Business
Why Study Business at RMIT?

Join students, researchers and teachers who are passionate and committed to making a difference to the big issues confronting today’s business and government, locally and globally.

RMIT business graduates emerge
— skilled in their discipline and with soft skills that are crucial in the eyes of future employers, such as:
  — effective communication skills
  — ability to plan and organise their work, solve problems, work in teams
  — self-discipline and management skills
  — ability to show initiative and creativity
— work ready: able to apply the skills developed at RMIT, ready to add value to their chosen profession or employer right from day one.

RMIT offers
— different modes of study, including face-to-face on campus, online, in intensive block mode, or a combination of these, referred to as blended delivery
— flexibility to move between locations globally
— outstanding teaching and learning facilities
— long- and short-term internships, live projects, hearing from experts and working with industry mentors
— peer mentor support
— opportunities to get involved through student associations, committees, social, mentoring and leadership activities
— an environment where staff and students of diverse genders, sexes and sexualities (DGSS) are welcomed

Acknowledgement of Country

RMIT University acknowledges the Wurundjeri people of the Kulin Nations as the traditional owners of the land on which the University stands. RMIT University respectfully recognises Elders both past and present. We also acknowledge the traditional custodians of lands across Australia where we conduct business, their Elders, Ancestors, cultures and heritage.

Australian Rankings

#9
RMIT ranked #9 for computer science and information systems

#10
RMIT ranked #10 in the top universities for accounting and finance

#14
RMIT ranked #14 in Australia for economics and econometrics

World Rankings

Top 100
RMIT ranked in the top 100 for business and management studies and accounting and finance

Top 200
RMIT ranked in the top 200 for statistics and operational research

Source: QS World University Rankings by Subject 2016

#21
RMIT ranked #21 in the top 50 universities under 50 years old.

Source: QS Top 50 Under 50 2015
Study Here. Succeed Anywhere.

The College of Business offers study options in Melbourne, Hanoi, Saigon South and online.
You can also complete all or part of your studies with our educational partners in Singapore, China and Indonesia, or earn credits by undertaking a short-term study option. See page 11 for further details.

Marcus Lee
Advanced Diploma of Marketing^  
Bachelor of Business (Marketing)

^ This program has been renamed the Advanced Diploma of Marketing and Communication.

Taking stock of a decade-long career in product management and consulting, Marcus Lee decided to return to study to focus on the things he loved most.

I picked out all the things I really enjoyed doing and it all pointed to the broad umbrella of marketing.
I chose RMIT because of its incredible global brand recognition. I know I can go anywhere in the world with my qualification.
Driven by Passion and Purpose

Connected Peer Networks

Student Learning Advisor Mentors (SLAMs)
SLAMs are high-achieving business students who volunteer to help new students in the College of Business with their academic studies. They support students to achieve their best by sharing study techniques, time management strategies and discipline-specific knowledge and providing academic mentoring in a friendly environment. www.rmit.edu.au/bus/slams

Business Students Association (BSA)
The BSA is a vibrant community where you can benefit from professional development opportunities and social events. The BSA is supported by the College of Business and the RMIT University Student Union (RUSU) and is focused on creating a vibrant social and professional community of business students.

Membership is available to vocational education and bachelor degree students. www.rmitbsa.com

Student Ambassadors Program
A volunteer program aimed at making the transition to studying at RMIT less challenging for new students. Become a College of Business Student Ambassador and help to build a welcoming student community while developing your communication and leadership skills. http://bit.ly/RMIT-Bus-Ambassador

5 Star Rating for Excellence

Employability
Facilities
Teaching
Social Responsibility
Internationalisation
Specialist Criteria

Q5 World University Rankings 2015

Today’s Programs Designed for Tomorrow’s Careers
RMIT’s programs are designed with input from current students, graduates, academics and industry professionals to ensure you are prepared with the required skills and depth of knowledge to enhance both your learning experience and graduate employability.

Recognition from accrediting bodies is another key part of the University’s commitment to ensure student learning is in step with emerging trends. Professional accreditation of our qualifications assures graduates and employers of the quality and relevance of RMIT’s programs to global future careers.

Keith Henneberry
Bachelor of Business (Accountancy)

“I was looking for a hands-on learning environment to continue my education and RMIT provided pathway options and an opportunity for me to develop in a way that I couldn’t at other institutions.

I am a volunteer for the Student Learning Advisor Mentors (SLAMs), which offers a really positive learning environment. The program allows me to help other students with their studies, which is a rewarding and motivating experience.”
State-of-the-art,
Custom-built Facilities

Business students have access to a variety of purpose-built spaces that showcase RMIT’s innovative approach to education and training, and a commitment to providing business students with job-ready skills.

RMIT Trading Facility
Where economics and finance students learn how to read and interpret live financial market data provided by Thomson Reuters.

Simulated Business Space
RMIT’s virtual enterprise or ‘practice firm’ operates in conjunction with a mentor from a real company. Business administration and leadership and management students spend time in this simulated corporate environment, applying realistic business processes, while operating in a virtual economy.

The Agency
Works like a real agency, involving public relations and, marketing and communication students in all stages of a campaign from the client brief, through to account services, media planning, creative and production. Students execute campaigns using the latest studio-quality technology.

Behavioural Business Lab
Where experiments are conducted to study human social behaviour relating to decision-making processes.

Most classes are held at the Melbourne city campus in the SAB.

Find out more about the award-winning Swanston Academic Building on page 31.
Unique and Enriching Experiences Through Industry Engagement

Work-integrated Learning (WIL) Courses
These are designed to enable you to apply classroom learning to realistic business challenges.
Examples include:
— using a simulator
— working on real projects or in real workplaces
— working with industry mentors to gain practical skills and knowledge
— working in teams and with industry to develop your problem-solving skills to confidently and effectively tackle real-life problems.

Business Simulations
These replicate real-life situations in the teaching environment of RMIT. Examples include:
— running a business in a virtual environment
— working on real projects for real clients in a simulated communications agency
— simulating financial trading by reading live financial market data in the RMIT Trading Facility.

Industry and Industry-based Projects
These involve problem-solving or research projects for organisations or other forms of substantial projects where students work in conjunction with an industry partner.
For example, for the Virtual Global WIL Project public relations students work with students from Ireland and the US for an international client, and logistics and international business students work for a client in Seattle.

Cooperative Education Program
If you are a four-year business degree student, you will complete a compulsory work placement in industry. Placements are paid positions and you are responsible for finding your own placement based on your career aspirations and field of study. After completing the placement, you will work on a major business design project in final year where you will explore a business problem and come up with solutions that combine theory from two years of study with practical industry knowledge to demonstrate your overall growth in your area of specialisation.

Want to complete your co-op placement overseas? Refer to the Work-integrated Learning Overseas information on page 11.

Employer Perspective
Global healthcare company GSK hosts cooperative education program students, offering them a rich variety of structured training and individual mentoring across a range of disciplines.

“One of the best aspects of an internship with GSK is the large support network consisting of your fellow interns, colleagues and management staff. The skills you learn as a GSK intern are transferable across many domains and will be with you for the rest of your life.”

David Fitz-Gerald
Recruitment Lead – South East Asia, Australia and New Zealand

Degree students in accounting run a simulated company in a realistic marketplace against competitor companies. This gives them a chance to demonstrate their accounting knowledge and skills in strategic planning, decision-making, business performance evaluation and reporting.

