2012 DEGREE AND DIPLOMA BUSINESS

READY TO LEAD
A **BUSINESS**
CAREER CAN
TAKE YOU ACROSS
THE COUNTRY
OR AROUND
THE GLOBE

‘My time at RMIT had a profound effect on my life. Support, encouragement, personal and professional development have contributed to increased opportunities being offered to me. The program is full of fantastic, engaging staff and there are many extra activities to get involved in, as well as applying theory to industry engagement and venture creation.’

**DONNA BURGESS**
BACHELOR OF BUSINESS
(ENTREPRENEURSHIP)
‘I love working with people and communicating through different media. The program is very hands on, preparing you for what you will actually be doing in the industry. If you have good time management skills and a creative mind, you will not only do well, but you will enjoy it too!’

Kyle Heinrich (cover image)
Advanced Diploma of Business (Public Relations)

READY TO LEAD

Transform your future—the qualifications and experience that you gain at RMIT will enable you to realise your potential as an effective leader in the unfolding environment of modern business.

RMIT business programs give you the chance to develop your entrepreneurial skills, study overseas and be part of a community that supports innovative thinkers.

The Melbourne campus is a popular destination for students exiting secondary school, returning to study, or building on previous studies and experience.

As one of the biggest business faculties in Australia at the largest dual-sector university in the world, this means a wide choice of specialist studies and class times.

RMIT Business graduate attributes:

» Possess discipline-specific skills with the ability to apply your knowledge to a real problem, or in a work environment.

» Capable of communicating effectively with others, planning and organising your work, solving problems, working in teams, using technology effectively, and showing initiative and creativity.

» Work-ready, because all business programs incorporate work-integrated learning linking student learning with business practice.

» Equipped with knowledge and confidence to meet the evolving needs of industry and your profession, and adding value to your employer of choice—or your own business—right from day one.

Are you aiming high enough?

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INTERACT WITH RMIT

You can now interact with RMIT through several web, mobile and social networking tools listed at www.rmit.edu.au/interact

www.facebook.com/RMITUniversity
http://twitter.com/mit
www.youtube.com/user/rmitmedia
Giulia started working as a junior accountant at the early age of 16, and made her way up through the ranks over a period of ten years to become the senior compliance manager. Looking to add a professional qualification to her industry experience, Giulia chose to study at RMIT University.

‘The excellent technical skills offered within the program provided all the tools and knowledge I needed to support my career goals.

‘The Bachelor of Business (Professional Accountancy) is a robust program, offering a wide variety of study choices within the accounting field and endless career opportunities. The staff are all wonderfully supportive of students.’

Giulia Aparo
Bachelor of Business (Professional Accountancy)
ACCOUNTANCY

BP129 Bachelor of Business (Professional Accountancy)

Duration: FT4 — V  
2011 ATAR: 86.10
www.rmit.edu.au/programs/bp129

CITY CAMPUS

Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgements 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, Accounting Theory 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.

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

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

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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

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

» Advanced Diploma of Accounting:
  up to one-and-a-half years (12 courses)

» Associate Degree in Business:
  up to one-and-a-half years (12 courses)

You may also be interested in...

» International business (page 14)
» Management (page 22)
ACCOUNTANCY

BP254  Bachelor of Business (Accountancy)
Duration:  FT3 or PT6— 
2011 ATAR:  81.00
www.rmit.edu.au/programs/bp254

CITY CAMPUS

Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgements 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
As part of the program you will undertake specialist accounting work-integrated learning courses such as Cost Management and Applications and Strategic Decision Making for Accountants (each 12 credit points). These courses are designed to develop your work-ready capabilities and your ability to analyse and manage information and contexts, communicate information effectively, resolve problems and pursue continuous personal development related to a business career. In undertaking these courses you will interact and receive feedback from industry and/or community, clients and/or practitioners.

What you will study
The Bachelor of Business (Accountancy) is designed to suit students who already have significant working experience, are on a cadetship or prefer to study part-time.

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 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: 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. Please refer to the diagram on page 31. For more information about the program structure and the professional practice requirements, please visit www.rmit.edu.au/bus/academicprograms.

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.

Graduate Careers Australia, Australian Graduate Survey 2010

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

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.

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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

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

» Advanced Diploma of Accounting: up to one-and-a-half years (12 courses)

» Associate Degree in Business: up to one-and-a-half years (12 courses).

You may also be interested in...

» International business (page 14)

» Management (page 22)
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 to 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 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 9 December 2011.

Please refer to the 2012 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 of up to one-and-a-half years (12 courses) from the following degrees:

» Bachelor of Business (Accountancy)

» Bachelor of Business (Professional Accountancy)

You may also be interested in...

