
^ RMIT Careers Advisers’ Seminar

APRIL
18–21 The Age VCE and Careers Expo

MAY
1 Midyear intake applications open
^ City Tertiary Information Service (TIS) (for Year 12s)
^ WRICA Careers and Employment Expo
31 Closing date for direct applications—midyear (late applications accepted after this date subject to availability)

JUNE
^ Midyear student exhibitions—art, design and multimedia

JULY
^ Experience Advertising, Marketing and PR Day
^ Experience Aerospace, Mechanical and Manufacturing Day
^ Experience Art and Design Day
^ Experience Community Justice Day
^ Experience Computing, Animation and IT Day
^ Experience Electrical and Computer Engineering Day
^ Experience Health and Medical Sciences Day
^ Herald Sun Melbourne Career Expo
^ Medical Laboratory visits for VCE students
^ Nuclear medicine laboratory visits for VCE students

MORE DEGREE AND TAFE STUDY OPTIONS

The following brochures are available:
- Apprenticeship and traineeship
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This guide is designed for Australian students

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