Develop critical and creative problem-solving skills, embrace opportunities to network with business leaders or study or work overseas.

Our industry-focused programs are embedded with opportunities for you to work on live projects from industry, in professional practice, or in simulated environments. You will be supported by passionate staff and peers to prepare you for a national or global career as a future business leader.
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Researchers at RMIT are looking at how the geomobile revolution is enabling new forms of civic participation during times of crisis.

The intersection between mobile technologies, crowdsourcing methods, digital maps, geospatial data, and social media has opened up unprecedented opportunities for global collaboration. This research analyses the processes that occur when a disaster-affected community produces real-time, local, detailed information. It also looks at how global digital volunteer communities then respond by tapping into global resources and leveraging different skill sets and coordinate with aid organisations on the ground to manage relief efforts.

Researching Global Solutions

Research at RMIT is all about solving global problems; finding solutions that change the world for the better.

RMIT has an international reputation for excellence in research:

– ranked in the top five Australian universities for excellence in key research disciplines*
– awarded more than $15 million in research funding in 2013
– over 200 research collaborations with overseas industry and partners.

*Source: Australian Research Council

M-Tech, Crowdsourcing and Crisis Mapping

Researchers at RMIT are looking at how the geomobile revolution is enabling new forms of civic participation during times of crisis.

The intersection between mobile technologies, crowdsourcing methods, digital maps, geospatial data, and social media has opened up unprecedented opportunities for global collaboration. This research analyses the processes that occur when a disaster-affected community produces real-time, local, detailed information. It also looks at how global digital volunteer communities then respond by tapping into global resources and leveraging different skill sets and coordinate with aid organisations on the ground to manage relief efforts.
Urban Sustainability

RMIT is urban in orientation and creativity, shaping sustainable cities of the future.

— The New Academic Street (NAS) project is set to transform the City campus: there will be a new 24-hour computer lab, as well as more dedicated areas for study, group work, informal meetings and on-campus socialising.

— Dedicated to sustainable urban campus environments and design excellence, RMIT’s continuing $800 million capital investment program saw the completion of the Design Hub and Swanston Academic Building (SAB) in Melbourne, and a striking new academic building at the Ho Chi Minh City campus in 2012.

— The Design Hub represents a new era for design innovation and research in Australia. It brings together progressive design academics, industry practitioners and postgraduate researchers within a disciplinary and collaborative urban laboratory – the first of its kind in Australia.

— The Swanston Academic Building (SAB) was named one of the ten most spectacular university buildings in the world by CNN.

Industry Connected

Strong partnerships with industry leaders and a practical approach are at the heart of RMIT qualifications.

— Many RMIT academics work with global companies, enabling the University to develop an enviable range of industry-aligned courses. This means you will learn by doing and gain the practical skills to navigate a rapidly changing world before you graduate.

— Industry partners include Adidas, BMW, Rolls-Royce, United Nations, NAB, Alcoa, L’Oréal, IBM, Deloitte, KPMG, China Power, Guess, Siemens, Nestlé, Airbus, ANZ, Boeing, Nanjing University of Chinese Medicine (China) and Arup.

— One of a kind in Australia, the RMIT International Industry Experience and Research Program (RIIERP) offers internships and the opportunity to work on projects with leading organisations in Asia, Europe and the US.

Entrepreneurship students work with mentors and coaches from Deloitte as part of the Innovation Fastrack Program (IFP) to develop skills to rapid prototype commercial innovations that are being prepared for market.

This innovative collaboration has resulted in 24 RMIT business students being embedded in Deloitte Digital and over 73% of graduates from the IFP being offered positions with other major companies.
RMIT Trading Facility

One of the largest tertiary-based facilities of its type in the world, the RMIT Trading Facility is equipped with a live market data feed from Thomson Reuters and a range of financial tools for data and news analysis and market research. You will trade with live market data, and experience first-hand what professionals at the world’s leading banks and investment firms do with the same tools and information.

In this realistic, hands-on work environment you will be trained in market language and conventions, how to trade financial securities, manage banking transactions, correct errors or omissions and create a full audit trail of the trading process.

Locations and Facilities

Most business programs are offered in the heart of Melbourne. There are also opportunities for you to complete part or all of your business program at RMIT Vietnam and partner institutions around the world.

The Swanston Academic Building (SAB) provides specialist spaces to ensure you are exposed to real-life challenges, environments and conditions, supporting you to hone your abilities as a critical and creative thinker, and future business leader.

RMIT Trading Facility

One of the largest tertiary-based facilities of its type in the world, the RMIT Trading Facility is equipped with a live market data feed from Thomson Reuters and a range of financial tools for data and news analysis and market research. You will trade with live market data, and experience first-hand what professionals at the world’s leading banks and investment firms do with the same tools and information.

In this realistic, hands-on work environment you will be trained in market language and conventions, how to trade financial securities, manage banking transactions, correct errors or omissions and create a full audit trail of the trading process.

Simulated Business Space

RMIT has an innovative and practical solution to gaining hands-on experience in the business world – virtual enterprises. Business administration and frontline management students use the Simulated Business Space to confront the issues, processes and challenges of competitive business without the burden of actually producing real goods and services. RMIT’s virtual enterprise, sometimes known as a ‘practice firm’, operates in conjunction with a mentor from an actual company. It boasts a corporate environment with realistic practices and business processes, operating in a virtual economy.

The Agency

As an advanced diploma student in advertising, marketing or public relations, you will plan and execute campaigns for assessment as well as for actual clients. The Agency works like a real agency, involving you in all stages of a client brief. This includes account services, media, creative and production. You will plan and execute marketing and communication campaigns using the latest, studio-quality technology.
Connecting the Classroom with Industry

All business programs offer an activity that integrates academic learning with its application in the workplace. The practice may be real or simulated and can occur in the workplace, in an educational setting, online, face-to-face, or any combination of these.

### Getting You Work-Ready

- **Work-integrated learning (WIL) courses** – courses designed so you combine classroom learning and your ability to apply this to the workplace.
- **Practical work placements** – 15-day placements in industry in selected diploma and advanced diploma programs.
- **Cooperative education program** – paid work placement in industry in four-year degrees.
- **Business Design Project** – a major project completed after the industry placement. By addressing a specific business issue, you will demonstrate what you have learned in the classroom and the workplace.
- **Custom-built facilities** – learn how to read financial market data as changes occur in real time in the RMIT Trading Facility.
- **Enterprise initiatives** – run a business in a virtual environment, develop and market real products, or work on real projects for real clients in a simulated communications agency.
- **Virtual Global WIL Project** – advanced diploma students in public relations can work with students from Ireland and the US for an international client.

### Student Profile

“Of the best things about RMIT’s business vocational education programs is the teaching staff. They help to make learning fun, interesting and challenging.

“RMIT offers many pathway options for further study and I am now undertaking a degree in entrepreneurship which is developing my knowledge of business, innovation and management.”

Sadaf Izadi
Bachelor of Business (Entrepreneurship)

### Industry Projects and Partners

- **Cooperative Education Program**
  - Recent employers of Cooperative Education Program students for industry placements include: Siemens, Boeing, Deloitte, KPMG, L’Oréal, Alcoa, ANZ, CPA, Austrade, Ernst & Young, NAB, Australia Post, BMW, Rolls-Royce, Audi, Airbus, Volkswagen, Nestlé, Pacific Brands, Bioproperties Australia, NetApp, China Power, Guess and Baulderstone Hornibrook.

- **Projects and Partners**
  - Students in business vocational education, associate and bachelor degrees work on projects for real clients. Industry projects and partners include Tourism Ireland, Aegis, Siemens, Peroni, School of Hard Knocks, Special Olympics, Crime Stoppers, Neighbourhood Watch, The Heart Foundation, Anaconda Outdoor, The Song Room, Public Relations Institute of Australia, STA Travel, the Foundation for Young Australians, Grey, Siemens, McCann World Group, Starcom MediaVest Group and Aridzone.

### Pathways Success

Nasir Ali completed the Advanced Diploma of Accounting and the Bachelor of Business (Professional Accountancy) at RMIT and is now a Settlements Officer at Clear Grain Exchange.

[www.tinyurl.com/Nasir-Accounting](http://www.tinyurl.com/Nasir-Accounting)
The College of Business supports a range of programs and events designed to foster innovation, entrepreneurship and enterprise formation amongst the university community.

By seeing opportunities rather than problems, and viewing collaboration and partnership as pathways to success, the College of Business offers students the opportunity to become active and engaged entrepreneurs even as they study.

### Business Plan Competition

Open to all students studying at RMIT in Australia and at offshore campuses, the Business Plan Competition provides students with a platform to launch a social enterprise that brings about positive social, economic or environmental change, a business idea or venture.

### New Enterprise Investment Fund

The New Enterprise Investment Fund provides seed and equity investment funding to support new enterprise start-ups. Financial support and expertise is focused on accelerating high potential start-up companies from seeding and incubation through to commercial launch.

### Entrepreneur in Residence

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

### Share Your Knowledge

Before becoming leaders in their chosen field, business students show leadership within the RMIT learning community.

The College of Business has nearly 200 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.

In addition to the main campus in Melbourne’s central business district, many business programs are offered at RMIT Vietnam (Saigon South and Hanoi) and at partner institutions around the world.

This provides opportunities for students to complete part or all of their studies outside of Australia.

### Here are some other ways RMIT supports entrepreneurial individuals:

- Entrepreneurship can be studied as an undergraduate degree, or as a major or minor sequence in many three or four year business degrees.
- Work on real projects for real clients as part of your studies.
- Frontline management and business administration students run a business in a virtual environment.
- After work placement, four-year degree students can nominate their own design project to demonstrate innovative thinking and problem-solving skills.
- Form a team and compete for a share in nearly $100,000 in prizes to take your business or community idea further in the Business Plan Competition.
- The Swanston Academic Building Pop Up Shop showcases small or micro businesses formed by unemployed individuals.
- The New Enterprise Incentive Scheme (NEIS) is a Commonwealth Government funded program that assists unemployed people into self-employment. NEIS is administered by the Federal Department of Employment.
- The Apprentice to Business Owner Program provides small business management training and mentor support for tradespeople who are thinking about, or have recently started a new business.
Program Structure - Bachelor of Business Degrees

Four-Year Degree

Year 1
- Bus Common Core x7
- 1st Business Major

Year 2
- Bus Common Core
- 1st Business Major
- 1st Business Major
- 1st Business Major
- 1st Business Major
- 1st Business Major
- 1st Business Major

Year 3
- Work-Integrated Learning
- Cooperative Education Program
  - 12-Month Work Placement in Industry

Year 4
- Major Design Project
- Major Design Project
- Major Specialist
- Major Specialist
- Minor/Elective
- Minor/Elective
- Minor/Elective
- Minor/Elective

Three-Year Degree (choose one path)

Year 1
- Bus Common Core x7
- 1st Business Major

Year 2
- Bus Common Core
- 1st Business Major
- 1st Business Major
- 1st Business Major
- 2nd Business Major
- 2nd Business Major
- 2nd Business Major

Year 3
- Business Minor
- Business Minor
- Business Minor
- Elective
- Elective

Bachelor of Business – First Major Choices

Four-Year Degrees
- Economics and Finance
- Information Systems
- International Business
- Logistics and Supply Chain Management
- Marketing
- Professional Accountancy.

Three-Year Degrees
- Accountancy
- Economics and Finance
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Logistics and Supply Chain Management
- Management
- Marketing.