» Accountancy (page 4)

» Management (page 22)

» Professional accountancy (page 3)
BP219 Bachelor of Communication (Advertising)
Duration: FT3
2011 ATAR: RC
www.rmit.edu.au/programs/bp219

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, and visual communication.

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
» Communication debates and approaches
» 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
An honours year 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 (TV and radio stations, newspapers and magazines), 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.

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 2011. 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 2012 VTAC Guide for full details on extra requirements.

Pathway
Students with a sufficiently high academic achievement may apply to be considered for an additional year of honours.

You may also be interested in...
» Advertising (TAFE) (page 7)
» Marketing (page 25)
» Public relations (TAFE) (page 29)
» Public relations (degree) (page 28)

See the media and communication brochure for more information on:
» Media
» Professional communication
### ADVANCED DIPLOMA OF ADVERTISING

The Advanced Diploma of Advertising allows you to be an active team member, gain experience working with industry professionals and challenges you to work on stimulating and creative live briefs.

**Prerequisite**

There are no prerequisite studies.

**Extra requirements**

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**

Graduates of the Certificate IV in Advertising may progress to the Diploma of Advertising.

Graduates of the Diploma of Advertising may progress to the Advanced Diploma of Advertising.

Graduates of the Advanced Diploma of Advertising may apply for exemptions from the following degrees:

- Bachelor of Business (Marketing)
- Bachelor of Business (Marketing)—Applied

You may also be interested in...

- Advertising (degree) (page 6)
- Marketing (page 25)
- Public relations (page 28)

**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](http://www.rmit.edu.au/bus/international).

**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 advertising briefs, developing and executing marketing communication plans, implementing 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 (normal business hours) except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

### Career outlook

Graduates of RMIT's advertising programs are prepared for a broad range of occupations within the advertising industry, primarily account service and media planning, as well as other related advertising and sales promotion fields, including integrated marketing communications. 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. Students may be admitted as a student member of the AIA. This program is supported by the International Advertising Association (IAA).

### 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 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.
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.

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.

Visit www.rmit.edu.au/bus/international. This program is offered at RMIT Vietnam.

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

BP134 Bachelor of Business (Economics and Finance)—Applied
Duration: FT4 or PT6* —
2011 ATAR: 80.10
www.rmit.edu.au/programs/bp134
*
Assumes eligibility for exemption from the cooperative education program year

CITY CAMPUS

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 or econometrics.

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.

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 Regulator 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.

RICHIE BAUER

Bachelor of Business (Economics and Finance)—Applied
‘The program is well-constructed, ensuring courses interrelate with each other. The content is a good mix for my ultimate goal which is to find a career in economic analysis in either government policy or the private banking sector.’

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.


Extra requirements

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

RMIT graduates of the following programs may be eligible to apply for exemptions:

» Diploma of Financial Planning
» Associate Degree in Business

You may also be interested in…

» Marketing (page 25)
» Statistics (page 30)
ECONOMICS AND FINANCE

BP251  Bachelor of Business (Economics and Finance)
Duration:  FT3 or PT6 — Y
2011 ATAR: 75.05
www.rmit.edu.au/programs/bp251
CITY CAMPUS

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 or econometrics.

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 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, 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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
Graduates of the following programs may be eligible to apply for exemptions:
» Diploma of Financial Planning
» Associate Degree in Business

You may also be interested in...
 » Marketing (page 25)
 » Statistics (page 30)
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
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, stock brokerages 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 and a half years 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. 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.

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 Diploma of Financial Planning includes courses that meet skills and knowledge requirements set by ASIC’s Regulatory Guide 146 (RG146)—Tier 1. Compliance is required by individuals who provide financial product advice to clients.

Professional recognition

The Diploma of Financial Planning includes courses that meet skills and knowledge requirements set by ASIC’s Regulatory Guide 146 (RG146)—Tier 1. Compliance is required by individuals who provide financial product advice to clients.

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.


Prerequisite

There are no prerequisite studies.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 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 the following degrees:

» Bachelor of Business (Economics and Finance)

» Bachelor of Business (Economics and Finance)—Applied

You may also be interested in...燃

» Economics and finance (page 10)

» Economics and finance—applied (page 9)

» Management (page 22)
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. Please refer to the diagram on page 31.

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 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.
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.

Legend: FT — Full-time (number of years); PT — Part-time (number of years); RC — A range of selection criteria applied; N/A — Not available; D — Degree program; T — TAFE program
See page 37 for application details. V — VTAC; R — RMIT Direct; M — RMIT School; E — Extra requirement

NATHAN WELCH
Bachelor of Business (Entrepreneurship)
‘I believe strongly in problem solving through generational collaboration, combining the innovation and creativity of young people and the wisdom and experience of industry leaders. Working together, we can tackle some of the big challenges in our society and if I can make a contribution to enhancing someone else’s life during the process, I think that’s something I could wake up to every morning and get excited about.’
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 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.