Accountancy degree students analyse real-world scenarios, and apply their cost analysis and management accounting knowledge to common real-world business problems.

Human resource management students will develop their negotiation and advocacy skills in industrial relations, with feedback from industry.

Vocational education students in international business and logistics work on a global project with Seattle North College. Students use Google Apps, including Hangouts, to collaborate online from classrooms in Melbourne and Seattle before presenting to real industry clients in the USA.
Work Placements
Short periods of employment or project work undertaken in industry available to vocational education and degree students.

Vocational Education Work Placements
Ten to 15 day placements in industry in selected diplomas and advanced diplomas.

Business Degree Internship Electives
These are elective courses where you work in industry one to two days per week. They
— are designed to develop your soft skills and increase your overall employability
— include preparation: applying, interview techniques, appropriate work practices
— are normally unpaid positions in a variety of organisations
— can be undertaken in Australia or overseas, or as part of a global mobility initiative.

RMIT International Industry Experience and Research Program (RIIERP)
Live and work overseas on a six- to 12-month paid placement and gain industry know-how abroad.

Find out more at www.rmit.edu.au/riierp

Fastrack Innovation Program
About to enter its 10th year, this program is designed to tap into fresh thinking from students, inviting innovative approaches to solving real, often complex, problems. Student teams have 13 weeks to work with mentors to develop and present solutions, including a strategy for implementation – it’s what we call fast-prototyping. The highly competitive program is open to undergraduate and postgraduate students as an elective course.

Emma Bradley
Bachelor of Business
(Marketing) (Applied)

Emma chose to study marketing as it combined her loves of business management and visual communication. She says the co-op year was the best part of her degree, giving her a competitive edge upon graduation.

“The co-op work placement provides an opportunity to gain valuable experience while studying and really makes RMIT’s program stand out.”

Fastrack Innovation Program
Sophie McDonald, Jake Allan and Ben Grant participated in the Access to Justice Through Technology Challenge, a partnership involving the Centre for Innovative Justice, the RMIT Fastrack Innovation Program, Victoria Legal Aid and the community legal sector.
Choose Your Road to Success

Study Pathways
After completing your qualification, no matter your level of study, you may choose to enter the workforce or continue on to further study. For details of study pathways relevant to business programs, please refer to the table on pages 36–37.

Short Courses
Short courses allow you to explore a passion, or study a full award program in a different study mode. Application dates vary. For more information about short courses visit www.shortcourses.rmit.edu.au

VCE Extend – Study at University in Year 12
RMIT offers high-achieving VCE students the chance to add university subjects to their final year.

Why Do VCE Extend?
— You will gain bonus ATAR points using university subjects as your fifth or sixth VCE subject.
— You will receive credit towards university while studying VCE.
— Subjects are free.
— You may receive an early offer to RMIT.
— Subjects are offered online or on campus at RMIT’s City campus.

Business-related subjects offered include economics, management, marketing and project management.

For more information and to apply visit www.rmit.edu.au/students/vce-extension

Callan Delbridge
VCE Extend

“When I was in Year 10, I had a friend in Year 12 who was doing higher ed studies at RMIT. I thought, ‘That’s pretty cool – being in school and studying a university course. I want to do that.’

We learned the really technical stuff and theory plus put it into practice.

Most of our assignments involved group work and I met loads of other RMIT students. It was good to speak to them about their other subjects and to learn from them.”

#1
RMIT ranked #1 in Victoria for excellence in Student Employability and Career Development
Source: Victorian International Education Awards 2015

#4
RMIT ranked in the top 4 universities in Australia and top 10 worldwide for graduate employment rates.
Source: QS World Employability Rankings 2016

Top 50
RMIT ranked in the top 50 worldwide for partnerships with employers

Top 100
RMIT ranked in the top 100 worldwide for employer reputation
Source: QS World Employability Rankings 2016

388,000+
alumni living in
131 countries
When choosing what to study, you will be weighing up many factors. These might include location, study mode, duration, program features and flexibility of the program structure. There is more than one way to reach your career destination. Use the information below and individual program listings in this brochure to guide your decision-making.

<table>
<thead>
<tr>
<th>Certificates, Diplomas and Advanced Diplomas</th>
<th>Associate Degrees</th>
<th>Bachelor Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching Delivery</td>
<td>Traditional classroom plus flexible, blended delivery models.</td>
<td>Traditional classroom learning.</td>
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<td></td>
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<td>Smaller class sizes than bachelor degree programs.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Features</th>
<th>Suited to:</th>
<th>Establish fundamental business theory before are undertaken specialised studies</th>
<th>Two year program, or pathway into bachelor degree study.</th>
<th>Three year: maximum flexibility to study a second area of business.</th>
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<tbody>
<tr>
<td></td>
<td>— school leavers</td>
<td>Three year: maximum flexibility to study a second area of business.</td>
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<td>Four year: focus on theory and applying that to a real workplace.</td>
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<tr>
<td></td>
<td>— people looking to change careers up-skill</td>
<td>Four year: focus on theory and applying that to a real workplace.</td>
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<td>Double degrees: combine two degrees in a condensed timeframe and increase your skills and career options.</td>
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<td></td>
<td>— people with family or other commitments.</td>
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<tr>
<th>Industry Connections</th>
<th>Work on live projects with industry partners, simulations, case studies.</th>
<th>Project-based work relating to lean processes to optimise business practice.</th>
<th>Three year: business internship electives, case studies, project work, Fastrack Innovation elective.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Project-based work relating to lean processes to optimise business practice.</td>
<td>Site visits to view innovation and change processes directly.</td>
<td>Four year: compulsory one-year industry placement^; Fastrack Innovation elective.</td>
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<td></td>
<td>Three year: business internship electives, case studies, project work, Fastrack Innovation elective.</td>
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|-----------------|------------------------------------------------------|----------------------------|-------------------------------------------------|

**Miles Sabatino**

**Advanced Diploma of International Business**

**Bachelor of Business (International Business)**

"I enjoy learning about the challenges of doing business globally and about how different cultures have their own unique styles and customs.

Progressing from the Advanced Diploma of International Business into the Bachelor of Business (International Business) was seamless because the skills I developed at the vocational education level were immediately applicable to the degree."
A Minor Note
If you choose to study a minor (sequence of four courses), you can choose from business and non-business fields of study. Minors are offered in the following broad areas:
- business
- criminology
- languages
- law and justice
- mathematics and statistics
- professional communication
- social science.

Second Majors and Minors
The availability of majors and minors varies between programs. For information about non-business minors and specific courses available in second majors and minors please visit:
- www.tinyurl.com/RMIT-BBus-Minor (four-year degree)

When planning your studies, you are advised to visit the program webpage to check which elective and minor courses are offered each year.

NOTE: The economics and finance degrees consist of a 12-course major. Your remaining courses may be selected from electives (four-year degree) or from electives or a business or other discipline minor (three-year degree).
Transform Your World

Completing a global mobility program can help you to stand out in the job market.

RMIT offers a variety of options to ensure that while you study, and once you graduate, you will have explored your chosen discipline through a global lens. You will not only make friends and work across disciplines in teams and with industry and community partners, but also get a head start in preparing for the globalised world of work.