Second Majors and Minors

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

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

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

The following double degrees are available

Bachelor of Business (Management) and
BP284 Bachelor of Applied Science (Aviation)
BH062 Bachelor of Engineering (Aerospace Engineering) (Honours)
BH064 Bachelor of Engineering (Automotive Engineering) (Honours)
BH085 Bachelor of Engineering (Chemical Engineering) (Honours)
BH088 Bachelor of Engineering (Civil and Infrastructure) (Honours)
BH107 Bachelor of Engineering (Computer and Network Engineering) (Honours)
BH081 Bachelor of Engineering (Electrical Engineering) (Honours)
BH111 Bachelor of Engineering (Electrical and Electronic Engineering) (Honours)
BH089 Bachelor of Engineering (Mechanical Engineering) (Honours)

Bachelor of Business (Entrepreneurship) and
BH109 Bachelor of Engineering (Electrical and Electronic Engineering) (Honours)

Bachelor of Business (International Business) and
BH086 Bachelor of Engineering (Advanced Manufacturing and Mechatronics) (Honours)
BH110 Bachelor of Engineering (Electrical and Electronic Engineering) (Honours)

Bachelor of Commerce and
BH083 Bachelor of Engineering (Electrical Engineering) (Honours)

Business Honours Degree

A Year Like No Other

The Bachelor of Business (Honours) is designed for high-achieving individuals with the potential to undertake independent research.

— Develop your talents, skills and abilities.
— Add depth and weight to your discipline knowledge.
— Learn advanced research techniques.
— Develop projects with qualified researchers.
— Grow your social network within academic and business communities.
— Graduate with a competitive advantage in the global job market.
— Continue on to further research and learning in master and PhD programs.

Studied over one year (full-time), you will develop knowledge in your chosen discipline by completing core courses and a thesis of 15,000 words.

Research thesis topics are available in the following areas (you can also choose your own topic provided supervision is available):
— accounting and corporate governance
— information management and knowledge transfer
— information systems
— management and entrepreneurship
— marketing
— mobile health (mHealth) – technology/IT perspective
— social media (Web 2.0) technologies and cloud computing
— systems modelling, services science, resources and logistics.

For more information visit www.rmit.edu.au/programs/bh064.

Student Profile

“After completing my degree I felt a strong desire to continue my studies and learn more about the industry. The honours degree gave me a chance to undertake a year of intensive, self-motivated learning.

“The program teaches you how to prioritise tasks, manage your time and improve your productivity.”

Flora Qiu
Bachelor of Business (Logistics and Supply Chain Management) (Applied)
Bachelor of Business (Honours)
Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgements and decisions. It involves the systematic recording, reporting and analysis of financial transactions and events, and is frequently used by lenders, managers, investors, tax authorities and other decision-makers.

By studying accounting, you will understand how and why key business decisions are made, and how to have input into those decisions.

**Program Features**

— Study accounting as an eight-course major or four-course minor in many business degrees.

— Study one semester at RMIT Vietnam.

— Accredited by CPA Australia, Chartered Accountants Australia and New Zealand and the institute of Public Accountants.

— Pathways from related vocational education programs.

RMIT’s rigorous and stimulating accounting program is designed to develop essential capabilities so you can operate successfully in contemporary business and multidisciplinary environments.

**What You Will Study**

The three-year program is suited to students who already have significant working experience or are on a cadetship, or for those who want to extend studies in business and related disciplines by choosing from a range of second majors and minors to suit career or personal development goals.

You will study business common core courses, core accounting courses, and eight flexible courses. Flexible courses may take the form of 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.

In order to meet the requirements for membership of the professional accounting bodies in Australia, you should undertake specified accounting courses.

**Business Majors and Minors**

A second business major can be selected from economics, entrepreneurship, finance, human resource management, information systems, 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 accounting, business analysis, economics and finance or IS security and risk management. Other minors can be selected from many disciplines offered across RMIT.

For information about non-business minors and specific courses studied in available second majors and minors please visit www.tinyurl.com/RMIT-BBus-Major.

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

**Industry Connections**

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

**Career**

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.

The Department of Education forecasts that employment prospects for accountants to 2017 is expected to grow strongly*

*joboutlook.gov.au

**Professional Recognition**

The Bachelor of Business (Accountancy) is accredited by CPA Australia and Chartered Accountants Australia and New Zealand and is recognised by the Institute of Public Accountants.

**Membership**

Graduates of the program may be eligible for associate membership and entry into the professional bodies qualification programs, subject to completion of required courses.

Graduates are also eligible to apply for entry and receive exemptions into the Association of Chartered Certified Accountants (ACCA) qualification program. Please refer to the program web page for details.

**Global Opportunities**

Opportunities include a two-week study tour, an exchange for one semester or one year, or an international work placement. Specialised accounting study tours to Europe and North America are offered annually, subject to demand.

www.rmit.edu.au/bus/international

The Bachelor of Business (Accountancy) is also offered at RMIT Vietnam.

**Pre-requisites**

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL). Please refer to VTAC for full details on selection requirements.

**Pathways**

Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.
Accounting is the process of identifying, measuring, analysing and communicating economic information so people can make informed judgements and decisions. It involves the systematic recording, reporting and analysis of financial transactions and events, and is frequently used by lenders, managers, investors, tax authorities and other decision-makers.

By studying accounting, you will understand how and why key business decisions are made, and how to have input into those decisions.

**Program Features**

- Compulsory work placement
- Study accounting as a four-course minor in any business degree.
- Study one semester at RMIT Vietnam.
- Accredited by CPA Australia, Chartered Accountants Australia and New Zealand and the Institute of Public Accountants.
- Pathways from related vocational education programs.

You will study core accounting and business courses in the first two years. In third year, you will undertake a compulsory supervised work placement in industry. In final year you will complete a business design project that involves identifying a specific business issue, then testing and communicating creative solutions in a coherent manner.

**What You Will Study**

You will study 28 taught courses including core business and accounting courses, work-integrated learning courses, flexible courses, a one-year compulsory industry placement and a business design project.

The first half of the program covers theoretical knowledge. In the third year you will work in industry (Cooperative Education Program). After completing your industry placement you will return for your final year of study which includes completing the Business Design Project courses.

In the Business Design Project you will need to produce a brief that outlines a current or potential business issue. You must then reflect on theory, test creative solutions, communicate the issue, and demonstrate your ability to analyse and problem-solve in a coherent manner.

Flexible courses can be selected from a business minor that is different from your major area of study, or a minor from another discipline, or from general student electives.

For information about non-business minors and specific courses studied in available minors please visit www.tinyurl.com/RMIT-BBus-Minor.

When planning your studies, you are advised to visit the program web page to check which elective and compulsory industry placement and a business design project courses.

**Industry Connections**

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

**Career**

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.

The Department of Education forecasts that employment prospects for accountants to 2017 is expected to grow strongly.*

*joboutlook.gov.au

**Professional Recognition**

**Accreditation**

The Bachelor of Business (Professional Accountancy) is accredited by CPA Australia and Chartered Accountants Australia and New Zealand and recognised by the Institute of Public Accountants.

**Membership**

Graduates of the program may be eligible for associate membership and entry into the professional bodies qualification programs, subject to completion of required courses.

Graduates are also eligible to apply for entry and receive exemptions into the Association of Chartered Certified Accountants (ACCA) qualification program. Please refer to the program web page for details.

**Global Opportunities**

Opportunities include a two-week study tour, an exchange for one semester or one year, or an international work placement. Specialised accounting study tours to Europe and North America are offered annually, subject to demand.

www.rmit.edu.au/bus/international

**Prerequisites**

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Please refer to VTAC for full details on selection requirements.

**Pathways**

Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

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**Student Profile**

"My favourite thing about studying professional accounting at RMIT was the group project work. It improved my ability to work as part of team and helped during my industry placement year because I was immediately able to apply those teamwork skills to the office environment."

Sadman Faiyaz Huda
Bachelor of Business (Professional Accountancy)

**Employer Profile**

Salary Options has been involved with the RMIT Co-Op program since 2009.

"Providing a rotating full-time position for an accountancy student each year is a win-win for both Salary Options and the RMIT student. Each year Salary Options’ workforce is joined by a fresh energetic student with the start-up skills to immerse themselves in a business environment of tax calculations and salary packaging. The RMIT student receives work experience in a professional environment allowing them to develop their accountancy, communication and time management skills. It is the ultimate in workforce readiness."

Raylene Wenban
Director, Salary Options
Certificate IV in Accounting
Diploma of Accounting
Advanced Diploma of Accounting

RMIT Code: C4366 (Cert IV) ... FT0.5 or PTA – (∆) or (√)
National Course Code: FNS40615
www.rmit.edu.au/programs/c4366 CITY CAMPUS

RMIT Code: C5347 (Dipl) ............... FT0.5 or PTA – (∆)
National Course Code: FNS50215 (Dipl)
www.rmit.edu.au/programs/c5347 CITY CAMPUS

RMIT Code: C6148 (Adv Dipl) ............... FT1 or PTA – (∆)
National Course Code: FNS60215
www.rmit.edu.au/programs/c6148 CITY CAMPUS

Through RMIT’s accounting programs, you will gain knowledge and skills in general accounting and associated areas. By continuing studies through to the Advanced Diploma of Accounting, you will extend your knowledge into more specialised accounting areas and study additional compulsory specialist courses. These programs are designed to enhance career prospects for people currently employed in an accounting role, or to prepare students for further studies by completing compulsory specialist courses at diploma and advanced diploma level.

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

What You Will Study
Year 12 applicants will typically apply for the certificate IV and progress to higher qualification levels, completing the suite of three programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may apply for recognition of prior learning (RPL) and be admitted directly into higher qualification levels.

Certificate IV
You will develop your understanding of core business practices in the financial services industry. By successfully completing the certificate IV, you will meet the minimum educational requirements for registered tax agent and BAS services set by the Tax Practitioners Board.

Diploma
You will further develop your knowledge of preparing, implementing and controlling financial budgets, forecasting, reporting, on financial performance, providing management accounting information and be introduced to tax and legal requirements relevant to the financial services industry.

Advanced Diploma
You will learn about taxation, corporate law and an organisation’s financial performance. Project work will allow you to demonstrate your understanding of accounting concepts by applying them to a realistic situation in a simulated work environment.

You will learn through a combination of on-campus classroom delivery and structured self-study activities to introduce and reinforce concepts. This approach incorporates:
- classes that introduce key course concepts and allow for group-based interaction and activities
- self-study activities online, which allow you to enhance your research skills, participate in online forums and provide structured opportunities for practice and application in your own work setting
- facilitator support through workshops, email, online interaction and phone.

Industry Connections
Industry practitioners are invited to speak on industry-related topics. These seminars give you an experienced perspective on study topics, work simulated scenarios, and allow you to interact with business practitioners.

Industry bodies including the Institute of Public Accountants, Australian Accounting Technicians, and the Institute of Certified Bookkeepers are part of the Program Advisory Committee, ensuring accounting programs at RMIT are current and relevant.

Career
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. Typical responsibilities may include preparing tax returns, maintaining accounting and control systems, and recording and compiling summaries of financial transactions for reporting and management and business performance purposes.

Advanced diploma graduates are eligible to become qualified accountants, leading to careers in public accounting firms, commercial and industrial enterprises. Further study is required to obtain Chartered Accountant (CA) or Certified Practising Accountant (CPA) status.

Professional Recognition
The Certificate IV in Accounting is recognised by the Institute of Certified Bookkeepers (ICB) and the Association of Accounting Technicians (AAT).

Student Profile
“I wanted to study accounting at RMIT because you learn what is being applied and practiced in the business world.

“With strong connections to industry and a reputation for producing graduates who are all-rounders, the decision to complete my diploma and continue to the degree has been perfect for kick-starting my career.”

Rasyad
Advanced Diploma of Accounting
Bachelor of Business (Accountancy)

The Diploma of Accounting is recognised by the Association of Accounting Technicians (AAT).

The Advanced Diploma of Accounting is recognised by the Association of Accounting Technicians (AAT) and the Institute of Public Accountants (IPA).

Please see the program web page for details.
www.icb.org.au
www.aat.org.au
www.publicaccountants.org.au

Membership
Students enrolled in the Certificate IV in Accounting are eligible for free membership of ICB and student membership of AAT. Graduates of the program are eligible to apply for affiliate membership of AAT.