PAVI RAJAN

Bachelor of Business (International Business)—Applied

‘The international business degree leads to a multitude of career options and pathways and gives you the ability to maximise your aptitudes and skills and also allows you to extend these career opportunities overseas. The Work Integrated Learning year really appealed to me because I knew it would provide me with an excellent opportunity to gain an in-depth understanding of the corporate environment.’

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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

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

» Advanced Diploma in International Business

» Advanced Diploma in Marketing

» Associate Degree in Business

You may also be interested in...

» Economics and finance (page 9)

» International studies (see the community services and social sciences brochure)

» Logistics and supply chain management (page 18)

» Management (page 22)

» Marketing (page 25)
**INTERNATIONAL BUSINESS**

BP253 Bachelor of Business  
(INTERNATIONAL BUSINESS)

Duration: FT3 or PT6—V  
2011 ATAR: 75.30  
www.rmit.edu.au/programs/bp253  
CITY CAMPUS

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 economies 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 Management 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.

**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. Please refer to the diagram on page 31.

**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.

**Professional recognition**

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

**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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

**Pathway**

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

- Advanced Diploma in International Business
- Advanced Diploma in Marketing
- Associate Degree in Business

You may also be interested in…

- Economics and finance (page 9)
- International studies (see the community services and social sciences brochure)
- Logistics and supply chain management (page 18)
- Management (page 22)
- Marketing (page 25)
International Business

C4222 Certificate IV in International Trade
C5219 Diploma of Business (International Business)
C6101 Advanced Diploma of International Business

Duration: Cert IV: FT1 or PTA—✓
            (Dip: FT1.5 or PTA)
            (Adv Dip: FT2 or PT4)

2011 ATAR: 45.15
www.rmit.edu.au/programs/c6101

CITY CAMPUS

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 will 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.

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 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 9 December 2011.

Please refer to the 2012 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 the following degrees:
» 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 (Logistics and Supply Chain Management)—Applied

You may also be interested in...
» Entrepreneurship (page 13)
» International business (page 14)
» Logistics and supply chain management (page 18)
» Marketing (page 25)
What you will study
Year 12 applicants will typically apply for the certificate IV and complete the suite of two programs over one-and-a-half 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 ten core courses and four electives. Studies will focus on logistics and operations management, international freight transfer including import/export, advanced international finance and economic forecasting, logistics business planning and software used to support logistics.

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.


Prerequisite
There are no prerequisite studies.

Extra requirements
Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 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 the following degrees:
- Bachelor Business (Logistics and Supply Chain Management)
- Bachelor Business (Logistics and Supply Chain Management)—Applied

You may also be interested in…
- International business (page 14)
- Logistics and supply chain management (page 18)
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, the Logistics Association of Australia, 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 completing the program, graduates will be eligible for graduate membership of 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. If students complete the accounting elective stream, they will be eligible for associate membership of CPA Australia after the completion of additional courses.

www.cilta.com.au
www.laa.asn.au
www.cpaaustralia.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 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—achieved 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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

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

» Diploma of Logistics
» Advanced Diploma in International Business
» Associate Degree in Business

You may also be interested in...

» International business (page 14)
» International trade (page 16)
LOGISTICS AND
SUPPLY CHAIN MANAGEMENT

BP255 Bachelor of Business (Logistics and Supply Chain Management)

Duration: FT3 or PT6—
2011 ATAR: 65.40

CITY CAMPUS OR ONLINE

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 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

You will have the opportunity to directly apply your academic skills to a work context in work-integrated learning courses such as Procurement Management and Advanced Supply Chain Management.

These courses are designed to develop your work-ready capabilities and your ability to analyse and manage information and contexts, communicate effectively and resolve problems in your future business career. For these courses, selected assessment tasks are designed with industry practitioners. As part of these industry based tasks, you will be assessed and receive feedback in real or simulated workplace settings.

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. Please refer to the diagram on page 31.

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 (CILT) in Australia. CILT 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

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

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 must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

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

» Diploma of Logistics
» Advanced Diploma in International Business
» Associate Degree in Business

You may also be interested in…

» International business (page 14)

OPEN UNIVERSITIES AUSTRALIA

The Bachelor of Business (Logistics and Supply Chain Management) is available online through Open Universities Australia.

See www.open.edu.au for more information.
**BUSINESS**

**AD010 Associate Degree in Business**

**Duration:** FT2 or PTA — V

**2011 ATAR:** 69.65


**CITY CAMPUS**

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.