Benefits

— Gain skills and deepen your knowledge through work-based experiences.
— Learn first-hand about social and economic issues in another culture.
— Live in another country and learn another language.
— Earn credit towards your RMIT qualification.
— Generous funding available to eligible students.
— Emerge with confidence in your career direction and study choices.

Global mobility options available to RMIT business students include:

— global intensives
— First Year Study Tour
— study abroad
— student exchange
— cross-campus study at RMIT Vietnam
— Cooperative Education Program international industry placements
— RMIT International Industry Experience and Research Program (RIIERP)
— Global Entrepreneurship and Internship Program (GEIP).

Find out more about international opportunities in the College of Business at www.rmit.edu.au/bus/international

Work-integrated Learning Overseas

Cooperative Education Program International Placements

Did you know that 79 per cent of chief executives think that knowledge and awareness of the wide world are more important than high grades?*

Get a head start on your career by completing your co-op placement overseas. Ten $7000 scholarships are available for students as part of New Colombo Plan funding. You can elect to complete either an eight-month or two four-month internships. The placements will be in the largest city in Indonesia: Jakarta.

Several start dates are available from January through March. Find out more at http://bit.ly/RMITBusCoopJakarta

Global Entrepreneurship and Internship Program (GEIP)

The Global Entrepreneurship and Internship Program (GEIP) offers you a range of tailored international programs designed to help you accelerate your career.

The programs are offered during the winter and summer breaks and give you credit towards your degree; meaning you can finish your degree earlier! Choose from the following streams: social enterprise, entrepreneurship and internship.

Programs are on offer to India, Indonesia, Singapore and Hong Kong and will soon be expanded to locations in North America and Europe. Find out more at http://bit.ly/RMIT-GEIP

Rachel Tyers
Bachelor of Business (International Business) (Applied)

The international focus of the degree was important to me as I believe that cultural awareness and knowledge are essential in today's global business landscape.

I had the opportunity to complete two student exchanges, one to California and the other to Mexico. Both of these were exciting opportunities to immerse myself in a new culture, network and experience a different educational environment.

* The Global Skills Gap: Preparing young people for the new global economy, Think Global and British Council 2011
Accounting

BP313 | Bachelor of Business (Financial Planning) and Bachelor of Business (Accountancy) double degree
Study specialist areas relating to accounting, finance, investment and personal wealth management. You will be introduced to the regulatory and global influences relevant to the financial services industry and develop an understanding of financial products, risk management and investment strategies that are essential to providing financial and accounting services to clients. In the second half of this course, you will have the option of completing a work placement while you study.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: Not published)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp313

BP129 | Bachelor of Business (Professional Accountancy)
Complete major studies in accounting, and choose a minor or electives from business or other disciplines including finance, business information systems, human resource management, communication, social justice and statistics. In third year you will complete a compulsory work placement in industry. The business design project completed in the final year is aimed at consolidating the theoretical and work experience components of the program.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 80.25)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp129

BP254 | Bachelor of Business (Accountancy)
Offers you the flexibility to choose a second business major or minor studies and electives from business and other disciplines, depending on career or personal development goals. To meet the requirements for membership of the professional accounting bodies in Australia, you will undertake specified accounting subjects.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 68.05)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp254

BP314 | Bachelor of Business (Financial Planning)
You will develop the professional skills needed to provide financial advice and accounting services relating to personal financial planning, taxation, estate planning, insurance and investment planning. While the main aim of the program is to develop core skills to achieve a financial planner licence, you will also learn about the changing regulatory and legal environment in Australia.
This program is also offered through Open Universities Australia – www.rmit.edu.au/oua
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: Not published)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp314

Today’s Accountant
Accountants no longer just put in tax returns and perform the technical aspects of the profession, they also now provide advisory services.
Accountants who possess skills relating to wealth management, investment and tax advice can add value to their existing client bases, and attract new clients seeking a wider range of services to help them plan how to achieve their financial goals.

The Australian Government forecasts that employment prospects for accountants will grow strongly over the next four years, expecting the creation of 31,000 new jobs.
Source: Australian Government Department of Education, Occupational Employment Projections 2015
David Tobin
Bachelor of Business
(Professional Accountancy)

“RMIT’s degree allows me to gain industry experience while I complete my studies. I undertook a 12-month cooperative education placement with a chartered accounting firm. This exposed me to the professional services market and enhanced my problem-solving and analytical skills.”
Accounting

CS374 | Diploma of Accounting
C6148 | Advanced Diploma of Accounting

National Curriculum Code: FNS50215 (Diploma), FNS60215 (Advanced Diploma)

Diploma: Learn how to manage clients and prepare budgets and payroll, and develop skills in financial forecasting, record-keeping and reporting while expanding your business communication skills. You will also be introduced to tax and legal requirements relevant to the financial services industry.

Advanced Diploma: Deepen your knowledge of taxation, corporate law and financial reporting, and demonstrate your understanding of accounting practices through industry-based projects.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit:
Diploma: www.rmit.edu.au/programs/c5374

C4362 | Certificate IV in Bookkeeping

National Curriculum Code: FNS40215

Learn about accounting systems and functions, financial reports, policy and procedures, payroll and Business Activity Statements (BAS).

You can study bookkeeping and BAS Agent Registration skills as professional development courses through RMIT Training. Visit www.shortcourses.rmit.edu.au

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/c4362

By successfully completing a diploma or advanced diploma in accounting you can meet the minimum educational requirements for registered tax agent and BAS services set by the national Tax Practitioners Board.

By successfully completing the Certificate IV in Bookkeeping you will have satisfied the educational requirements set by the Tax Practitioners Board to practise as a BAS agent within Australia.

Top 5

Top five occupations in the accounting, banking and financial services sector in Australia:
1. Accountants 188,100
2. Accounting Clerks 137,400
3. Bookkeepers 99,800
4. Finance Managers 64,600
5. Bank Workers 60,200

Source: Australian Government Department of Education, Job Outlook 2016

By successfully completing a diploma or advanced diploma in accounting you can meet the minimum educational requirements for registered tax agent and BAS services set by the national Tax Practitioners Board.

By successfully completing the Certificate IV in Bookkeeping you will have satisfied the educational requirements set by the Tax Practitioners Board to practise as a BAS agent within Australia.

Trish Taveira

Certificate IV in Bookkeeping
Diploma of Accounting
Advanced Diploma of Accounting
Bachelor of Business (Accountancy)

Trish turned a small business start-up into a successful career, starting with a certificate qualification and progressing through to a bachelor degree in a related field.

I chose to study at RMIT to gain the relevant knowledge and training to help me with developing the next stage of my business. The best thing about my study so far has been the way lecturers adapt their teaching pace and delivery to suit the students they have in their classes.
Accounting and Financial Planning: Multiply Your Career Options

RMIT’s new double degree covers specialist areas of study relating to accounting, financial planning and personal wealth management.

If you can’t decide between accounting and financial planning, do both. The Bachelor of Business (Financial Planning)/Bachelor of Business (Accountancy) offers you specialised studies across two disciplines, and includes a six-month full-time internship option and work-integrated learning courses to contextualise the theory and bring it to life.

You will apply classroom learning to a realistic work context and have the option to supplement this with practical experience in your chosen field to distinguish you in the employment market.

This will set you up for a career in a wide range of roles including family and personal wealth advisory services, superannuation, insurance, business and financial management and funds management, as well as roles in financial and management accounting, auditing and assurance, and taxation.