Students enrolled in the Diploma of Accounting are eligible for student membership of AAT. Graduates are eligible for affiliate membership of AAT.

Students enrolled in the Advanced Diploma of Accounting are eligible to apply for student membership of AAT and IPA. Graduates are eligible to apply for affiliate/associate membership of AAT and IPA.

On successful completion of the Certificate IV in Accounting and the Diploma, graduates meet the minimum educational requirements for BAS agent registration by the National Tax Practitioners Board under the Tax Agent Services Act (2009). Other conditions apply including a designated period of experience.

Graduates seeking tax agent and BAS agent registration should check current registration requirements with the Tax Practitioners Board (TPB) as this is regularly reviewed.

www.tbp.gov.au

Global Opportunities
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.

www.rmit.edu.au/bus/international

Entry Requirements
The following information relates to the Certificate IV:
Year 12: Successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.
Non Year 12: Completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of the Certificate IV in Accounting may progress to the Diploma of Accounting.

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

Graduates of the Advanced Diploma of Accounting may apply for exemptions from any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.
Certificate IV in Bookkeeping

RMIT Code: C4362  
National Course Code: FNS40215  
www.rmit.edu.au/programs/c4362  
CITY CAMPUS

This program prepares you for a career in the accounting industry by covering topics related to accounting systems and functions, financial reports, policy and procedures, payroll and Business Activity Statements (BAS).

Through a combination of elective choice and a blended delivery model, this program is designed to suit your career needs as well as your lifestyle.

On completion of your studies you will have acquired skills in communication, problem solving, planning, organisation, self-management and have satisfied the educational requirements set by the Tax Practitioners Board to practise as a bookkeeper and/or BAS agent within Australia.

Program Features

— Prepare for a career as a bookkeeper or BAS agent in Australia.
— Gain an overview of the financial services industry by studying core and elective courses.
— Flexible study options available.
— Recognised by the Institute of Certified Bookkeepers and the Association of Accounting Technicians.
— Pathways to further study.

What You Will Study

You will study 13 core and elective courses designed to give you an overall understanding of the financial services industry.

The courses are categorised as follows:

Manual and Computerised Accounting – including implementing policies and procedures, establishing and maintaining accounting systems and preparing financial reports.

BAS and Payroll – carrying out BAS and instalment activity statements and establishing and maintaining a payroll system.

All courses are offered in flexible education mode, incorporating face-to-face workshops at the Melbourne City campus and online study. Flexible learning incorporates self-paced, student-led and self-directed learning, as well as teacher support.

Other Electives

— Apply principles of professional practice
— Design and produce business documents
— Contribute to health and safety of self and others
— Deliver and monitor service to customers
— Develop and use complex spreadsheets

Industry Connections

Teachers in the program have extensive industry experience, providing valuable feedback to prepare you for the workplace.

Career

This program is designed for people who want to upskill or need to comply with the Tax Practitioners Board's requirements of bookkeepers and/or BAS agents. It is also suited to people seeking a career change into the accounting industry as well as small bookkeeping business owners.

Graduates will be prepared for roles that include bookkeeping functions such as:

— completing Business Activity Statements (BAS) and other office taxes
— establishing and maintaining a payroll system
— preparing bank reconciliations
— setting up and operating a computer-based financial system
— classifying, recording and reporting accounting information
— accounts receivable and payable
— ensuring adherence to relevant legal requirements.

Professional Recognition

The Certificate IV in Bookkeeping is recognised by the Institute of Certified Bookkeepers (ICB) and the Association of Accounting Technicians (AAT), which is an industry association supported by CPA Australia, Chartered Accountants Australia and New Zealand, and the Institute of Public Accountants.

www.icb.org.au  
www.aat.org.au

Membership

Students enrolled in the program are eligible for free membership into ICB as part of our strategic alliance. In addition, students are eligible for student membership and graduates may be eligible for affiliate membership of AAT.

On successful completion of the Certificate IV in Bookkeeping, graduates meet the minimum educational requirements for BAS agent registration by the National Tax Practitioners Board under the Tax Agent Services Act (2009). Other conditions apply, including a designated period of experience. Graduates seeking BAS agent registration should check current registration requirements with the Tax Practitioners Board as this is regularly reviewed.

www.tpb.gov.au

Entry Requirements

Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites

None

Pathways

Graduates of the Certificate IV in Bookkeeping may be eligible to undertake further studies in related programs, subject to meeting each program’s entry requirements. Programs include the Diploma of Accounting and the Advanced Diploma of Accounting.

Graduates of the Advanced Diploma of Accounting may apply for exemptions from any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.
This highly-specialised and dynamic degree trains you to perform high-level financial and economic analysis required for managing enterprises in both the public and private sectors. Core business courses are supplemented by specialist studies in economics and finance.

Economics as a discipline is constantly evolving to help us understand how and why we allocate resources. It analyses important issues such as poverty, inflation, unemployment, taxes, pollution, crime, finance, inequality, international competition, consumer behaviour, world trade and economic growth.

Program Features
- Specialised degree with compulsory one-year work placement.
- Understand financial markets using the RMIT Trading Facility.
- Study economics, economics and finance, or finance as a four-course minor in many business degrees.
- Pathways from business vocational education programs.

To simulate trading in money and foreign exchange markets, you will have access to the RMIT Trading Facility – one of the most sophisticated in Australia, and one of the largest tertiary-based facilities in the world. You will trade with a live market data feed from Thomson Reuters, and experience first-hand what professionals in the world’s leading banks and investment firms do with the same tools and information.

This four-year program includes a one-year (full-time) compulsory industry placement undertaken in third year. A business design project in final year consolidates this practical experience, theory and your problem-solving skills.

The aim of this program is to produce skilled graduates who can communicate statistical findings and results in an unbiased manner to a non-technical audience including decision makers, stakeholders and the general public.

What You Will Study
You will study 28 taught courses including core business, economics and finance courses, work-integrated learning courses, electives, a one-year compulsory industry placement and a business design project.

The first half of the program covers theoretical knowledge. In the third year (full-time), you will work in industry (Cooperative Education Program). After completing your industry placement you will return for your final year of study, which includes completing the Business Design Project courses.

In the Business Design Project you will need to produce a brief that outlines a current or potential business issue. You must then reflect on theory, test creative solutions, communicate the issue, and demonstrate your ability to analyse and problem-solve in a coherent manner.

Industry Connections
You will undertake a one-year (full-time) compulsory industry placement in third year (Cooperative Education Program). You will benefit from networking, feedback from clients and other members of the industry as you integrate and apply classroom learning in a workplace.

You will also have the opportunity to directly apply your academic skills to a work context or real-life issues in courses such as Quantitative Analysis.

Career
This program prepares 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.

Past graduates have been employed as treasury dealers, stockbrokers, business analysts, researchers, financial accountants, financial planners, corporate lending analysts, client service managers and financial software consultants.

Professional Recognition
Students and graduates of the program are eligible to apply for membership of the Financial Services Institute of Australasia (Finsia).

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

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 Opportunities
Opportunities include 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 to destinations in Asia, Europe and North America. These intensive tours provide you with a unique experience combining travel and foreign culture with studies on the European Union.

www.rmit.edu.au/bus/international

Prerequisites
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL). Please refer to VTAC for details on selection requirements.

Pathways
Graduates of many vocational education and associate degree programs in business may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile
“I completed my placement at Elite Customer Solutions where I was able to further develop my skills and knowledge in a professional environment. The company offered me a full-time position when I finished my degree.

“The courses are diverse and interesting; I would definitely recommend this program to other students interested in a career in the finance sector.”

Lauren Magner
Bachelor of Business (Economics and Finance) (Applied)
Economics and Finance

Bachelor of Business (Economics and Finance)

RMIT Code: BP251 .......................... FT or PT6 – V
2015 Clearly-in ATAR: .......................... 70.10
www.rmit.edu.au/programs/bp251  CITY CAMPUS

This highly-specialised program trains you to perform high-level financial and economic analysis at management level in both public and private sectors.

Economics as a discipline is constantly evolving to help us understand how and why we allocated resources. It analyses important issues such as poverty, inflation, unemployment, taxes, pollution, crime, finance, inequality, international competition, consumer behaviour, world trade and economic growth.

Program Features

— Specialised program with 12 core courses in economics and finance.
— Understand financial markets using the RMIT Trading Facility.
— Study economics, economics and finance, or finance as a four-course minor in many business degrees.
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

To simulate trading in money and foreign exchange markets, you will have access to the RMIT Trading Facility – one of the most sophisticated in Australia, and one of the largest tertiary-based facilities in the world. You will trade with a live market data feed from Thomson Reuters, and experience first-hand what professionals in the world’s leading banks and investment firms do with the same tools and information.

The aim of this program is to produce skilled graduates who can communicate statistical findings and results in an unbiased manner to a non-technical audience including decision makers, stakeholders and the general public.

What You Will Study

This three-year program is suited to students who already have significant working experience, or for those who want to supplement specialised studies in economics and finance with four courses that suit career or personal development goals.

You will study business common core courses, core economics and finance courses, and four flexible courses. Due to the highly specialised nature of these degrees, your flexible courses will consist of electives or a four-course minor sequence.

Minors

A business minor may be selected from accounting, business analysis, entrepreneurship, human resource management, information systems, international business, IS security and risk management, logistics and supply chain management, management or marketing. Other minors can be selected from many disciplines offered across RMIT.

For information about non-business minors and specific courses studied in available minors please visit www.tinyurl.com/RMIT-BBus-EcoFin.

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

Industry Connections

You will have the opportunity to directly apply your academic skills to a work context or real-life issues in work-integrated learning courses. For example, in Quantitative Analysis, you will use mathematical knowledge and skills in Microsoft Excel to solve, critically analyse, verify and solve statistical problems in the areas of micro and macro-economics, accounting and finance.

Career

Graduates will be capable of managing 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 prepares 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

Students and graduates of the program are eligible to apply for membership of the Financial Services Institute of Australasia (Finisa).

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

These 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 Opportunities

Opportunities include 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 to destinations in Asia, Europe and North America. These intensive tours provide you with a unique experience combining travel and foreign culture with studies on the European Union.

www.rmit.edu.au/bus/international

The Bachelor of Business (Economics and Finance) is also offered at RMIT Vietnam.

Prerequisites

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL). Please refer to VTAC for full details on selection requirements.

Pathways

Graduates of many vocational education and associate degree programs in business may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile

“I chose to study at RMIT because of the strong emphasis that is placed on practical learning. I believe this better prepares students for entering the workforce once they graduate.

“The Bachelor of Business (Economics and Finance) teaches you a broad range of business skills while still providing enough detail to prepare you for an economics or finance-specific role.”

John Buncle
Bachelor of Business
(Economics and Finance)
Bachelor of Business (Honours)

Financial Planning

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

See www.open.edu.au for more information.
Certificate IV in Banking Services
Diploma of Financial Planning

What You Will Study
Year 12 applicants will typically apply for the certificate IV and progress to the diploma, completing the two programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may apply for recognition of prior learning (RPL) and be admitted directly into the higher qualification level.

Each qualification comprises core competencies and a selection of electives and provides the opportunity to undertake ASIC-compliant training required under Regulatory Guide 146 (RG146). Program content is designed to meet the minimum training requirements to enable you to provide financial planning advice, as well as sell a range of financial products in one or more product areas (e.g., life insurance, managed investments, superannuation, securities and derivatives).

Certificate IV
The certificate IV introduces you to customer service, managing client relationships, business operations, and aspects of retail financial products. Professional expectations of people working in the financial services industry will also be covered.

Diploma
In the diploma you will build an understanding of financial markets, the Australian economy and the financial services sector, as well as associated legislation and regulations relating to the provision of financial advice.