**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.


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.

**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.

**Prerequisite**

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

**Extra requirements**

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011. Please refer to the 2012 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 (16 courses) from the following degrees:

- Bachelor of Business (International Business)
- Bachelor of Business (International Business)—Applied
- Bachelor of Business (Management)

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 (Accountancy) (12 courses)
- 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 (Entrepreneurship) (10 courses)
- Bachelor of Business (Logistics and Supply Chain Management) (10 courses)
- Bachelor of Business (Logistics and Supply Chain Management)—Applied (10 courses)
- Bachelor of Business (Marketing) (11 courses)
- Bachelor of Business (Marketing)—Applied (11 courses)
- Bachelor of Business (Professional Accountancy) (12 courses)

**You may also be interested in…**

- Management (page 22)
BUSINESS ADMINISTRATION

C4223 Certificate IV in Business Administration
C5221 Diploma of Business Administration

Duration: Dip: FT1 or PTA—V
2011 ATAR: 35.20
www.rmit.edu.au/programs/c5221

CITY CAMPUS, WORKPLACE AND ONLINE LEARNING

The Diploma in Business Administration develops a range of skills, including the ability to manage meetings, payroll and work priorities. You will also learn how to plan and manage conferences, recruitment, selection and induction of staff, and plan/review administration systems.

Working with industry

Learning takes place in a virtual workplace environment.

What you will study

You will develop skills in complex administrative practices, including project administration and meeting organisation. In addition, you will learn how to coordinate the implementation of customer service strategies, use business computer applications and design and develop complex documents.

» Design workplace information systems
» Establish effective workplace networks
» Implement a safe workplace
» Lead meetings
» Manage customer service strategies
» Organise the work priorities of others
» Scope projects.

Career outlook

Graduates are prepared for a variety of roles, such as:
» administrative coordinator
» office manager
» personal assistant
» project officer
» secretary.

Prerequisite

There are no prerequisite studies.

Extra requirements

Please refer to the 2012 VTAC Guide for full details on extra requirements.

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 Diploma of Information Technology (General), Associate Degree in Business or Bachelor of Business (Management) subject to meeting each program’s entry requirements.

You may also be interested in...

» Business (page 20)
» Information technology (see the computing and information technology brochure)
» Management (page 22)

BEK CIAVARELLA

Diploma of Business Administration

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.

Legend: FT—Full-time (number of years); PT—Part-time (number of years); RC—a range of selection criteria applied; N/A—not available; D—Degree program; TAFE program

See page 37 for application details: VTAC, RMIT Direct, RMIT School; Extra requirement
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. Please refer to the diagram on page 31.

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

Prerequisite

Units 3 and 4—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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Associate Degree in Business may apply for exemptions of up to two years (16 courses).

You may also be interested in…

» Accountancy (page 3)
» Entrepreneurship (page 13)
» Environmental science/management (see the environment and planning brochure)
» International business (page 14)
» Logistics and supply chain management (page 18)

See the engineering brochure for more information on:

» Aerospace engineering/management
» Chemical engineering/management
» Civil and infrastructure engineering/management
» Computer systems engineering/management
» Electrical engineering/management
» Mechanical engineering/management
Management

C5225 Diploma of Management
Duration: FT 0.5 or PTA—VT
2011 ATAR: N/A
www.rmit.edu.au/programs/c5225

City Campus

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. It is suitable for students wanting knowledge and skills to gain entry to a management or organisational profession.

The part-time program is designed for people with work experience and employment history. It caters for the formal training and personal development needs of current or future managers. 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.

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 set electives in accounting, management and marketing.

Through the core courses you will examine how to manage projects, facilitate continuous improvement, and 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.

Prerequisite

There are no prerequisite studies.

Extra requirements

Applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 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 or the Bachelor of Business (Management) subject to meeting each program’s entry requirements.

You may also be interested in...
- Business (page 20)
- Business administration (page 21)
- Management (page 22)

Mardi Jarvis, Diploma of Management

‘The Diploma of Management is a great combination of theory and practice that students, regardless of their job, will find highly relevant.’

Mardi Jarvis
Diploma of Management

See page 37 for application details: VT—VTAC, RMIT Direct, RMIT School, X—Extra requirement
C4226 Certificate IV in Frontline Management

Duration: FT0.5–1

2011 ATAR: 35.20

www.rmit.edu.au/programs/c4226

CITY CAMPUS AND WORKPLACE

This is a full-time classroom based program. It is designed for people seeking knowledge and skills to gain entry to a management or organisational profession. You will engage with a range of business theory and undertake training through project based work.