Upon completion you will be eligible to apply for professional membership to peak financial planning and accounting bodies, including the Financial Planning Association of Australia (FPA), CPA Australia and Chartered Accountants Australia and New Zealand.
Economics and Finance

BP313 | Bachelor of Business (Financial Planning) and Bachelor of Business (Accountancy) double degree
Refer to page 12.

BP134 | Bachelor of Business (Economics and Finance) (Applied)
Learn to perform high-level financial and economic analysis. You will use the RMIT Trading Facility where you will simulate trading using live financial data. A compulsory one year work placement prepares you for a broad range of occupations across the banking, stockbroking, insurance and superannuation industries by combining theory with practical experience.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 80.00)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp134

BP251 | Bachelor of Business (Economics and Finance)
Learn to perform high-level financial and economic analysis and gain an appreciation of the complex finance industry by simulating trading using live financial data from Thomson Reuters. You will also be able explore studies in another discipline. Graduates are prepared for a range of occupations across the banking, stockbroking, funds management, insurance and superannuation industries.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 70.00)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp251

BP314 | Bachelor of Business (Financial Planning)
Refer to page 12.

C4369 | Certificate IV in Banking Services
CS343 | Diploma of Financial Planning
National Curriculum Code: FNS42015 (Certificate IV), FNS50615 (Diploma)
Certificate IV: Learn about financial products and services in order to give financial advice, and develop skills in client service. The certificate includes courses that meet knowledge and skills requirements set by the ASIC Regulatory Guide 146 (RG146). Tier 2 compliance is required in order to provide general advice.
Diploma: Expand your understanding of the financial services industry, products and legislation. Further develop skills in client service, financial planning, retail financial services and compliance advisory services as you prepare for a career in financial services and money management.
Pathways: See the table on pages 36–37 for study pathway options.

Dianne Caday
Diploma of Financial Planning
Bachelor of Business (Economics and Finance) (Applied)

After working in the banking industry for several years, Dianne Caday decided to expand her expertise with a formal qualification that would allow her to focus on a career as a financial planner.

“I decided to go back to university to study financial planning as a pathway into a degree in economics and finance. I chose RMIT because of the hands-on program that enabled me to really develop my financial and analytical skills.”
I wanted to study economics and finance to gain an understanding of how and why global markets interact to benefit society. I am currently an intern at the National Australia Bank and in the future I hope to work with financial markets to create strategies that mitigate risk.

I participated in Gama-dji orientation week coordinated by the Ngarara Willim Centre. This vital program allows indigenous students to meet each other and create friendships before the semester begins.
Entrepreneurship

BP030 | Bachelor of Business (Entrepreneurship)
Graduates will have the skills and knowledge to start their own venture, add value to small to medium enterprises, work in corporate environments to pitch and stress test ideas and solutions, and participate in innovative problem solving for government and not-for-profit organisations. You will be able to pursue studies in business or other selected disciplines to suit your career goals.

Pathways: See the table on pages 36-37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 68.00)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp030

BH109 | Bachelor of Engineering (Electrical and Electronic Engineering) (Honours) and Bachelor of Business (Entrepreneurship) double degree
Electrical and electronic engineers deliver products and services that improve quality of life for communities. Learn how electricity and electronics work, and how to build devices while developing skills to manage and grow businesses.
Selection mode: ATAR (Semester 1, 2016: 81.35)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bh109

Entrepreneurship and RMIT
RMIT recognises that students today want more from their career than just a salary – they also want to contribute positively to the world with specialised skills and knowledge. You may want to use the business skills and knowledge developed during your studies to launch your career and become a business leader, or to create jobs and opportunities for others.

The College of Business encourages an entrepreneurial mindset from day one. It's embedded in everything we do, whether you choose to study marketing, management, accounting or information systems. By learning through continuous feedback and collaboration, you will become more agile in your approach to problem solving while building your business capabilities to be a future change-maker.

Entrepreneurship
Entrepreneurship involves innovation, the confidence to take calculated risks, and creativity. An entrepreneur takes risks as an owner or operator of a business, with expectations of financial profit or other rewards or returns, and will be able to look at things in novel ways and accept failure as a learning point.

Intrapreneurship
Intrapreneurs share similar traits with entrepreneurs, but they are usually employed by an organisation to bring fresh insights and test ideas based on the business objectives of their employer or a project leader. They look out for opportunities, and this approach is a key method used by companies and brands to reinvent themselves.

Business Skills for Start-ups
This elective, delivered flexibly over one semester or in fast-track mode, is designed for students interested in starting up their own business, covering the stages from concept through to launch.
You will:
— learn the foundations of small business, including legal, financial, regulatory, marketing and operational requirements
— undertake industry and market research
— interact with entrepreneurs
— gain feedback from peers, industry and RMIT trainers
— develop a business proposal
— learn about pitching and profiling techniques
— gain knowledge and skills to launch their own venture or to take on contract work and consulting.

Offered to undergraduate students from any discipline at RMIT, this practical, project-based course focuses on entrepreneurship, and product and service innovation for a real or simulated small business concept. By the end of the course you will have applied your knowledge to develop marketing and financial plans as part of your Business Canvas, the blueprint to manage and grow your own entrepreneurial venture.

www.rmit.edu.au/enterprise
The entrepreneurship degree appealed to me as a program that could provide me with the comprehensive array of tools required to develop an entrepreneurial mindset.

Being in the heart of Melbourne, RMIT was a practical, open and welcoming place to experience university life.

Nathan Field
Bachelor of Business (Entrepreneurship)
Information Systems

BP138 | Bachelor of Business (Information Systems) (Applied)
Learn how to analyse, design and build sophisticated business information systems by merging IT skills with business knowledge. Major studies include business information systems development, analysis and design. In third year you will complete a compulsory work placement in industry. The business design project completed in the final year is aimed at consolidating the theory and your experience in the workplace.

Prerequisites: Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).
Pathways: See the table on pages 36-37 for study pathway options.

Selection mode: ATAR (Semester 1, 2016: Not published)

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp138

BP308 | Bachelor of Business (Information Systems)
Learn how to analyse, design and build sophisticated business information systems by merging IT skills with business knowledge. Major studies include business information systems design, development and analysis, data management, analytics, and impact management, strategy and governance relating to an organisation’s information systems.

Prerequisites: Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).
Pathways: See the table on pages 36-37 for study pathway options.

Selection mode: ATAR (Semester 1, 2016: 65.55)

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp308

What do information systems professionals do?
Information systems professionals focus on the people and business processes of an organisation.
They address challenges and develop solutions relating to the use of technology to collect, process, store, analyse and distribute information.

Career Outcomes
- Business analyst
- Data or systems analyst
- Database designer and administrator
- Programming and software support officer
- Infrastructure and network manager
- Systems architect

Orkhan Suleymanov
Bachelor of Business (Information Systems)

“...The Bachelor of Business (Information Systems) is a unique program that teaches students to use business knowledge and IT skills in order to solve real-world problems and create new opportunities...

My lecturers and tutors are passionate about the course content and are always ready to offer assistance.

I volunteered as a Student Learning Advisor Mentor (SLAM), which improved my communication and leadership skills and allowed me to make some great friends.
The work-integrated learning year was the most valuable aspect of this degree. It allowed me to apply my skills in the workforce and gain real experience, making me highly employable upon graduation.