By successfully completing the diploma, you will meet the requirements of the Australian Securities and Investments Commission (ASIC) regulation 146 relating to the provision of financial services advice and be able to apply for an Australian Financial Services Licence.

Industry Connections
The program advisory committee includes senior executives from major financial services corporations and professional bodies. The committee provides input and feedback on the design of banking and financial planning programs at RMIT.

Student Profile
"I was able to complete the diploma at my own pace, giving me greater flexibility to balance paid work with my studies.

"This is a great program for those who want to launch a career in finance. When I graduate I am hoping to work in wealth management or managed funds."

Winston Taylor
Diploma of Financial Planning

Career
These programs have been designed to meet the vocational needs of employees in a wide variety of financial institutions and associated industries. They provide underpinning knowledge for 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 – superannuation, mortgage and finance broking, insurance, funds management and retirement planning.

Diploma graduates may find employment in banking, funds management, life insurance, superannuation administration, financial planning, or commercial lending.

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

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.

For the most up-to-date information about professional recognition, please visit the program web page.

Global Opportunities
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.

www.rmit.edu.au/bus/international

Entry Requirements
The following information relates to the certificate IV.

Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
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 any Bachelor of Business degree. Please refer to the pathway chart on pages 56 and 57.
Bachelor of Business (Entrepreneurship)

RMIT Code: BP030 ................................. FT3 – V
2015 Clearly-in ATAR: ............................ 70.06
www.rmit.edu.au/programs/bp030 CITY CAMPUS

This market-leading program, developed with industry partners, gives you the confidence and entrepreneurial skills to launch and manage exciting new business ventures.

You will be exposed to the ideas and strategies of some of Australia’s newest and established entrepreneurs and work in student teams to develop joint venture concepts.

Program Features

— Study entrepreneurship as an eight-course major or four-course minor in many business degrees.
— Develop rapid prototyping skills in the Innovation Fastrack Program, under the guidance of a mentor and coach from RMIT and Deloitte.
— Go on exchange to Babson College – the USA’s premier institution in the field of entrepreneurship.
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

You will emerge from the entrepreneurship degree with the ability to think critically, communicate effectively and manage a new business in today’s globally competitive business environment.

What You Will Study

This three-year program offers you the flexibility to choose a major or minor from another business discipline to suit your career goals.

You will study core studies in business and entrepreneurship plus eight flexible courses. Flexible courses may take the form of 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.

You will have the opportunity to apply your academic skills to a work context in work-integrated learning courses such as New Venture Creation and Intrapreneurship, and be exposed to industry mentors, case study work, enterprise formation and workplace experience.

In the core course Intrapreneurship you will undertake projects in host organisations. This includes exercising skills in research, negotiation with stakeholders, planning, effective communication, project management and exploring personal leadership styles to solve authentic business problems and address issues faced in a real-life context.

In New Venture Creation you will build and launch a new entrepreneurial venture with guidance from mentors drawn from RMIT University and industry.

Business Majors and Minors

A second business major can be selected from accountancy, economics, finance, information systems, logistics and supply chain management, or marketing.

Business minors can be selected from the same disciplines as listed above, as well as business analysis, economics and finance, human resource practice, international business, IS security and risk management and management.

Other minors can be selected from many disciplines offered across RMIT, including media and communication, international studies, sustainability and environment, social justice and indigenous studies.

For information about non-business minors and specific courses studied in available second majors and minors please visit www.tinyurl.com/RMIT-BBus-Major.

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

Industry Connections

You will have the opportunity to apply your academic skills to a work context in core courses and participate in the Innovation Fastrack Program under the guidance of mentors and coaches from RMIT and Deloitte.

A core focus of the Bachelor of Business (Entrepreneurship) is the establishment of strong industry links. 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.

Career

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

Global Opportunities

This program has several exchange programs in place, including one with Babson College, the US’s premier institution in the field of entrepreneurship.

Other opportunities include 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 to destinations in Asia, Europe and North America.

www.rmit.edu.au/bus/international

The Bachelor of Business (Entrepreneurship) is also offered at RMIT Vietnam.

Entry Requirements

Prerequisites

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Please refer to the 2016 VTAC Guide for full details on selection tasks.

Pathways

Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

A honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile

“The program has played an integral part in the launch of my own boutique catering company and is allowing me to expand this business further.

“The courses were really practical and relevant. I found myself learning the theory in class and then applying it to my business in the same week.

“I have been mentored by some inspirational business leaders at RMIT and have developed a priceless network that will assist me with my future career.”

Charlotte Parker
Bachelor of Business (Entrepreneurship)

Entrepreneurship Double Degrees

Studying a double degree at RMIT will give you a headstart to your career.

RMIT’s specialised programs recognise the need to combine entrepreneurship skills with technical insight, enabling you to think strategically, challenge established norms and manage changing technologies.

See page 10 for a list of double degrees.
Bachelor of Business (Information Systems) (Applied)
Bachelor of Business (Information Systems)

RMIT Code: BP138 (Applied) .......................... FT4 – 19
2015 Clearly-in ATAR: ............................ 76.10
www.rmit.edu.au/programs/bp138 CITY CAMPUS

RMIT Code: BP308 .......................... FT3 or PT6 – 17
2015 Clearly-in ATAR: ............................ 68.20
www.rmit.edu.au/programs/bp308 CITY CAMPUS

Merging IT skills with business knowledge, these programs give you the capability to analyse, design and build sophisticated business information systems and use the latest methodologies, tools, hardware and software.

By completing a combination of common core studies in business and major studies in information systems – including business IT development, IS strategy and governance, business databases, e-business systems, and business analysis and design – graduates will emerge with a multidisciplinary degree that combines IT skills with business acumen.

The three-year program is suited to students who already have significant working experience, or for those who want to extend their studies in business and related disciplines by choosing from a range of second majors and minors.

The four-year program includes a one-year (full-time) compulsory industry placement undertaken in third year. A business design project in final year consolidates this practical experience, theory and your problem-solving skills.

What You Will Study

BP308: Three-Year Degree
You will study business common core courses, core information systems courses, and eight flexible courses. Flexible courses may take the form of 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.

Program Features
— Study information systems as an eight-course major or four-course minor in many business degrees.
— Extend your specialist knowledge through an optional minor in IS security and risk management
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

BP138: Four-Year Degree (Applied)
You will study 28 taught courses including core business and information systems courses, work-integrated learning courses, flexible courses, a one year compulsory industry placement and a business design project.

Flexible courses can be selected from a business minor that is different from your major area of study, or a minor from another discipline, or from general student electives.

Program Features
— Specialised degree with compulsory work placement.
— Study information systems as an eight-course major or four-course minor in many business degrees.
— Accredited at professional membership level by the Australian Computer Society.
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

The first half of the program covers theoretical knowledge. In the third year (full-time), you will work in industry (Cooperative Education Program). After completing your industry placement you will return for your final year of study, which includes completing the Business Design Project courses.

In the Business Design Project you will need to produce a brief that outlines a current or potential business issue. You must then reflect on theory, test creative solutions, communicate the issue, and demonstrate your ability to analyse and problem-solve in a coherent manner.

Business Majors and Minors
For the three-year degree, a second business major can be selected from accountancy, 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 economics and finance or IS security and risk management. Other minors can be selected from many disciplines offered across RMIT. For information about non-business minors and specific courses studied in available second majors and minors please visit:

www.tinyurl.com/RMIT-BBus-Minor (four-year degree)
www.tinyurl.com/RMIT-BBus-Major (three-year degree).

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

Industry Connections
Employers and industry professionals contribute to the ongoing improvement of these programs. Their involvement ensures that the programs remain relevant to your needs as a graduate and the needs of prospective employers.

Career
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.

Graduates can be employed across many industries in roles such as business analyst, database designer, systems analyst, information systems/operations manager, IT consultant, information centre manager and user liaison officer.

Professional Recognition
Subject to undertaking an approved pattern of work, these degrees have been accredited at professional membership level by the Australian Computer Society (ACS). The ACS has reciprocal membership agreements with computer societies in New Zealand, the US, 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.

Global Opportunities
Opportunities include 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 to destinations in Asia, Europe and North America.

www.rmit.edu.au/bus/international
Bachelor degrees in information systems can be studied at RMIT Vietnam.

Entry Requirements
Prerequisites
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile
Ghizal developed an interest in project management through her participation in the Cooperative Education Program offered during her program.

“The way the program is structured and delivered, combined with the assistance provided by the academic staff, make studying at RMIT a rewarding and memorable experience.”

Ghizal Noorzaye
Bachelor of Business (Information Systems) (Applied)
Bachelor of Business (International Business) (Applied)
Bachelor of Business (International Business)

Program Features

- Study international business as an eight-course major or four-course minor in many business degrees.
- Choose a second business major, or from a range of four-course minors or student electives from non-business disciplines.
- Pathways from business vocational education programs.

BP027: Four-Year Degree (Applied)
You will study 28 taught courses including core business and international business courses, work-integrated learning courses, flexible courses, a one-year compulsory industry placement and a business design project. Flexible courses can be selected from a business minor that is different from your major area of study, or a minor from another discipline, or from general student electives.

Program Features

- Specialised degree with compulsory work placement.
- Study international business as an eight-course major or four-course minor in many business degrees.
- Choose from a range of four-course minors or student electives.
- Pathways from business vocational education programs.

Student Profile

"The degree provides an exciting learning experience that is relevant to today’s ever-changing global business environment.

"I am currently working for a multinational company in the supply chain and logistics industry. Studying at RMIT has given me the tools I need to be successful, opportunities to meet industry leaders and a competitive advantage as I look for an international job posting and take my career to the next level."

Sibel Kurtgozoglu
Bachelor of Business (International Business)
Certificate IV in International Trade
Diploma of International Business
Advanced Diploma of International Business

RMIT Code: C4359 (C) ... FT0.5 or PTA – V
National Course Code: BSB41115
www.rmit.edu.au/programs/c4359

RMIT Code: C5340 (D) ……………….. FT0.5 or PTA – D
National Course Code: BSB50815
www.rmit.edu.au/programs/c5340

RMIT Code: C6144 (Adv-Dip) …………… FT0.5 or PTA – D
National Course Code: 22279VIC
www.rmit.edu.au/programs/c6144

These programs provide you with an understanding of the complex world of international trade: the exchange of goods and services between countries.

These programs are suited to people currently employed in one of the many areas of international business. Their content reflects ongoing industry input to provide the knowledge, training and vocational skills necessary to effectively compete in all sectors of international business.

Program Features
– Work on projects for real clients.
– Study in the USA for one semester.
– Opportunity to undertake a two-week practical placement.
– Preparation for a global career in a wide range of industries.
– Pathways to related business programs.

What You Will Study
Year 12 applicants will typically apply for the Certificate IV and progress to higher qualification levels, completing the suite of these programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may apply for recognition of prior learning (RPL) and be admitted directly into higher qualification levels.

You will study core courses and electives in the general areas of:
– business-to-business marketing
– international trade and finance
– strategic planning
– importing and exporting
– e-business
– building client relationships
– workplace and industry relevant business skills.

Certificate IV
In the certificate IV you will learn skills and knowledge required to operate in the international business area. General areas of study include
– marketing and international marketing
– international trade and finance
– purchasing
– importing and exporting
– planning and risk management
– logistics
– workplace and industry relevant business skills.

Diploma
You will develop your knowledge relating to international business, including finance, human resources, international marketing and forecasting, and sourcing and procurement.

Advanced diploma
You will deepen your knowledge through studies in business-to-business marketing, transport and logistics, e-business and strategic planning. These advanced studies will equip you with expertise to build client relationships and perform in supervisory and managerial positions in a wide range of industries, including not-for-profit organisations and consultancies, and in government.

Industry Connections
You will engage with a range of work-integrated learning projects – solving real-life problems for real-life clients. This program will also allow you to work in groups to conduct a research project.