You will emerge with the knowledge and skills you need to progress through a management career by concentrating on the skills needed to:

» contribute to and coordinate teams
» build systems to provide good customer service
» manage an operational plan
» develop a marketing strategy
» analyse and report on financial information
» provide leadership in the workplace
» prioritise workloads
» develop workplace relationships
» contribute to workplace safety.

What you will study

You will study all aspects of management from the skills needed to be a first-line manager dealing with staff, clients and operational matters.

The following are examples of courses offered:

» Customer service standards
» Implement an operational plan
» Leadership in the workplace
» Make a presentation
» Manage projects
» Monitor a safe workplace
» Promote innovation in a team
» Promote team effectiveness
» Sustainable work practices.

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.

Prerequisite

There are no prerequisite studies.

Extra requirements

Please refer to the 2012 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, subject to meeting each program’s entry requirements.

You may also be interested in…

» Business administration (page 21)
» Management (TAFE) (page 23)
MARKETING

BP141 Bachelor of Business (Marketing) — Applied
Duration: FT4 or PT6* — V
2011 ATAR: 81.40
www.rmit.edu.au/programs/bp141
* Assumes eligibility for exemption from the cooperative education program year

CITY CAMPUS
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 ensures 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
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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway
RMIT graduates of the following programs may be eligible to apply for exemptions:
» Advanced Diploma in Advertising
» Advanced Diploma in Marketing
» Associate Degree in Business

You may also be interested in...
» Advertising (page 6)
» Professional communication
(see the media and communication brochure)
» Public relations (page 28)
MARKETING

BP252  Bachelor of Business (Marketing)  
Duration:  FT3 or PT6 — V  
2011 ATAR:  77.05  
www.rmit.edu.au/programs/bp252  
CITY CAMPUS

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 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. Please refer to the diagram on page 31.

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, 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 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

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

»  Advanced Diploma in Advertising
»  Advanced Diploma in Marketing
»  Associate Degree in Business

You may also be interested in...

»  Advertising (page 6)
»  Professional communication (see the media and communication brochure)
»  Public relations (page 28)
MARKETING

C4228 Certificate IV in Marketing
C5229 Diploma of Marketing
C6092 Advanced Diploma of Marketing

Duration:
Cert IV: FT0.5–1 or PTA—V
(Dip: FT1–1.5 or PTA)
(Adv Dip: FT1.5–2 or PT4)

2011 ATAR: 35.80

www.mit.edu.au/programs/c6092

CITY CAMPUS

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 with no previous experience and 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 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.

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 marketing such as relationship marketing, consumer behaviour, ‘above the line’ media options, adjusting the marketing mix, and developing business-to-business relationships.

In the later stages, 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.

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 officers, marketing 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.


Prerequisite

There are no prerequisite studies.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the Certificate IV in Marketing may progress to the Diploma of Marketing.

Graduates of the Diploma of Marketing may progress to the Advanced Diploma of Marketing.

Graduates of the Advanced Diploma of Marketing may apply for exemptions from the following degrees:

- Bachelor of Business (International Business)
- Bachelor of Business (International Business)—Applied
- Bachelor of Business (Marketing)
- Bachelor of Business (Marketing)—Applied

You may also be interested in...

- Advertising (page 6)
- Professional communication (see the media and communication brochure)
- Public relations (page 28)
- Statistics (page 30)
BP223 Bachelor of Communication (Public Relations)

Duration: FT—V X
2011 ATAR: RC
www.rmit.edu.au/programs/bp223

CITY CAMPUS

Are you able to get to the core of an issue and find out why it is important to an organisation and the people it deals with? Can you take that knowledge and work out what an organisation might do with it to achieve its objectives? Advising organisations on how to enhance their working relationships and reputation locally and, sometimes, internationally is at the heart of modern PR.

A PR degree at RMIT prepares you for the increasingly globalised, technology-driven world of PR, working in corporate, government, not-for-profit or consultancy environments.

You will gain professional skills and knowledge, including in professional 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. In second year you will complete a research project for 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, working 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. Internships can be completed outside Australia.

What you will study

The degree comprises three strands:

Professional strand

You will find out why and how organisations use PR, as well as how to gauge the effectiveness of PR. You will also learn about professional protocols and ethics.

You will build written and verbal communication skills, using a variety of communication media. You will also gain an understanding of social, political, business and communication issues and environments, which will help you identify the goals and needs of employers and clients.

Opportunities to build your critical and analytical skills will 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 to complete this aspect of the degree, you must take a minimum of five courses from one of the following fields:

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

Honours

An honours year is available.

Career outlook

There are many opportunities for public relations practitioners, and the range of opportunities is growing, both in Australia and around the world. Public relations graduates work in many areas, including:

» communication management
» internal communication
» media relations
» event management
» stakeholder management
» public affairs
» investor relations.