Ella Henschke
Bachelor of Business (Information Systems) (Applied)

For Ella, the key reason she chose to study at RMIT was the work-integrated learning year.
International Business

BP027 | Bachelor of Business (International Business) (Applied)
Develop skills to manage, analyse and interpret the complex nature of global organisations through studies across a broad range of business areas. In third year you will complete a compulsory work placement in industry. The business design project completed in the final year is aimed at consolidating the theoretical and work experience components of the program.

Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 80.15)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp027

BP253 | Bachelor of Business (International Business)
Complete major studies in studies in global marketing, international human resources, global entrepreneurship, strategic management, global political economy, and culture and business practice in Asia. You can combine your studies with a major or minor sequences in business or selected other disciplines to prepare for a diverse range of career options in profit or not-for-profit organisations.

Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 67.30)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp253

C5372 | Diploma of International Business
Understand the exchange of goods and services between countries and the resources required from manufacturing through to marketing. Your studies will cover key aspects of international business including finance, human resources, international marketing and forecasting, and sourcing and procurement.

Advanced Diploma: Learn about business-to-business marketing, transport and logistics, e-business, international trade compliance and business processes, and strategic planning. Graduates will emerge with the ability to build client relationships and perform in supervisory and managerial positions in all sectors of international business, including government departments and profit and not-for-profit organisations.

Pathways: See the table on pages 36–37 for study pathway options.
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/c5372

Vasileia Maria Papayianneris
Diploma of International Business

“Studying a vocational education program really suits my learning style as I enjoy the smaller class sizes and the personalised teaching style. I now have an in-depth knowledge of the world of international trade and a much deeper understanding of where this program can take me.

I chose RMIT because it offers different study pathways and helps to facilitate the transition from vocational education to higher education.”
I chose to study international business because I wanted to understand the frameworks, institutions and processes that enable businesses to operate in an increasingly globalised and interconnected world. The program is multi-faceted and structured in a way that introduces students to theoretical and practical frameworks.

I have gained leadership skills and developed my interpersonal skills from my involvement with student associations, extracurricular activities and interactions with fellow students.

Career Options
Graduates are typically employed in:
- the finance industry
- marketing or public relations industries
- logistics import/export industries
- consultancies advising on trade-related issues
- allied industry bodies involved in agriculture, mining, telecommunications, manufacturing, transportation, banking, advertising and tourism
- government departments and authorities involved in trade facilitation, diplomatic and foreign affairs, economic research, international relations and national promotional activities.
Management, Business and Administration

BP276 | Bachelor of Business (Human Resource Management)
Offers you the flexibility to choose a second business major or minor studies and electives from business and other disciplines, depending on career and personal development goals. Specialised career paths include employment relations, industrial relations, workplace health and safety, negotiation and advocacy, strategic management, human resource management (HRM) and human performance management (HPM).
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 67.35)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp276

BP217 | Bachelor of Business (Management)
RMIT's program focuses on contemporary issues in leadership and management, critical and innovative management, leadership and change in a global context and socially responsible management. The program is designed to offer flexibility to choose a second business major or minor studies and electives from business and other disciplines, depending on career and personal development goals.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 67.80)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp217

AD010 | Associate Degree in Business
This program refines your professional skills and knowledge across fundamental business theory and practices to prepare you for specialised studies. Project-based work focuses on lean process methods that are used to optimise change processes and improve business performance in all industries.
Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: 60.05)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/ad010

C6143 | Advanced Diploma of Leadership and Management
National Curriculum Code: BSB61015
Enhance your management knowledge through studies in human resources, risk management, innovation, continuous improvement and organisational leadership. This program is suited to people who have substantial experience in a management role and are seeking to enhance their strategic leadership skills to progress their career.
Pathways: See the table on pages 36–37 for study pathway options.
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/c6143

Double Up
RMIT’s range of double degrees will broaden your education, increasing your skills and career opportunities. You’ll work across different disciplines and industries, which will give you more options and expertise when you graduate.
Double degrees usually take only one more year to complete than a single degree.
Double degrees with business programs:
BP313 | Bachelor of Business (Financial Planning) and Bachelor of Business (Accountancy)
BH083 | Bachelor of Engineering (Electrical Engineering) (Honours) and Bachelor of Commerce
BH109 | Bachelor of Engineering (Electrical and Electronic Engineering) (Honours) and Bachelor of Business (Entrepreneurship)
BH110 | Bachelor of Engineering (Electrical and Electronic Engineering) (Honours) and Bachelor of Business (International Business)
BP161 | Bachelor of Environmental Science and Bachelor of Business (Management)
BP305 | Bachelor of Science (Applied Science) and Bachelor of Business (Management)
BP289 | Bachelor of Science (Food Technology) and Bachelor of Business (Management)
The course content is interesting and very relevant to the modern business environment. But the best thing about studying this program was the opportunity to build positive relationships with lecturers, tutors and fellow students. We all shared a passion for human resources and their support and enthusiasm greatly contributed to my success.

There are many opportunities to get involved. I was part of the executive team for the HRM Student Association. This helped me gain valuable interpersonal and time management skills and to build my professional networks.
I have plenty of practical experience in managing teams but wanted to learn about the theories behind what makes an effective and strong leader. The program has both consolidated and added to my previous knowledge and experience and taught me a lot about how to support and develop my staff and myself. The blended delivery of the program and central location of RMIT’s City campus allowed me to fit my study around my family and working life.
## Management, Business and Administration

### CS358 | Diploma of Business
National Curriculum Code: BSB51915

Gain knowledge across a range of business functions to prepare for a career that requires a broad understanding of business operations and skills in business communication. Your studies focusing on communication with customers, personal effectiveness, and business planning and continuity will be complemented by work-related projects that allow you to apply your knowledge and demonstrate your ability to function effectively in a business role.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/c5358](http://www.rmit.edu.au/programs/c5358)

<table>
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<tbody>
<tr>
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<td>Melbourne</td>
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</table>

### CS338 | Diploma of Leadership and Management
National Curriculum Code: BSB51915

Develop a range of leadership and management skills, including effective workplace and people management. Delivery options cater for school leavers and current working managers who can integrate learning activities within the context of the workplace.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/c5338](http://www.rmit.edu.au/programs/c5338)

<table>
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<tr>
<td>1 year full-time</td>
<td>Melbourne</td>
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</tbody>
</table>

### CS375 | Diploma of Business Administration
National Curriculum Code: BSB50415

Learn how to manage complex administrative practices and develop skills to operate an effective workplace environment. As part of your studies, you will understand how planning and team leadership contribute to workplace and organisational success and operate RMIT’s virtual enterprise in conjunction with a mentor from a real-life company.

The diploma is delivered on-campus and in blended mode. Blended delivery requires you to be currently in work to participate in workplace-specific projects. For the on-campus mode, you can undertake a practical work placement in industry.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/c5375](http://www.rmit.edu.au/programs/c5375)

<table>
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<tbody>
<tr>
<td>1 year</td>
<td>Melbourne</td>
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</tbody>
</table>

### Five reasons to study an Associate Degree in Business

RMIT graduate Jane Allison discovered that starting her studies with an associate degree turned out to be a better pathway to advancing her career and clarifying her goals. Jane shares her top five reasons to study business at RMIT.

1. **Versatility**
   “Studying business opens many different career doors. Being able to study a variety of courses in the Associate Degree in Business is ideal for those who have yet to pinpoint their niche area.”