Student Profile
“I am currently working as a supervisor and wanted to learn about the management, marketing and logistics aspects of the company.

“After completing my diploma in international business, I am now studying a degree in economics and finance, where I am building on my existing knowledge without repeating the same subjects. I am confident that the skills I have gained at RMIT will help me in my future career and to understand how businesses operate.”

Paige Baker
Diploma of International Business
Bachelor of Business
(Economics and Finance) (Applied)

Advanced diploma students can gain experience in a work environment by undertaking a practical work placement. Placements usually commence in February or July and are approximately 15 days in duration.

Career
Graduates will emerge with a working knowledge of global business principles. 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, conference and event coordination and international sales. Other opportunities are available 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 Export Council of Australia (ECA) provides support to the programs. The ECA encourages student membership and provides benefits to students undertaking this program.

Global Opportunities
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 exchange program to Kirkwood Community College, in the US is available to international business students. The exchange provides a unique opportunity to introduce multiple perspectives on international marketing and to work in interdisciplinary teams with students abroad.

www.rmit.edu.au/bus/international

Entry Requirements
The following information relates to the Certificate IV.
Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VET Certificate.
Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of the Certificate IV in International Trade may progress to the Diploma of International Business.
Graduates of the Diploma of International Business may progress to the Advanced Diploma of International Business.
Graduates of the Advanced Diploma of International Business may apply for exemptions from any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.
Bachelor of Business (Human Resource Management)

RMIT Code: BP276                      FT3 or PT6 – V
2015 Clearly-in ATAR: ........................................... 68.20
www.rmit.edu.au/programs/bp276 CITY CAMPUS

This HR management program focuses on developing strategies for managing people and constructing workplace arrangements that respond to organisational and human needs.

Contemporary HR practitioners are expected to contextualise their decision-making in the broader social and economic environment. RMIT’s program has been designed to give you a holistic view of the management of organisations, and to understand the implications of business activities within a framework of sustainable work practices and policies. It also instils the value of being able to work flexibly and effectively with stakeholders.

Program Features

— Core courses cover strategic and HR management, organisational behaviour and change, ethics and governance.
— Accredited by the Australian Human Resources Institute (AHRI).
— Four-course minors in human resource management and human resource practice can be studied in many business degrees.
— Pathways from business vocational education programs.

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

What You Will Study

You will study business common core courses, core human resource management courses, and eight flexible courses. Flexible courses may take the form of 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.

Discipline-specific courses cover aspects of human resources including employment relations, industrial relations, occupational health and safety (OHS), negotiation and advocacy, strategic management, and the management of human resources and human performance.

Business Majors and Minors

A second business major can be selected from accounting, economics, finance, information systems, logistics and supply chain management or marketing.

Business minors can be selected from the same disciplines as listed above, as well as business analysis, economics and finance, entrepreneurship, management and IS security and risk management. Other minors can be selected from many disciplines offered across RMIT.

For information about non-business minors and specific courses studied in available second majors and minors please visit www.tinyurl.com/RMIT-BBus-Major.

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

Industry Connections

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

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

Career

Graduates will possess a firm understanding of the characteristics of workplace arrangements in contemporary organisations, and have developed the ability and confidence to exercise strong ethical judgment in relation to workplace human resources and performance management.

The flexibility to select courses from business or other disciplines prepares you for a career in a range of industries.

Professional Recognition

The Bachelor of Business (Human Resource Management) is accredited by the Australian Human Resources Institute (AHRI).

Students enrolled full-time are eligible for student membership. Graduates are eligible to apply for graduate or professional membership of AHRI.

www.ahr.com.au

Global Opportunities

Opportunities include 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 to destinations in Asia, Europe and North America.

www.rmit.edu.au/bus/international

Entry Requirements

Prerequisites

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Please refer to VTAC for full details on selection requirements.

Pathways

Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile

“The lecturers at RMIT are outstanding and understand the importance of introducing us to the profession, including interaction with guest speakers from the workplace.

‘I want to contribute to the growth and development of the HR profession. I am interested in HR functions such as acting on behalf of employees and employers to ensure their needs are aligned to business objectives, and to assist both individuals and firms to achieve their goals.’

Abby McDonald
Bachelor of Business
(Human Resource Management)

LEGEND

V – VTAC | D – RMIT Direct | S – RMIT School | ST – Selection task | FT – Full-time (years) | PT – Part-time (years) | PTA – Part-time available | N/A – Not available | RC – A range of selection criteria applied
Learn how to deal with complex issues, lead teams and make business decisions while prioritising financial, marketing and human resources tasks across a variety of organisational structures.

RMIT’s management degree provides a substantial and rigorous core of knowledge to provide you with the capabilities expected of managers in contemporary organisations. It will challenge you to consider the local impact of global changes on markets and business practices.

Program Features

— Study management as an eight-course major or four-course minor in many business degrees.
— Core courses cover strategic and HR management, organisational behaviour and change, ethics and governance.
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

Clear judgement, working well with people, ethical behaviour, leadership and problem solving are all key attributes of a good manager. Completing this degree will give you the skills and confidence to work flexibly and effectively with those around you, and coordinate and lead individuals to realise business outcomes.

What You Will Study

You will study business common core courses, core management courses, and eight flexible courses. Flexible courses may take the form of 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.

Business Majors and Minors

A second business major can be selected from accountancy, economics, finance, information systems, logistics and supply chain management, or marketing.

Business minors can be selected from the same disciplines as listed above, as well as business analysis, economics and finance, human resource practice and IS security and risk management. Other minors can be selected from many disciplines offered across RMIT.

For information about non-business minors and specific courses studied in available second majors and minors please visit www.tinyurl.com/RMIT-BBus-Major.

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

Industry Connections

You will have the opportunity to directly apply your academic skills to a work context in work-integrated learning courses such as International Management and Leading for Change.

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

Career

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

Membership

Students and graduates of the Bachelor of Business (Management) are eligible to apply for membership of the Australian Institute of Management (AIM).

Global Opportunities

Opportunities include 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 to destinations in Asia, Europe and North America. www.rmit.edu.au/bus/international

The Bachelor of Business (Management) is also offered at RMIT Vietnam.

Entry Requirements

Prerequisites

Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Please refer to VTAC for full details on selection requirements.

Pathways

Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile

“I have always enjoyed organising, setting priorities, planning and coordinating people and tasks. Studying management provides me with a whole new set of skills that complement my previous studies. The degree allows you to recognise which skills need to be developed in order for you to be the kind of manager you want to be.”

Henar Martinez González
Bachelor of Business (Management)

Management Double Degrees

Studying a double degree at RMIT will give you a headstart to your career.

RMIT’s specialised programs recognise the need to combine management skills with technical insight, enabling you to think strategically, challenge established norms and manage changing technologies.

See page 10 for a list of double degrees.
## Associate Degree in Business

**RMIT Code:** AD010 ............................. FT2 or PTA – V  
**2015 Clearly-in ATAR:** ............................. 60.00  

www.rmit.edu.au/programs/ad010  CITY CAMPUS

This program is focused on developing a range of business capabilities, which will assist you to relate your own skills and abilities to the needs of business and organisations.

### Program Features
- Studies in core areas of business, including lean process thinking.
- Study one semester at RMIT Vietnam.
- Pathway to any Bachelor of Business degree at RMIT.

Upon completion of the associate degree, you will be able to apply underpinning technical and theoretical knowledge in a range of contexts to undertake paraprofessional work or continue to higher level degree studies.

### What You Will Study

The program consists of 16 courses including:
- eight compulsory business common core courses
- five business degree pathway majors
- two business design/lean process courses
- one elective.

Two courses introduce you to design theory and lean process techniques such as process planning and mapping. You will learn to apply these to the development, implementation and optimisation of business practice.

Full-time students would normally attend classes for a total of 16 hours per week. Courses will normally be delivered in a four-hour block. Most full-time students are usually only required to attend three or four days a week, subject to timetabling constraints. Classes for this program are only offered during the day.

### Industry Connections

Some courses within the associate degree use embedded work-integrated learning, particularly the course Design for Business, which involves project-based work, allowing you to use the knowledge you have gained about lean process methods to create or optimise a business practice. Visual Management for Business, studied at the end of your first year, involves a site visit to view innovation and change processes directly.

### Career

Graduates are employed in a variety of city and suburban businesses, government departments and other business institutions.

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

### Global Opportunities

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

### Entry Requirements

#### Prerequisites

Current Year 12 students: units 3 and 4 – a study score of at least 20 in any English (except EAL) or at least 25 in English (EAL).

### Selection Tasks

Please refer to VTAC for full details on selection requirements.

### Pathways

Graduates of the Associate Degree in Business may be eligible to apply for exemptions from any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.

### Student Profile

“I chose to study at RMIT because of the work-integrated learning component. After the Associate Degree in Business I went on to complete the management degree. I am confident that the skills I have gained at RMIT will help me to succeed in opening my own business.”

Jane Allison  
Associate Degree in Business  
Bachelor of Business (Management)

### What is an Associate Degree?

An associate degree is a two-year university qualification that is taught in a vocational setting.

Associate degree students graduate with industry-ready skills to enter the workforce and can continue on to further study towards a related bachelor degree.
Advanced Diploma of Leadership and Management

RMIT Code: C6143 ........................................ FT1 – V
National Course Code: BS861015
www.rmit.edu.au/programs/c6143 CITY CAMPUS

Are you a manager looking to take the next step? This program is suited to people who have substantial experience in a senior management role and are seeking to enhance their leadership skills to progress their career.

Program Features

— Ideal for current workers or people who are unable to attend full-time study or daytime classes.
— Blended-delivery allows flexibility around how and when you learn.
— Facilitator support throughout the program.
— Program content and assessment is highly relevant to workplace practices.

The blended-delivery mode allows flexibility around how and when learning occurs and includes interactive workshops. The program also places a strong emphasis on completion of structured, self-paced learning activities undertaken online.

Blended delivery may include:

— face-to-face workshops that involve course instruction, and allow group-based interaction and activities
— one-on-one workplace visits to assist you in applying your learning to the workplace and ensuring assessment projects add value to the organisation
— structured self-study activities online, which will allow you to further enhance your research skills, participate in online forums as well as providing structured opportunities for practice and application in your workplace
— facilitator support through workshops, email, online interaction and telephone.

Face-to-face workshops will normally be held at the Melbourne City campus in the Swanston Academic Building.

What You Will Study

The program consists of 12 courses, including core courses and electives that will develop strengths in organisational management and leadership, business planning and finance, and workplace coaching and mentoring.

All courses use your workplace and/or your experience as a context for learning, and assessment will be focused on demonstration of your vocational competency.

You will be required to undertake self-paced learning (facilitator supported) in between workshops via an online learning environment. If you are currently working, you will also be required to practise the skills and knowledge gained in your workplace.

Adult learning principles will encourage you to use reflection and self-awareness to enhance your learning experience.

The following courses are offered:

Core Courses

— Develop and Implement a Business Plan
— Manage Finances
— Lead and Manage Organisational Change
— Provide Leadership Across the Organisation.

Elective Courses

— Contribute to Organisation Development
— Develop and Implement a Strategic Plan
— Establish and Maintain Strategic Networks
— Manage Employee Relations
— Manage Innovation and Continuous Improvement
— Manage Resources
— Manage Risk
— Support Workplace Coaching and Mentoring.

If you are working in a job related to your studies, feedback from work supervisors and colleagues may be used as evidence towards your competency or fulfilling skill or knowledge requirements for some of your courses.

Industry Connections

This program has been developed in consultation with industry leaders and governing bodies. Industry professionals are members of our Program Advisory Committee and are committed to the ongoing improvement of this program to ensure that it remains relevant to your needs.

Teaching staff within the program have extensive industry experience and are engaged in industry-based projects and consultancy in the corporate environment. This experience, when integrated into teaching and learning practices, enriches your learning.