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.

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 PR 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 ensure our program equips graduates for work in international industry.

Prerequisite

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 supplementary information form, available online at www.rmit.edu.au/programs/apply/forms/vtac. Shortlisted applicants may be required to attend an interview.

Please refer to the 2012 VTAC Guide for full details on extra requirements.

Pathway

Graduates of the following programs 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 the Bachelor of Communication (Honours) and has the following postgraduate offerings in public relations and communication: Master of Communication by coursework; Master of Arts—Communication Studies by research; Doctor of Philosophy—Communication (PhD) by research.

You may also be interested in…

» Marketing (page 25)
» Public relations (TAFE) (page 29)

See the media and communication brochure for more information on:

» Creative writing
» Journalism
» Professional communication
PUBLIC RELATIONS

C5281 Diploma of Business (Public Relations)
C6102 Advanced Diploma of Business (Public Relations)

Duration: Dip: FT1 or PTA—V
(Adv Dip: FT2 or PT4)
2011 ATAR: 41.00
www.rmit.edu.au/programs/c6102

CITY CAMPUS

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

These programs are 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 these programs.

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) or to undertake one of the two programs depending on needs and experience.

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 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 (normal business hours) except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

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 may wish to diversify within and outside the industry, or to access further education, will obtain a broader understanding of the Australian public relations industry and develop further skills in public relations.

CAREERS DAYS—INTRODUCE YOURSELF

27 August / 10 September 2011

Each year RMIT University hosts careers days for future students considering a career in advertising or public relations to learn more about each industry and employment opportunities.

Speakers include practitioners actively engaged in the advertising and PR industries and RMIT University teaching staff.

For further information, visit www.rmit.edu.au/businessstafe

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.


Prerequisite

There are no prerequisite studies.

Extra requirements

Non-Year 12 applicants must complete and submit a VTAC 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 9 December 2011.

Please refer to the 2012 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 may also be interested in…

» Public relations (degree) (page 28)
What you will study
You will undertake core studies in applied statistics, together with several courses from one of three specialisations:
» Finance
» Environmental modelling
» 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, ABS, the Bureau of Meteorology and Australia Post, or in the banking and finance sector.
From 2012, redesigned three-year business degrees will allow you to specialise within a program or combine specialist skills and interests tailored to your future career.

Specialist streams have been designed with industry input and recognise that an RMIT business graduate has an interest in contributing to the economic, cultural and social future of the local, regional or global community.

You will study eight common business core courses, eight major courses and eight flexible courses. Your flexible courses allow you to further hone specialist knowledge and must include an additional business minor (four courses), or you might choose a second business major (eight courses).

For further information about three-year business degrees visit www.rmit.edu.au/bus/academicprograms

Specialist majors and minors for 2012

» Accountancy
» Business information systems
» Economics
» Economics and finance
» Entrepreneurship
» Finance
» Human resource management
» International business
» Logistics and supply chain management
» Management
» Marketing
» Work integrated learning

+ offered as a minor only

CHOOSING A SPECIALISATION

Redesigned three-year business degrees give you flexibility in choosing what you want to study, and you will emerge as a well-rounded and broader-thinking graduate.
Financial Markets Trading Simulator

You can learn how to read financial market data as changes occur in real time in the Financial Markets Trading Simulator. This treasury facility is used by students during the economics and finance programs to simulate trading in the money and foreign exchange markets. By using live online market data from Dow Jones Australia, Sydney Futures Exchange (SFE) and Australian Stock Exchange (ASX) and trading in real time, RMIT students gain the confidence and knowledge to trade before hitting the real stock exchange.

Custom-built to cater for up to 30 participants, the simulator allows for the creation of 10 separate ‘dealing rooms’ to replicate a large bank or corporate treasury centre. This innovative approach to education and training is part of the RMIT Business commitment to providing you with real skills.

Virtual Enterprise

RMIT TAFE has an innovative and practical solution to gaining hands-on experience in the business world – virtual enterprises. You will 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 real corporate environment with realistic practices and business processes, operating in a virtual economy.

stagz advertising agency

TAFE Advertising students plan and execute advertising campaigns for assessment as well as for real-life clients in this virtual advertising agency. It works like a real agency, involving you in all stages of a real advertising brief. This includes account services, media, creative and production. You will plan and execute advertising campaigns using the latest, studio-quality technology.

Locations

Most business programs are offered from the central city location of Bourke Street in the urban heart of Melbourne. Many business programs can also be studied at RMIT Vietnam and partner institutions around the world.