2. **It’s about people**
   “Relationships and people are a big part of business. There are many areas of business – understanding the different divisions and how they all come together, coupled with good communication skills – that will help grow those relationships.”

3. **Real-world preparation**
   “In the classroom we were given real-life scenarios. We would work as a team and present our findings as you would in a business environment. I enjoyed this practical style of learning.”

4. **Supported learning**
   “It’s a really supportive environment – you know your teachers and they know you by name.”

   For extra support, students can access the Student Learning Advisor Mentors (SLAMs) program. “I used the service and later offered assistance to students studying Organisational Behaviour, a course that I found daunting during my first year.”

5. **Creativity**
   “It’s a structured yet dynamic program that allows students to learn creatively. The program design encourages students to explore all areas of business to find what suits them best.”

# Marketing and Advertising

**BP219 | Bachelor of Communication (Advertising)**

Learn how to initiate, plan and produce effective advertising campaigns for brands, products and consumers. Graduates work in advertising agencies, and media, business, advertising and management consultancies.

Pathways: RMIT Advanced Diploma of Advertising* (1.5 years) + additional 1.5 years

Selection mode: ATAR (Semester 1, 2016: Selection task)

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/bp219](http://www.rmit.edu.au/programs/bp219)

*This program has been renamed the Advanced Diploma of Marketing and Communication.

**BP141 | Bachelor of Business (Marketing) (Applied)**

Study the latest in business marketing theories to understand customers, design product and brand strategies, and make informed decisions about pricing, promotion and distribution. You will be able to build on your classroom learning through a compulsory industry placement undertaken in third year.

Pathways: See the table on pages 36–37 for study pathway options.

Selection mode: ATAR (Semester 1, 2016: 80.00)

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/bp141](http://www.rmit.edu.au/programs/bp141)

**BP252 | Bachelor of Business (Marketing)**

Study the latest in business marketing theories to understand customers, design product and brand strategies, and make informed decisions about pricing, promotion and distribution. Compulsory studies in business-to-business marketing and global marketing encourage the application of theoretical concepts through practical activities.

Pathways: See the table on pages 36–37 for study pathway options.

Selection mode: ATAR (Semester 1, 2016: 70.15)

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/bp252](http://www.rmit.edu.au/programs/bp252)

**C4384 | Certificate IV in Marketing and Communication**

**C5366 | Diploma of Marketing and Communication**

**C6155 | Advanced Diploma of Marketing and Communication**

National Curriculum Code: BSB42415 (Certificate IV), BSB52415 (Diploma), BSB61315 (Advanced Diploma)

Certificate IV: Learn about the marketing communication industry, consumer marketing, market research, and media scheduling and buying while developing writing and communication skills.

Diploma: Learn to interpret market trends and design and develop an integrated marketing communication plan and a social media engagement plan.

Advanced Diploma: Develop technical, creative and managerial skills to lead the strategic marketing and communications activities of an organisation. Studies will cover market research, developing strategic marketing plans and advertising campaigns, financial management and campaign evaluation.

You will be exposed to real clients and projects to hone the skills required to become an effective and influential marketing and communications professional.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit [www.rmit.edu.au/programs/c4384](http://www.rmit.edu.au/programs/c4384)


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- **= Study duration
- **= Study location
- **= International opportunities (internships may include the Cooperative Education Program, RIEPP or GEIP. See page 11)
- **= Professional recognition
The recognition of the program within the industry was a key driver in my decision to enrol at RMIT. RMIT equipped me very well for my career. Before I had even graduated, my studies had given me the closest experience possible to actually working in the advertising industry.

^ This program has been replaced by the Advanced Diploma of Marketing and Communication.

Chloe Lewis
Advanced Diploma of Advertising

Upon completion of her program, Chloe received multiple job offers and was able to immediately enter the job market.

“The recognition of the program within the industry was a key driver in my decision to enrol at RMIT. RMIT equipped me very well for my career. Before I had even graduated, my studies had given me the closest experience possible to actually working in the advertising industry.”

Employment for advertising and marketing professionals is expected to grow by 15.5 per cent, or more than 8500 new jobs, over the next five years.

Source: Australian Government Department of Employment, Occupational Employment Projections 2015
Statistics and Analytics

BH119 | Bachelor of Analytics (Honours)
Gain skills in analytics through studies in statistics, operations research, computer science, IT and commerce. Career pathways include quantitative analyst, business analyst, business intelligence, financial analyst and statistician.
Selection mode: ATAR (Semester 1, 2016: Not published)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bh119

BP245 | Bachelor of Science (Statistics)
Statistics is the mathematical science of collecting and analysing data to draw conclusions and make predictions. Learn to use a number of industry-relevant computer packages and gain the skills and knowledge to apply statistics to a range of industries including banking and finance, medical research, marketing and environmental modelling.
Selection mode: ATAR (Semester 1, 2016: Not published)
For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp245

What is Analytics?
Analytics is the science and art of analysing data to make better informed decisions.
Drawing from tools and expertise from computer science, engineering and business, analytics is used to solve critical real world problems. Key terms associated with analytics include data mining and Big Data.
Historical data is analysed to identify patterns and predict trends and that information is then used to determine the best set of actions. For example in finance, this might involve identifying sources of risks, quantifying future risks, and taking the necessary steps to minimise exposure to protect an organisation or even a government.

Employment for analysts is expected to grow over the next five years.
Management and Organisational Analysts + 20.8%
Intelligence and Policy Analysts + 3.6%
ICT Business and Systems Analysts + 3.3%
Source: Australian Government Department of Employment, Occupational Employment Projections 2015

Employment for actuaries, mathematicians and statisticians is expected to grow by 9.5 per cent over the next five years.
Source: Australian Government Department of Employment, Occupational Employment Projections 2015

Stephanie Demetrios
Bachelor of Science (Statistics)

“After a visit to RMIT on Open Day I was thoroughly impressed. I’m very methodical and analytical, which lends itself well to the field of statistics. It’s a discipline that can be applied to many different fields of work.
The highlight of my studies has been a work placement at the Victorian Institute of Sport with the Melbourne Vixens netball team. I have gained problem-solving skills, analytical thinking and report writing skills. If you are considering studying statistics, don’t be afraid of a challenge. When subjects challenge you, it means you are learning something new; you are growing and you are developing your skills.
I love what I do because it allows me to work through problems to get results.”
Swanston Academic Building

Fast Facts

Architectural Design and Sustainability

— Over a dozen retailers in the building, including two Pop Up Shops
— Triangular sunshades provide maximum light, shade from the sun, and the colours reflect the building’s cityscape surroundings
— Building performance can be tracked via interactive dashboards and displays
— Winner of six awards for construction, public architecture, sustainability, innovation and excellence, including the Property Council of Australia’s Innovation and Excellence – John Holland Award for Best Public Building and shortlisted for World Building of the Year Award.

80+ teaching and learning spaces

10 indoor and outdoor student lounges (portals) for study and recreation

Custom-built Facilities include the RMIT Trading Facility, Simulated Business Space and The Agency Cinema used for teaching and public screenings

www.rmit.edu.au/bus/sab
Supply Chain and Logistics

BP143 | Bachelor of Business (Logistics and Supply Chain Management) (Applied)

Your specialised studies will include designing and analysing the entire supply chain from sourcing and procurement, warehousing, and retail, service and freight logistics. The third year involves a compulsory industry placement. The business design project completed in the final year is aimed at consolidating the theoretical and work experience components of the program.

Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: Not published)

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp143

BP255 | Bachelor of Business (Logistics and Supply Chain Management)

Understand the complexities of logistics, supply chain and trade industries through specialised studies covering procurement and sourcing, warehousing, transport and channel distribution, supply chain design and operations and stakeholder management. You will also be able to choose either a second business major or minor sequences from a range of disciplines or electives.

This program is also offered through Open Universities Australia – www.rmit.edu.au/oua

Pathways: See the table on pages 36–37 for study pathway options.
Selection mode: ATAR (Semester 1, 2016: Not published)

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/bp255

CS369 | Diploma of Logistics

National Curriculum Code: TL50415

Develop logistics strategies and plans for real companies incorporating transport and logistics planning, risk management, budgets, workplace safety, supplier management, customer service, leadership and employee relations.

You can study logistics online through Open Universities Australia.

Pathways: See the table on pages 36–37 for study pathway options.

For details about entry requirements and prerequisites visit www.rmit.edu.au/programs/c5369

George Pantopolis

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

George decided to study supply chain and logistics to further his family’s business. He chose RMIT to build connections and gain hands-on experience. He says he has already been able to apply his knowledge, reducing costs for the business.

By studying at RMIT I will have an advantage when I graduate. Through my studies I’ve met industry leaders and secured my current role as a supply chain analyst at IBM.
I previously worked as an administration and sales person in the industrial sector where I was involved in product logistics, something I really enjoyed. I chose to study the Diploma of Logistics at RMIT to further my career opportunities within the logistics and supply chain sector.

The program provides relevant up-to-date knowledge and offers a well-designed course schedule which allowed me to study while working full-time.

Krisztina Voros
Diploma of Logistics

Recipient of the Toll Group Prize for most outstanding logistics graduate.

Career Options

Bachelor graduates pursue careers in companies that operate in various transport modes like air, sea, road and rail, and in companies that specialise in purchasing, supply chain management, contract distribution, manufacturing and retailing.

Job roles include:

- procurement officer
- supply coordinator
- materials logistics coordinator
- inventory planner/analyst.
After your bachelor degree, gain more with one year of honours.

Complete four courses and a thesis of 15,000 words to:

— grow your unique talents, skills and abilities
— develop a socially relevant project with world-class researchers
— identify business issues and provide relevant solutions
— learn and apply the most advanced research techniques
— expand your career prospects and gain access to PhD programs.

www.rmit.edu.au/programs/bh064

A Year Like No Other

Tass Grigoriou
Bachelor of Business (Information Systems) (Applied)
Bachelor of Business (Honours)
Master of Business by Research

"During the Bachelor of Business (Honours) I worked with executives in industry, using cutting edge technology before public release, represented RMIT at industry events and extended my mentoring skills. The year was intensely challenging but highly rewarding."
Enterprise-ready Graduates

RMIT is passionate about creating an integrated innovation ecosystem that is accessible and inclusive of staff, students, alumni and the RMIT community.

When you study business at RMIT you will have access to expertise, funding, support and advice to prepare you for an international career as a business leader, business owner or future employer.

Accelerator and Incubator
Ideas and new innovations are translated into successful start-up enterprises by tapping into RMIT’s world-class design innovation and business creation capabilities.

Entrepreneur in Residence
The first of its kind in Australia, the Entrepreneur in Residence program can provide advice about developing your business or innovative idea and hosts workshops in business planning and marketing.

New Enterprise Incentive Scheme (NEIS)
The NEIS program assists unemployed people into self-employment. Delivered by experienced staff from RMIT’s Business Enterprise Unit, NEIS is administered by the Federal Department of Employment as part of the Job Active initiative.

eLab
eLab is a brand new initiative focused on providing opportunities to build skills in creating and shaping business ideas. Whether at the start of their entrepreneurial journey or inspired to take the next step, RMIT’s community of innovators and budding entrepreneurs are supported by eLabs with access to start-up tools, skills, mentorship, connections and networks to help them succeed.

New Enterprise Investment Fund (NEIF)
The NEIF program can provide loans of up to $25,000 to support start-up companies founded by RMIT students and alumni. You will be partnered with an experienced mentor and have access to RMIT’s facilities, network of business advisors and fellow entrepreneurs to help grow your enterprise.

www.rmit.edu.au/students/neif

Pop Up Shops
The Swanston Academic Building Pop Up Shops showcase small or micro businesses formed by RMIT students and graduates.

Find out more
www.rmit.edu.au/enterprise
### Preparatory and Certificates II, III and IV
Preparatory programs prepare you for further education and training. Certificates prepare you for semi-skilled, skilled non-trade jobs and apprenticeships and traineeships. They will enable you to acquire operational knowledge, apply solutions to problems, and analyse and evaluate information.

### Certificates and Diplomas
Are designed with industry input, are up to date and directly relate to specific jobs and careers. They teach practical skills and knowledge and offer an “open-ended”, flexible way to gain qualifications and provide pathways to higher level qualifications.

### Diplomas and Advanced Diplomas
Provide you with theoretical knowledge and/or technical and creative skills. Judgement, planning and analysis are used across a broad range of technical and/or management situations and you can apply principles and techniques to a wide range of contexts.

### Degrees
Provide professional qualifications for a higher level of work responsibility with an emphasis on theory and the development of transferable skills. Teaching styles may consist of formal lectures, tutorials, seminars, practical workshops and/or laboratory classes, and work experience placements.

#### Preparatory and Certificates II, III and IV
- **Certificates**
  - **Certificates I**
  - **Certificates II**
  - **Certificates III**
  - **Certificates IV**

#### Diplomas and Advanced Diplomas
- **Diploma of Business**
- **Advanced Diploma of Public Relations**
- **Advanced Diploma of Marketing and Communication**
- **Advanced Diploma of Financial Planning**
- **Advanced Diploma of Business Administration**
- **Advanced Diploma of Leadership and Management**
- **Advanced Diploma of International Business**
- **Advanced Diploma of Information Technology**
- **Advanced Diploma of Logistics**
- **Advanced Diploma of Legal Practice (Paralegal)**
- **Advanced Diploma of Business**
- **Advanced Diploma of Accounting**
- **Advanced Diploma of Public Relations**
- **Advanced Diploma of Marketing and Communication**

#### Preparatory and Certificates II, III and IV
- **Certificates of Business**
- **Certificates of Accounting**
- **Certificates of Marketing**
- **Certificates of Leadership and Management**
- **Certificates of Information Technology**
- **Certificates of Conveyancing**
- **Certificates of Business Administration**

#### Diplomas and Advanced Diplomas
- **Advanced Diploma of Business**
- **Advanced Diploma of Public Relations**
- **Advanced Diploma of Marketing and Communication**
- **Advanced Diploma of Financial Planning**
- **Advanced Diploma of Business Administration**
- **Advanced Diploma of Leadership and Management**
- **Advanced Diploma of International Business**
- **Advanced Diploma of Information Technology**
- **Advanced Diploma of Logistics**
- **Advanced Diploma of Legal Practice (Paralegal)**

#### Degrees
- **Bachelor of Business (BBus)**
- **Advanced Diploma of Business (ADg)**
- **Associate Degree of Business (ADg)**
- **Diploma of Business (Dip)**
- **Diploma of Business Administration (Dip)**
- **Diploma of Leadership and Management (Dip)**
- **Diploma of International Business (Dip)**
- **Diploma of Information Technology (Dip)**
- **Diploma of Financial Planning (Dip)**
- **Diploma of Conveyancing (Dip)**
- **Diploma of Business Administration (Dip)**
- **Diploma of Accounting (Dip)**
- **Diploma of Public Relations (Dip)**
- **Diploma of Marketing and Communication (Dip)**
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<td>Dp Business Administration</td>
<td>2 yrs (2 yrs)</td>
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<td>Dp Conveyancing</td>
<td>1 yr (2 yrs)</td>
</tr>
<tr>
<td>Dp Information Technology</td>
<td>1 yr (3 yrs)</td>
</tr>
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How to Apply

Before applying for a program at RMIT, refer to the program information available at www.rmit.edu.au/study-with-us.