Career

Graduates will emerge with enhanced skills in organisational change and management, problem solving, team building and leadership.

Graduates may work in the private and public sectors of business, and small and large enterprises.

If you oversee the work of others or have a specialised role in providing strategic leadership, are responsible for implementing effective changes or improving organisational performance, this program will be particularly relevant.

Entry Requirements

To be eligible for this program you must have either successful completed the RMIT Diploma of Leadership and Management (or other diploma qualification); or have substantial experience in a management role.

Pathways

Graduates of the Advanced Diploma of Management may be eligible to undertake further studies in related programs, subject to meeting each program’s entry requirements.
Certificate IV in Business Administration
Diploma of Business Administration

RMIT Code: C4358 (Cert IV) ............... FT0.5 – □ or □
National Course Code: BSB40515
www.rmit.edu.au/programs/c4358
CITY CAMPUS

RMIT Code: C5339 (Dip) ............... FT0.5 or PTA – □
National Course Code: BSB50415
www.rmit.edu.au/programs/c5339
CITY CAMPUS

RMIT’s business administration programs allow you to develop a range of skills relating to the operation of an effective work environment. They are designed for people who want to sharpen their administrative and organisational skills and develop the confidence to take on more responsibility and improve efficiency in the workplace.

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

Program Features
— Opportunity to undertake a two-week practical placement or work-integrated learning project.
— Operate RMIT’s virtual enterprise with a mentor from industry.
— Options for full-time daytime study or blended delivery model.
— Pathways to related business programs.

What You Will Study
The diploma is offered by full-time daytime mode and also by a flexible, blended delivery mode. The daytime program is designed for school-leavers; the flexible study mode is designed for current workers, people looking to change careers or upskill and those with family or other commitments.

Full-Time Daytime Mode
The starting-point will be the Certificate IV in Business Administration. After successful completion of the certificate IV you will then progress to the Diploma of Business Administration. Successful completion of all courses in both programs enables you to complete the suite of two programs in one year of full-time study. A two-week work placement (or work-integrated learning project) is a key component of this mode of study for the Diploma of Business Administration.

Blended-Delivery Mode
A blended-delivery mode has been designed for people who have work experience in a particular industry and/or employment history, as the program is designed to include workplace-specific projects. This delivery mode includes face-to-face evening workshops and structured online learning. In the workshops you will concentrate on developing skills through individual and group activities, exercises and examples.

Industry Connections
You will have the opportunity to use a simulated business space to operate RMIT’s virtual enterprise in conjunction with a mentor from an actual company. For information about simulated business communities, please visit www.simbuscommunity.com.au.

You can also gain experience in a work environment by undertaking a practical work placement or work-integrated learning project.

Career
Graduates will be equipped to improve workplace efficiency, more effectively use information systems, and provide reliable office management.

For certificate graduates, typical roles in the administration area include assisting professionals, managers and executives by providing a range of administrative and clerical services.

Following industry experience, graduates of the diploma may occupy a variety of positions, including:
— administrative coordinator
— personal assistant
— receptionist
— office supervisor/manager
— personal administrator
— secretary.

Entry Requirements
The following information relates to the certificate IV.

Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of the Certificate IV in Business Administration may progress to the Diploma of Business Administration.

Graduates of the Diploma of Business Administration may apply for exemptions from the following programs, subject to meeting the program’s entry requirements:
— Associate Degree in Business
— any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.

Student Profile
“I met amazing teachers who completely changed my way of thinking and I liked the practical nature of the courses.

“I want to operate my own business one day so the group activities and the simulated workplace have given me a great overview of the elements that are critical to the success of any organisation.”

Elyse Drape
Diploma of Business Administration
Diploma of Leadership and Management

RMIT Code: C5338 \(\ldots\) FT1 – \(\|\) or \(\|\), PT1 – \(\|\)
National Course Code: BSB51915
www.rmit.edu.au/programs/c5338

Are you a current or future manager? This program offers you training in people management, personal development and workplace technical skills.

Program Features
- Develop knowledge of finance, marketing and project management.
- Gain career skills in business development, planning and strategic management.
- Options for full-time daytime study or blended delivery model.
- Pathways to related business programs.

The full-time program is delivered in the classroom, at the Melbourne City campus. Current Year 12 applicants typically apply for this program.

The blended delivery program is designed for current working managers. It includes Saturday workshops complemented by work-based projects and online learning activities.

What You Will Study
The program consists of twelve courses, including core courses in management and leadership and electives that will develop strengths in managing quality, customer service, budgets, project work, continuous improvement, innovation, marketing and communication.

Industry Connections
You will be assessed on structured activities that demonstrate your vocational competency either in the workplace or a business simulation.

If you are working in a job related to your studies, you may have the opportunity to be assessed in your workplace.

Career
You will gain skills in leadership and management to aid effective planning, judgement and monitoring of workloads. You will also develop enhanced communication skills to be able to support individuals and teams to meet organisational or enterprise requirements.

Entry Requirements
Successful completion of a Certificate IV in a business related field, or at least six months’ work experience in a related field. If you are applying for the blended delivery program, you must currently be working in order to participate in workplace-specific projects.

Prerequisites
None

For non-Year 12 applicants interested in the full-time program, refer to VTAC for full details on selection requirements.

Pathways
Graduates of the Diploma of Leadership and Management may apply for exemptions from any Bachelor of Business degree, subject to meeting the program’s entry requirements. Please refer to the pathway chart on pages 36 and 37.

Certificate IV in Frontline Management

RMIT Code: C4340 \(\ldots\) FT0.5 – \(\|\) or \(\|\)
National Course Code: BSB40612
www.rmit.edu.au/programs/c4340

This program is specifically designed for people who take the first line of management and are ready to develop their career in management.

Prerequisites
None

Selection Tasks
None

Entry Requirements
Year 12: successful completion of Australian Year 12 or equivalent (ATAR), or the Australian Senior VCAL Certificate.
Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Pathways
Graduates of the Certificate IV in Frontline Management may progress to the Diploma of Management.

Industry Connections
Graduates of the Certificate IV in Frontline Management may apply for exemptions from the following programs, subject to meeting the program’s entry requirements:
- Associate Degree in Business
- any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.

Student Profile
"I would like to run my own business and I am confident that the skills I have learnt in management will help me to achieve that dream."

"One of the best things about the program is the teaching staff. They help to make learning fun, interesting and challenging."

"RMIT also offers many pathways to further study and I am now undertaking a degree in entrepreneurship, which is developing my knowledge of business, innovation and management."

Sadaf Izadi
Certificate IV in Frontline Management
Bachelor of Business (Entrepreneurship)
Bachelor of Communication (Advertising)

RMIT Code: BP219 ........................................ FT3 – V 15
2015 Clearly-in ATAR: ........................................... RC
www.rmit.edu.au/programs/bp219 CITY CAMPUS

Learn how to creatively generate and communicate ideas, as well as problem solve for business, in a hands-on collaborative environment.

Throughout this program you will develop problem-solving and analytical skills and be challenged to seek new and unexpected solutions to advertising opportunities.

Working individually 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. Importantly, you will also develop the skills and knowledge to critically appraise these activities.

This program is ranked number five in the world and number one in Australia. It is one of the few creative advertising degrees that also teaches business strategy.

What You Will Study

This program combines study of professional subjects with a contextual studies specialisation and a choice of courses taken from a range of School and University-wide electives. The program is designed to allow you to develop critical and analytical skills, theoretical knowledge and research expertise with which to better understand and evaluate your own and others’ work.

Professional Studies

The professional courses are where you will specialise in your chosen field.

The main topics covered in the professional strand include:
- art direction
- copywriting
- campaign strategy planning
- client management
- digital design and production
- creative concept development
- media planning
- advertising industry practice.

Contextual Studies

You will study one of five contextual studies strands as part of your degree. The five contextual studies strands are: Asian Media and Culture, Cinema Studies, Politics, Economics and Communication, Literary Studies or Approaches to Popular Culture.

Electives

Throughout your degree, you will also have the chance to select a number of courses from a wide range of School and University electives depending on your particular career aspirations and personal interests.

Industry Connections

This program maintains strong industry links and many opportunities exist for students to work with industry professionals. An example is the annual ‘Pitch Night’ event where third year students present their work to industry representatives in a ‘speed dating’ environment.

Internship opportunities may also be available to third year students in a range of advertising, media and digital organisations.

Upon completion of your studies you will be an industry-ready graduate with an impressive portfolio of work, which is why so many of our graduates are employed soon after graduation.

Career

Graduates become innovative advertising strategists, copywriters and art directors. You can work strategically and creatively, locally and globally, and move seamlessly across disciplines and organisations that use advertising.

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

Student Profile

RMIT advertising graduate Emma Bäcklund (far left) has teamed up with RMIT fashion student, Jodie Hayes, to launch the first women’s surfwear label in Australia’s home of surfing fashion, Torquay.

They have harnessed their mutual love of surf, fashion and design to develop U&I, a unique brand catering for female surfers.

Jodie graduates from RMIT’s fashion, design and technology degree this year, while Emma – a Swedish-born photographer and designer – recently graduated from the Bachelor of Communication (Advertising).

www.uandilabel.com.au

Emma Bäcklund
Bachelor of Communication (Advertising)

Honours

RMIT offers a Bachelor of Media and Communication (Honours) degree

Bachelor of Business (Marketing) (Applied)
Bachelor of Business (Marketing)

RMIT Code: BP141 (Applied) ......................... FT4 – V
2015 Clearly-in ATAR: ............................... 80.05
www.rmit.edu.au/programs/bp141
CITY CAMPUS

RMIT Code: BP252 ................................. FT3 or PT6 – V
2015 Clearly-in ATAR: ............................... 70.05
www.rmit.edu.au/programs/bp252
CITY CAMPUS

Study the latest in business marketing theories to understand customers, design product and brand strategies, and make informed decisions about pricing, promotion and distribution.

These multidisciplinary programs combine core business studies with specialist marketing courses and the option to choose additional sequences of study such as a second business major, or studies in a range of business or related disciplines. There are also opportunities to apply classroom learning to real-life practice.

The three-year program is suited to students who already have significant working experience, or for those who want to study a second major or minors from business and related disciplines.

The four-year program includes a one-year (full-time) compulsory industry placement and a business design project that consolidates this practical experience, theory and your problem-solving skills.

Marketers need to be analytical, creative and disciplined when approaching challenges. If you have that blend of attributes and a natural curiosity for what makes people tick and how to influence them, then a career in marketing is for you.

What You Will Study

BP252: Three-Year Degree
You will study business common core courses, core marketing courses, and eight flexible courses.

Flexible courses may take the form of 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.

Program Features

— Extend your specialist knowledge by studying an additional four-course minor in marketing.
— Undertake a short-term internship for one semester.
— Study one semester at RMIT Vietnam.
— Pathways from business vocational education programs.

BP141: Four-Year Degree (Applied)
You will complete core business and marketing courses, work-integrated learning courses, flexible courses, a one-year compulsory industry placement and a business design project.

Flexible courses can be selected from a business minor that is different from your major area of study, or a minor from another discipline, or from general student electives.

Program Features

— Specialised degree with compulsory one-year work placement.
— Choose from a range of four-course minors or student electives.
— Pathways from business vocational education programs.

The first half of the program covers theoretical knowledge. In the third year (full-time), you will work in industry (Cooperative Education Program). After completing your industry placement you will return for your final year of study, which includes completing the Business Design Project courses.

In the Business Design Project you will need to produce a brief that outlines a current or potential business issue. You must then reflect on theory, test creative solutions, communicate the issue, and demonstrate your ability to analyse and problem-solve in a coherent manner.

Business Majors and Minors
For the three-year degree, a second business major can be selected from accountancy, economics, entrepreneurship, finance, human resource management, information systems, logistics and supply chain management or management.