Scheduled for completion in 2013, the Swanston Academic Building will transform Swanston Street and the RMIT quarter. The University’s new Building 80 is the largest construction project and investment in academic facilities ever undertaken by RMIT and will bring TAFE, undergraduate and postgraduate students together at the heart of the City campus. For further information and to see a multimedia ‘fly-through’ visit www.rmit.edu.au/bus/sab

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.
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, and 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 challenge you to combine your natural ability, experience and confidence to apply theory from the classroom, collaborate on industry-relevant projects, solve problems for real clients, and be exposed to realistic business problems and environments.

WIL opportunities offered through business 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, virtual enterprises, financial markets trading simulator).

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

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

Entrepreneur in Residence program

At RMIT you have access to an experienced business entrepreneur 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.

Further information: www.rmit.edu.au/entinres

RMIT Social Entrepreneurship Program

The Social Entrepreneurship Program 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 get involved in the Student Group or seek advice from the Social Entrepreneur in Residence.

Further information: www.rmit.edu.au/seeds

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.

TRAINEESHIPS

The following qualifications are also available as traineeships:

» Business administration
» Dry cleaning operations
» Frontline management
» Laundry operations
» Retail operations

Request the RMIT Apprenticeship and Traineeship Guide for more information.

MORE DEGREE AND TAFE STUDY OPTIONS

The following brochures are also available:

» Apprenticeship and traineeship
» Architecture and building
» Art and design
» Community services and social sciences
» Computing and information technology
» Education and training
» Engineering
» Environment and planning
» Health and medical sciences
» Justice and legal
» Media and communications
» Science

Order more brochures online at www.rmit.edu.au/programs/publications.

Alternatively, speak to a customer service consultant at RMIT’s Info Corner. Tel. + 61 3 9925 2260, email study@rmit.edu.au, or drop into Info Corner at 330 Swanston Street (cnr La Trobe St), Melbourne.
‘During the Summer Semester 2010 I did a study tour to Cologne, Germany. This gave me the chance to gain international experience in a short period of time and remains the highlight of my program so far.’

Matt Jones
Bachelor of Business (Marketing)
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.

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.

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.

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 our website: www.rmit.edu.au/scholarships

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 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

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 5)
  » Advertising (page 7)
  » Business administration (page 21)
  » Financial planning (page 12)
  » International business (page 17)
  » Management—frontline (page 24)
  » Marketing (page 27)
  » Public relations (page 29).

More information about TAFE tuition fees is available in Money matters on page 36.
TAFE programs

At TAFE you may be offered a state government-subsidised place or a full-fee place.

State government-subsidised places

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

» an Australian citizen, an Australian Permanent Resident, a Special Category Visa holder (sub-class 444, New Zealand citizen), 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 commencing in 2011.

TAFE tuition fees are determined by the level of the qualification and in 2011 they were categorised as follows:

Skills Creation: certificate I and II
$1.51 per student contact hour
with a minimum fee $105 and a maximum fee $875 p.a.

Skills Building: certificate III and IV
$1.84 per student contact hour
with a minimum fee $188 and a maximum fee $1250 p.a.

Skills Deepening: diploma and advanced diploma
$3.79 per student contact hour
with a minimum fee $375 and a maximum $2000 p.a.

For information about the TAFE program level you will be enrolled in and how this will affect your eligibility for a government-subsidised place and the tuition fees that you will pay, please refer to www.rmit.edu.au/programs/apply/tafe/eligibility.

Full-fee places

If you do not meet the criteria listed above then you will be offered a full-fee place (FFP). FFP students are required to pay the approved tuition fee for their program. FFP fees vary according to each program. A full list of fees for TAFE programs is available online at www.rmit.edu.au/programs/fees/tafe/fullfee.

Financial assistance

Financial assistance may be available to eligible students through the VET FEE-HELP scheme, which is a government loans scheme to assist students to pay their tuition fees. For information visit www.deewr.gov.au/vetfeehelp.

TAFE fee concession

If you are a Victorian Government-funded student with a Health Care Card or receive government benefits through Centrelink you may be entitled to a concession on your tuition fees, which in most cases is equivalent to the minimum fee for the qualification level. For information visit www.rmit.edu.au/programs/fees/tafe/concession.

Associate degree and degree programs

If you are applying for an associate degree or degree program you may be offered a Commonwealth-supported place (CSP).