All the information you need to apply is at www.rmit.edu.au/study-with-us/applying-to-rmit.

### RMIT Students and Recent Graduates

Current RMIT students and recent graduates can fast-track their application for a new program by applying directly to RMIT as an internal applicant.

### Mid-Year Entry (Semester 2)

Not all RMIT programs will accept applications for mid-year entry. A list of programs accepting mid-year applications is published in May on the RMIT website (www.rmit.edu.au/midyear).

### Selection Tasks

Many programs at RMIT have selection tasks as part of the selection process, such as:

- an interview
- a test
- a folio
- a supplementary form or pre-selection kit.

It is very important that you carefully read any instructions on how to complete a program’s selection tasks. Selection tasks are compulsory. Applications without selection tasks will not be considered.

### Entry Requirements

To be considered for admission, you must meet RMIT University entry requirements as well as specific program entry requirements. For more information please refer to the program information available on the RMIT website (www.rmit.edu.au/study-with-us).

### Study Scores

Study scores listed in this guide are subject to change.

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**Useful Links**

- **How to Apply**
  - www.rmit.edu.au/programs/apply

- **Entry Requirements**
  - www.rmit.edu.au/study/applying-to-rmit/requirements

- **Access and Equity**
  - www.rmit.edu.au/study/applying-to-rmit/equity-access

- **Short and Single Courses**
  - www.shortcourses.rmit.edu.au

- **Important Dates**
  - www.rmit.edu.au/students/importantdates

- **Study and Learning Support**
  - www.rmit.edu.au/studyandlearningcentre

- **Business Student Learning Advisor Mentors (SLAMs)**
  - www.rmit.edu.au/bus/slam

- **IT Services for Students**
  - www.rmit.edu.au/students/it

- **External**
  - Open Universities Australia (OUA)
    - www.rmit.edu.au/oua

- **Study Assist**
  - www.studyassist.gov.au

- **VTAC**
  - www.vtac.edu.au

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Jacky Burton
Professional Career Development Practitioner
The Knox School

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www.rmit.edu.au/study-with-us/my-brochure
Fees Explained

Tuition Fees for Certificates, Diplomas and Advanced Diplomas

The tuition fees you pay depend on whether you are offered a Victorian Government-subsidised place or a full-fee place, based on the eligibility criteria.

Victorian Government–Subsidised Places

For eligible students, this training is delivered with Victorian and Commonwealth Government funding.

Tuition fees for a government-subsidised place vary according to each program. For a full list of program fees for a government-subsidised place visit www.rmit.edu.au/programs/fees/vocational/govtsub.

You will be offered a government-subsidised place if you meet the eligibility criteria based on your citizenship, age, prior education, the number of programs you are studying in the current year and the number of government-subsidised programs you have commenced in your lifetime at each level.


If you are applying for a government-subsidised place, you will be required to provide documentation to establish your eligibility.

You will be enrolled according to how qualifications are defined in the relevant industry training package. This may impact on your eligibility for a government-subsidised place for individual qualifications.

For more information visit www.rmit.edu.au/programs/apply/vocational/eligibility.

RMIT University’s Registered Training Organisation (RTO) code is 3046.

Fee Concession

You may be entitled to a concession on your tuition fees if you are in a government-subsidised place and you meet the eligibility criteria.

For more information about the eligibility criteria and how to apply visit www.rmit.edu.au/programs/fees/vocational/concession.

Full-Fee Places

If you do not meet the criteria for a government-subsidised place, you will be offered a full-fee place. Tuition fees for an full-fee place vary according to each program. For a full list of program fees for full-fee places visit www.rmit.edu.au/programs/fees/vocational/fullfee.

Financial assistance may be available through the VET FEE-HELP scheme.

VET FEE-HELP

VET FEE-HELP is an optional loan scheme available to assist eligible students enrolling in an eligible diploma, advanced diploma, full-fee vocational graduate certificate or vocational graduate diploma program to defer payment of up to 100 per cent of their tuition fees. If you are a full-fee paying student, a loan fee of 20 per cent will be added to your VET FEE-HELP loan. For more information visit www.rmit.edu.au/programs/fees/helploans/vetfee-help.

Tuition Fees for Degrees and Associate Degrees

Commonwealth Supported Places

A Commonwealth supported place is a place at university where the tuition fee is jointly paid by you and the Australian Government. Your share of the fee (student contribution) is set by the government and is determined by the discipline areas (bands) of your individual enrolled courses, not the overall program. For more information about what fees you will pay in 2017 visit www.rmit.edu.au/programs/fees.

HECS-HELP

You may be eligible to defer payment of the student contribution through the HECS-HELP loan scheme if you are an Australian citizen or holder of an Australian Permanent Humanitarian Visa. You must pay your student contribution up-front if you are a New Zealand citizen or permanent resident (other than an Australian Permanent Humanitarian Visa holder). For more information visit www.rmit.edu.au/programs/fees/helploans/hecs-help.

Full-Fee Places

Students in full-fee places are required to pay a tuition fee that covers the full tuition costs of their program. Financial assistance may be available through the FEE-HELP scheme. The tuition fees vary according to each program and are adjusted on an annual basis. For more information visit www.rmit.edu.au/programs/fees.

FEE-HELP

FEE-HELP is an optional loan scheme that assists eligible students to defer payment of up to 100 per cent of their tuition fees. For more information visit www.rmit.edu.au/programs/fees/helploans/fee-help.

Other Fees

In addition to tuition fees, you will be charged a student services and amenities fee (SSAF). Eligible higher education students will be able to defer payment of the fee through SA-HELP.

For more information visit www.rmit.edu.au/programs/fees/ssaf.

You may also be required to purchase items related to your program, including field trips, specified textbooks and equipment. These expenses vary from program to program. For more information visit www.rmit.edu.au/programs/fees/other.

Scholarships

RMIT offers more than 2000 coursework and research scholarships to vocational and higher education students.

Equity scholarships provide an opportunity for students who have experienced financial or educational disadvantage to achieve their academic goals, while merit scholarships recognise and award outstanding academic success.

www.rmit.edu.au/scholarships

Fee information relates to 2017 and should only be used as a guide. Fees are set on an annual basis and may be subject to change each calendar year.

www.rmit.edu.au/programs/fees
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This guide is designed for Australian and New Zealand citizens and permanent residents of Australia.

Further information for international/non-residents of Australia:
RMIT International
Tel. +61 3 8676 7047
(within Australia: 1800 998 414)
Email:isu@rmit.edu.au
www.rmit.edu.au/international

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