Business minors can be selected from the same disciplines as listed above, as well as business analysis, economics and finance or IS security and risk management. If you are studying the three-year degree, a marketing extension minor is also available, covering advanced marketing concepts and business ethics. Other minors can be selected from many disciplines offered across RMIT.

For information about second majors and minors visit:
— www.tinyurl.com/RMIT-BBus-Minor
(four-year degree)
— www.tinyurl.com/RMIT-BBus-Major
(three-year degree).

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

Industry Connections
The four-year applied degree includes a compulsory industry placement.

Students undertaking the three-year degree may choose to undertake an unpaid internship at a host company as an elective course. The Business Internship is typically one to two days per week for one semester.

In addition, compulsory studies in B2B marketing and global marketing allow you to apply academic skills to a real or simulated work environment. Industry experts and the use of sessional lecturers also allows you to engage with industry practitioners and gain exposure to current marketing practices.

Career
Graduates typically start their career in a range of private and public organisations in:
— brand management
— business-to-business marketing
— channel management
— interactive and direct marketing
— marketing research
— marketing communications
— product management and innovation
— public relations and advertising
— retailing
— services marketing
— strategic marketing development.

Professional Recognition
Graduates may be eligible to become an associate member of the Australian Marketing Institute (AMI) and the Australian Market and Social Research Society.

Global Opportunities
Opportunities include 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 to destinations in Asia, Europe and North America.

The Bachelor of Business (Marketing) is also offered at RMIT Vietnam.

Entry Requirements

Prerequisites
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of many vocational education and associate degree programs may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile

“Marketing is an exotic combination of analytics and art; it involves dissecting the customer to reveal the truths behind attitude, behaviour and thought, and then creating a tailored business strategy to bring these responses to life.

“I would like to become a market research consultant, obtaining and presenting data-rich content to clients, showing how they can transform this data into business strategy and marketing tactics.”

Dorian Papadopoulos
Bachelor of Business (Marketing) (Applied)
Certificate IV in Advertising

Diploma of Advertising
Advanced Diploma of Advertising

RMIT Code: C4361 (Cert IV)  ...  FT0.5 or PTA –  ▼ or □
National Course Code: BSBS40115
www.rmit.edu.au/programs/c4361  CITY CAMPUS

RMIT Code: C5344 (Dipl)  ...............  FT0.5 or PTA – ▼
National Course Code: BSBS50115
www.rmit.edu.au/programs/c5344  CITY CAMPUS

RMIT Code: C6146 (Adv-Dipl)  ..........  FT0.5 or PTA – ▼
National Course Code: BSBS60115
www.rmit.edu.au/programs/c6146  CITY CAMPUS

RMIT’s advertising programs combine studies in traditional and electronic advertising to develop skills in briefing, digital advertising creation, e-marketing, promotion and evaluating the effectiveness of campaigns.

The focus is on practical, industry-linked projects designed to convey and consolidate key concepts in an interesting way. You will work on real projects and campaigns with high-profile industry partners in a simulated communications agency.

Traditional areas of advertising are covered, including marketing, consumer behaviour, creative and production elements, copywriting, art direction, advertising research, and media planning and buying.

Program Features
— Work on projects for real clients.
— Supported by the International Advertising Association (IAA).
— Classes held in a simulated communications agency in the award-winning Swanston Academic Building.
— Opportunity to study abroad for one semester.
— Pathways to related advertising and business programs.

If you are a good communicator, enjoy teamwork and know how to prioritise tasks, RMIT can launch you towards your perfect career in advertising or integrated marketing communications.

What You Will Study
Year 12 applicants will typically apply for the certificate IV and and progress to higher qualification levels, completing the suite of three programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may be admitted directly into higher qualification levels.

Certificate IV
In the certificate IV you will learn about conducting, analysing and presenting market research, campaign testing, analysing consumer behaviour and profiling a target audience. Key elements of advertising such as production and scheduling, buying and monitoring media, creating visual design components, as well as electronic marketing and promotion, will also be covered.

Diploma
You will further develop your knowledge of the many facets of advertising, such as media types and media planning, mass electronic advertisement creation, interpreting marketing trends and developments, advertising research, and the presentation of campaigns.

Advanced diploma
You will develop comprehensive knowledge and skills in providing leadership through concept development, research and production management, developing and executing integrated marketing communication plans, implementing business plans and then evaluating their effectiveness. Emerging e-business innovations are explored to ensure relevance in this rapidly-changing environment. Essential industry skills, including ensuring team effectiveness and developing work priorities, are practised through project work.

Full-time classes are mostly conducted during the day, except when industry experts who teach some courses are only available in the evening. Most classes start in mid-February.

Industry Connections
Program content is reviewed and endorsed by an Advertising Industry Advisory Committee. You will complete work-integrated learning projects each semester. This involves working on real projects and campaigns with high-profile industry partners in a simulated communications agency.

Career
Graduates of RMIT’s advertising programs are prepared for a broad range of occupations within the advertising industry, including account service, creative and media, in related sales promotion fields, and for government and non-profit organisations with in-house advertising facilities.

Typical careers include working in agencies specialising in advertising, digital media and direct-response, in media, including television, radio, newspapers, magazines and new media, and for suppliers of advertising content.

Recent graduates have chosen careers in client service, media planning and buying, advertising production, strategic planning, marketing services management, brand management, market research, and product management.

Professional Recognition
This program is supported by the International Advertising Association (IAA).

Global Opportunities
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.

www.rmit.edu.au/bus/international

Entry Requirements
The following information relates to the Certificate IV.

Year 12: Successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non Year 12: Completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
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 programs, subject to meeting the program’s entry requirements:
— Bachelor of Communication (Advertising)
— Any Bachelor of Business degree

Please refer to information about advanced standing at www.rmit.edu.au/bus/advanced_standing.

Articulation pathways for College of Business programs are currently being reviewed.

Student Profile
“The Advanced Diploma of Advertising is practical and rewarding. The teachers have extensive industry experience which means they have a lot of knowledge to pass on in the classroom. The hands-on nature of the program gives students the opportunity to have direct contact with advertising agencies and their clients.”

Andrew Hibbins
Advanced Diploma of Advertising
Bachelor of Communication (Advertising)
Certificate IV in Marketing
Diploma of Marketing
Advanced Diploma of Marketing

RMIT Code: C4360 (Cert IV) | FT0.5 or PTA – RC
RMIT Code: C5229 (Dip) | FT0.5 or PTA – RC
RMIT Code: C6092 (Adv Dip) | FT0.5 or PTA – RC
National Course Code: BSB41315 (Cert IV)
BSB51215 (Dip), BSB60515 (Adv Dip)
www.rmit.edu.au/programs/c4360

RMIT’s marketing programs will challenge your creative and analytical mind as you learn media analysis skills, an understanding of marketing concepts, and develop an integrated organisational approach to understanding customers and achieving profits in a socially responsible manner.

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

Program Features
— Work on projects for real clients.
— Opportunity to undertake a two-week practical placement.
— Options to study on campus during the day or via flexible delivery mode.
— Study in the USA for one semester.
— Pathways to related business programs.

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.

What You Will Study
Year 12 applicants will typically apply for the certificate IV and progress to higher qualification levels, completing the suite of three programs over one-and-a-half years full-time.

Applicants with significant relevant work experience or other relevant qualifications may apply for recognition of prior learning (RPL) and be admitted directly into higher qualification levels.

Certificate IV
In the certificate IV you will learn about business methods, and gain an introduction to marketing fundamentals and the practice of marketing, including marketing communications, market research and profiling, consumer behaviour, media and budget planning and website development.

You will also cover general topics related to the practice of marketing, such as communications, teamwork, presentation skills, and building client relationships and business networks.

Diploma
You will continue more specialised studies in the diploma such as ‘below the line’ communication activities, business-to-business marketing, interpreting and evaluating market research and data, and planning and implementing sponsorship and event marketing.

Advanced Diploma
In the advanced diploma you will build on skills gained in diploma level studies, or through workplace experience. You will integrate and develop your skills to focus on campaign and strategic aspects of marketing communications and international marketing.

Full-time classes are mostly conducted during the day, except when industry experts who teach some courses are only available in the evening. Part-time classes can include blended delivery, flexible education and/or evening classes.

Industry Connections
You will complete work-integrated learning projects each semester. This may involve completing assessable tasks in the workplace, working with organisations to solve real marketing problems, or working on community-based projects. You will also have the opportunity to undertake a practical work placement. Placements usually commence in February or July and are approximately 15 days in duration.

This practical experience will complement your theoretical knowledge and enhance your communication, problem-solving and soft, management capabilities to meet workplace expectations. Specifically, you will develop workplace skills in marketing concepts, consumer behaviour, marketing research, electronic communications and media planning and buying.

Career
These specialised programs were developed in conjunction with the marketing industry to ensure relevance of the program content for students, employers and the broader 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 Opportunities
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 exchange program to Kirkwood Community College, in the US is available to marketing students. The exchange provides a unique opportunity to introduce multiple perspectives on international marketing and for you to work in interdisciplinary teams with students abroad.

www.rmit.edu.au/bus/international

Entry Requirements
The following information relates to the Certificate IV.
Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.
Non-Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
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 any Bachelor of Business degree. Please refer to the pathway chart on pages 96 and 37.

Student Profile
“RMIT has fantastic industry connections and the program content is focused on practical learning.

‘While studying, I secured a placement as an arts management and marketing intern with Phillips Adams Ballet Lab. The skills I developed from this position, coupled with the knowledge I gained in the classroom, have given me the confidence to take on roles in other leading organisations.’

Ava Pham
Advanced Diploma of Marketing
Statistics and Analytics

Bachelor of Science (Statistics)

RMIT Code: BP245
2015 Clearly-in ATAR: 79.30
www.rmit.edu.au/programs/bp245

Statistics is the mathematical science of collecting and analysing data to draw conclusions and make predictions.

Statisticians contribute to scientific enquiry by applying their technical knowledge to the design of surveys and experiments; the collection, processing, and analysis of data; and the interpretation of the results.

If you choose to study statistics at RMIT, you will learn to use a number of industry-relevant computer packages and gain the skills and knowledge to apply statistics to a broad range of industries.

Statisticians apply problem-solving and data analysis skills to fields including:

- banking and finance (maximising profit and minimising risk)
- medical research (treatment and drug efficacy)
- environmental modelling (resources, biodiversity, weather and climate)
- marketing (market segmentation and clustering).

A wide variety of companies rely on statistics for reporting, data modelling and forecasting operational results.

This program – one of the only stand-alone statistics programs offered in Australia – is highly regarded for its industry engagement and employment focus.

RMIT statistics graduates are prized for their hands-on IT literacy, problem-solving skills and exposure to real-life statistical problems throughout their studies.

This program is for you if you’re interested in:

- solving problems through data analysis
- predicting future trends in the environment, economy and finance
- sports statistics
- the practical application of mathematics and statistics theory.

Statistics must know more than statistics. A statistician who works in medicine or in a manufacturing plant or in market research must learn enough about medicine or engineering or marketing to understand the data in their setting. Statisticians need the ability to work with other people, to listen, and to communicate.

What You Will Study

You will undertake core studies in applied statistics, together with several courses from one of three specialisations:

- environmental modelling
- finance
- marketing.

Every year you will take a work-integrated learning course typically involving working in a team on a real industry problem.

Year One

You will study the basics of calculus, statistics, discrete mathematics, mathematical programming and professional practice.

Years Two and Three

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

Industry Connections

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

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

Career

The world is becoming quantitative. More and more professions, from the everyday to the exotic, depend on data and numerical reasoning.

There is a chronic undersupply of statistics graduates currently, and the Australian Government forecasts a 33% growth in demand for statisticians over the next three years. In other words, there has never been a better time to study statistics.