Commonwealth Supported Places (CSP)

A CSP is jointly funded by you and the Commonwealth Government. Some Commonwealth supported students may be eligible for HECS HELP. The amount to be paid is defined by Student Contribution ‘bands’. In 2011, the following student contributions for a standard, annual, full-time load applied:

<table>
<thead>
<tr>
<th>Student contribution band</th>
<th>Maximum student contribution for a place in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band—national priorities: mathematics, statistics, science</td>
<td>$4355</td>
</tr>
<tr>
<td>Band 1: humanities, behavioural science (including clinical psychology), social studies, foreign languages, visual and performing arts, education, nursing</td>
<td>$5442</td>
</tr>
<tr>
<td>Band 2: computing, built environment, health (allied health and other health), engineering, surveying, agriculture</td>
<td>$7756</td>
</tr>
<tr>
<td>Band 3: law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce</td>
<td>$9080</td>
</tr>
</tbody>
</table>

More information

For information on Commonwealth supported places and HECS HELP please visit the Australian Government Department of Education, Employment and Workplace Relations website at www.goingtouni.gov.au.

Australian students may be eligible to apply for income tax deductions relating to the education expenses that are linked to their employment. Students should check with an accredited taxation accountant/consultant as to their eligibility for possible deductions. The Australian Taxation Office website may also be useful www.ato.gov.au.

Material fees (TAFE and degree)

Material fees are charged by RMIT for goods and services associated with your study such as field trips or lecture notes, reading material or course readers and laboratory or workshop equipment that is consumed by you or may become your own property after you have completed the course. These fees are not compulsory and you can choose to purchase these items independently.

Please note: fees indicated relate to 2011 and should be used as a guide only. RMIT reserves the right to adjust fees for full-fee places on an annual basis.
**HOW TO APPLY**

Before applying for a program at RMIT, check the mode of application and the extra requirements in this brochure, the VTAC Guide or at www.rmit.edu.au/programs.

### How to apply by program type

<table>
<thead>
<tr>
<th>Degrees and associate degrees (not including honours)</th>
<th>Semester 1 intake</th>
<th>Semester 2 intake (if offered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate IV, diploma, advanced diploma (full-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma (part-time)</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate III and lower*</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
<tr>
<td>Apprenticeships and traineeships</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
</tr>
</tbody>
</table>

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

**VTAC application**

To apply for the following RMIT programs for Semester 1 2012, you need to apply through the Victorian Tertiary Admissions Centre (VTAC):

- degree programs—full-time and part-time
- certificate and diploma programs—full-time and part-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:

<table>
<thead>
<tr>
<th>TAFE</th>
<th>Degree</th>
<th>Midyear</th>
</tr>
</thead>
<tbody>
<tr>
<td>» VCE and VCAL</td>
<td>» new degrees not offered through VTAC</td>
<td>» all midyear applications</td>
</tr>
<tr>
<td>» full-time and part-time TAFE programs not offered through VTAC</td>
<td>» distance education degree program</td>
<td></td>
</tr>
</tbody>
</table>

**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 will need to apply online at www.rmit.edu.au/programs/midyear.

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/programs/midyear.

**Entrance requirements**

RMIT has general requirements of entry which applicants are required to meet in order to demonstrate their capacity to successfully complete an RMIT program. The general requirements of entry for undergraduate programs can be found at www.rmit.edu.au/policies/students/selection.

**Extra requirements**

Many programs at RMIT have extra requirements as part of their selection process such as:

- an interview
- a test
- a folio
- completion of additional supplementary forms.

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**

Key application dates are as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 May</td>
<td>Midyear intake applications open</td>
</tr>
<tr>
<td>31 May</td>
<td>Closing date for direct applications—midyear (timely)</td>
</tr>
<tr>
<td>1 August</td>
<td>VTAC applications open</td>
</tr>
<tr>
<td>14 August</td>
<td>Direct applications for degree and diploma programs open (Semester 1 2012 intake)</td>
</tr>
<tr>
<td>30 September</td>
<td>Closing date for VTAC applications (timely)</td>
</tr>
<tr>
<td>11 October</td>
<td>Closing date for VTAC SEAS and Direct ACESS applications</td>
</tr>
<tr>
<td>31 October</td>
<td>Closing date for direct applications—selected TAFE programs</td>
</tr>
<tr>
<td>10 November</td>
<td>Closing date for direct applications—postgraduate and honours (timely)</td>
</tr>
<tr>
<td>11 November</td>
<td>Closing date for VTAC applications (late)</td>
</tr>
<tr>
<td>1 December</td>
<td>Closing date for direct applications—selected degree and TAFE programs</td>
</tr>
<tr>
<td>9 December</td>
<td>Closing date for VTAC applications (very late)</td>
</tr>
</tbody>
</table>

**International/non-resident of Australia**

Applicants who are not Australian or New Zealand citizens, permanent residents of Australia or holders of a Permanent Humanitarian or Temporary Protection Visa should apply through RMIT International Services (unless currently studying Year 12 in Victoria—VCE or the International Baccalaureate).

For more information visit www.rmit.edu.au/programs/international.

**More information**

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