Graduates work in sports statistics at the Australian Sports Commission (AS) and the Australian Football League (AFL) and public service for organisations including the Australian Security Intelligence Organisation (ASIO), Australian Bureau of Statistics (ABS), Bureau of Meteorology and Australia Post. Graduates also enter banking and finance careers.

Professional Recognition

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

Global Opportunities

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

Entry Requirements

Prerequisites

Units 3 and 4 – a study score of at least 20 in one of Mathematical Methods (CAS) or Specialist Mathematics and a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Selection Tasks

Non-Year 12 applicants must complete and submit a VTAC Personal Statement online if they wish other information to be considered.

Please refer to VTAC for full details on selection requirements.

Student Profile

“After visiting RMIT on Open Day I was thoroughly impressed and from that moment I felt at home. The atmosphere at RMIT is friendly and the diversity and culture meant that it didn’t long to feel comfortable.

“I have gained problem solving skills, analytical thinking skills, report writing skills and I have improved my ability to comprehend and understand complex statistical problems.

“The highlight of my studies has been a workplace industry learning opportunity at the Victorian Institute of Sport with the Melbourne Vixens netball team during the 2014 season (the year they won the grand final).”

Stephanie Demetrios
Bachelor of Science (Statistics)

Honours

RMIT offers a Bachelor of Science (Statistics) (Honours) degree.

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

RMIT Code: BP143  
2015 Clearly-in ATAR: 77.20  
www.rmit.edu.au/programs/bp143  
CITY CAMPUS

This program prepares you to tackle business problems in the global marketplace and understand the complex world of logistics, supply chain and trade industries.

You will study specialised courses that are career oriented and related to a diverse range of industrial sectors. Topics covered include procurement and global sourcing, supply chain design and management, transport and freight logistics, warehousing and distribution, and business IT and operations management.

You will have the opportunity to combine core studies in business and supply chain to establish a solid foundation, plus the flexibility to choose a minor tailored to a specific aspect of the industry. Alternatively, a minor from another business discipline, or a sequence of courses in areas such as international studies, sustainability or geospatial science, can be chosen.

Program Features
- Specialised degree with compulsory work placement.
- Study logistics and supply chain management as an eight-course major or four-course minor in many business degrees.
- Choose a from a range of four-course minors
- Accredited by the Chartered Institute of Purchasing and Supply and The Chartered Institute of Logistics and Transport Australia.
- Pathways from business vocational education programs.

This program includes a one-year (full-time) compulsory industry placement undertaken in third year. A business design project in final year consolidates this practical experience, theory and your problem-solving skills.

What You Will Study
You will study 28 taught courses including core business and supply chain courses, work-integrated learning courses, flexible courses, a one-year compulsory industry placement and a business design project.

The first half of the program covers theoretical knowledge. In the third year you will work in industry (Cooperative Education Program). After completing your industry placement you will return for your final year of study, which includes completing the Business Design Project courses.

In the Business Design Project you will need to produce a brief that outlines a current or potential business issue. You must then reflect on theory, test creative solutions, communicate the issue, and demonstrate your ability to analyse and problem-solve in a coherent manner.

Flexible courses can be selected from a business minor that is different from your major area of study, or a minor from another discipline, or from general student electives.

Business Minors
Business minors can be selected from accountancy, economics, economics and finance, entrepreneurship, finance, human-resource management, information systems, international business, IS security and risk management, management or marketing. Other minors can be selected from many disciplines offered across RMIT.

For information about non-business minors and specific courses studied in available minors please visit www.tinyurl.com/RMIT-BBus-Minor.

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

Industry Connections
In third year, you will build skills in presenting in management contexts and decision-making and explore your personal goals through seminar discussions with visiting speakers. You will also be hosted by an external organisation in a cooperative education industry placement.

Members of the accrediting bodies and associations connected with this program also provide employment opportunities for students during the cooperative education program year.

Career
This program is designed for those who want to build a career that combines hands-on operations with strategic decision-making.

Job roles include procurement officer, supply coordinator, materials logistics coordinator, inventory planner/analyst, and positions where you are responsible for the effective and efficient integration of all logistics activities, supported by the application of relevant IT and e-business practices.

Graduates can expect to 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 industry and professional associations, graduates have excellent employment prospects.

Professional Recognition
The program is certified by The Chartered Institute of Logistics and Transport Australia (CILTA) as meeting the educational requirements of Chartered Membership (CMLT). It is also accredited by the Chartered Institute of Procurement and Supply (CIPS). An important industry association supporting the program is the Supply Chain and Logistics Association of Australia (SCLAA).

Membership
Students enrolled in the program are entitled to CILTA membership at either the Student (full-time only), Affiliate, Associate or Member grade, depending on your experience and qualifications. Amongst other benefits, membership gives you access to the comprehensive career support from CILTA, including access to the resources of the CILT International On-Line Knowledge Centre, the largest online resource of its kind specifically focused on transport and logistics.

Students are eligible for student membership of CIPS. By selecting appropriate courses, graduates of the program may be eligible for full membership of CIPS.

Global Opportunities
Opportunities include 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 to destinations in Asia, Europe and North America.

www.rmit.edu.au/bus/international

The Bachelor of Business (Logistics and Supply Chain Management) (Applied) is also offered at RMIT Vietnam.

Prerequisites
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL).

Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of many vocational education and associate degree programs in business may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37. An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

Student Profile
“RMIT’s degree gives you an in-depth education in all facets of logistics. This is supported by industry experience and exposure to many other business areas.

“I chose RMIT because it has a reputation for being very responsive to industry. I also liked that the program includes a year of paid work experience because this will help present me as a well-rounded graduate to future employers.”

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

What You Will Study
The three-year program is suited to students who already have significant working experience, or for those who want to extend studies in business and related disciplines by choosing from a range of second majors and minors to suit your career or personal development goals.

You will study business common core courses, core logistics and supply chain management courses, and eight flexible courses. Flexible courses may take the form of 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.

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

Business minors can be selected from the same disciplines as listed above, as well as business analysis, economics and finance, global logistics and supply chain management, or IS security and risk management. Other minors can be selected from many disciplines offered across RMIT. For information about non-business minors and specific courses studied in available second majors and minors please visit www.tinyurl.com/RMIT-BBus-Major.

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

Industry Connections
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 Global Sourcing and Supply Chain Management Strategy.

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.

Career
Logistics and supply chain managers are employed in all aspects of logistics and supply chain management operations and also work closely with other company managers in areas including marketing, manufacturing and engineering.

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

Professional Recognition
The program is certified by The Chartered Institute of Logistics and Transport Australia (CILTA) as meeting the educational requirements of Chartered Membership (CMLT). It is also accredited by the Chartered Institute of Procurement and Supply (CIPS). An important industry association supporting the program is the Supply Chain and Logistics Association of Australia (SCLAA).

Membership
Students enrolled in the program are entitled to CILTA membership at either the Student (full-time only), Affiliate, Associate or Member grade, depending on your experience and qualifications. Amongst other benefits, membership gives you access to the comprehensive career support from CILTA, including access to the resources of the CILT International On-Line Knowledge Centre, the largest online resource of its kind specifically focused on transport and logistics.

Students are eligible for student membership of CIPS. By selecting appropriate courses, graduates of the program may be eligible for full membership of CIPS.

Global Opportunities
Opportunities include 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 to destinations in Asia, Europe and North America. www.rmit.edu.au/bus/international

The Bachelor of Business (Logistics and Supply Chain Management) is also offered at RMIT Vietnam.

Prerequisites
Units 3 and 4 – a study score of at least 25 in any English (except EAL) or at least 30 in English (EAL). Please refer to VTAC for full details on selection requirements.

Pathways
Graduates of many vocational education and associate degree programs in business may be eligible to apply for exemptions. Please refer to the pathway chart on pages 36 and 37.

An honours year program is available to exceptional students. For further information visit www.rmit.edu.au/bus/honours.

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

See www.open.edu.au for more information.
Diploma of Logistics

RMIT Code: C5302
National Course Code: TLU50410
www.rmit.edu.au/programs/c5302

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

In this program you will develop logistics strategies and plans for real companies, incorporating transport and logistics planning, supply chain management, budgets, workplace safety, sustainability, supplier management, customer service, leadership and employee relations.

The program requires strong analytical and communication skills, and the ability to effectively deal with people in a range of operational and management situations.

Program Features
- Develop logistics plans and strategies for real companies.
- Develop teamwork skills working on group projects.
- Opportunity to study abroad for one semester.
- Pathways to related business programs.

What You Will Study
You will study core and elective courses. Studies will focus on operations and supply chain management, transport and logistics strategy, enterprise planning, supplier management, customer service, workplace and employee relations, sustainability, budgeting and finance and risk management.

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

Industry Connections
In the development of this program, feedback and guidance was sought from a cross-section of organisations both within the transport and logistics industry, as well as those impacted by it.

You will engage with a range of work-integrated learning projects – solving real problems for real clients. There is also the opportunity to take part in a cross-disciplinary project with international business students.

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

Career opportunities for logistics graduates span a large number of sectors and industries:
- aviation
- automotive
- computing
- construction
- manufacturing
- mining
- retail
- shipping
- import and export
- transport and distribution
- warehousing.

Job functions include:
- procurement
- inventory planning
- transport and fleet management
- event management

in both the private sector and public institutions.

Global Opportunities
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.

Entry Requirements
Year 12: successful completion of Australian Year 12 or equivalent (ATAR); or the Australian Senior VCAL Certificate.

Non Year 12: completion of post-secondary studies or at least six months’ work experience.

Prerequisites
None

Selection Tasks
Please refer to VTAC for full details on selection requirements.

Pathways
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 any Bachelor of Business degree. Please refer to the pathway chart on pages 36 and 37.

Student Profile
“I have experience working in the mining industry, which led me to pursue a career in logistics and supply chain management. RMIT’s Diploma of Logistics was the perfect choice, offering a hands-on learning experience that is closely aligned with industry demands and providing a pathway to further study.”

Melissa Griek
Diploma of Logistics
Bachelor of Business
(Logistics and Supply Chain Management)

Open Universities Australia
The Diploma of Logistics is also available online through Open Universities Australia.
See www.open.edu.au for more information.
Diploma and Advanced Diploma
Prepared you with theoretical knowledge and/or technical and creative skills. Judgement, planning and analysis are used across a broad range of technical and/or management situations and you can apply principles and techniques to a wide range of contexts.

Completed certificate, diploma and associate degree qualifications can be credited towards a degree. Alternatively, partly completed degree studies may be credited towards a diploma or advanced diploma.
How to Apply

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

Current Year 12 Students
If you are a current Year 12 student applying for Semester 1, you must apply through VTAC for all programs except some that are certificate III and below, which may require you to submit an RMIT school-based application.

Non-Year 12 Students
If you are a non-Year 12 student applying for Semester 1, you must apply for degrees and associate degrees through VTAC but have the choice of applying for certificate IV, diploma and advanced diplomas either through VTAC or direct to RMIT. Please select one application method only.

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

How to Apply by Program and Student Type

<table>
<thead>
<tr>
<th>Program and Student Type</th>
<th>Current Year 12 Students</th>
<th>Non-Year 12 Students</th>
<th>RMIT Students or Recent Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degrees and associate degrees</td>
<td>VTAC application</td>
<td>VTAC application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate IV, diploma, advanced diploma</td>
<td>VTAC application</td>
<td>VTAC or direct application</td>
<td>Direct application</td>
</tr>
<tr>
<td>Certificate III and below*</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
<td>RMIT school-based application</td>
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</table>

*Some certificate II and below programs are administered by direct application. This will be explained in the individual program information available at www.rmit.edu.au/study-with-us.

Mid-year Entry (Semester 2)
To apply for mid-year entry for any program other than a certificate III (degree, associate degree, certificate IV, diploma and advanced diploma), you need to submit a direct application to RMIT.

To apply for mid-year entry for a certificate III program, you need to submit an RMIT school-based application.

Not all RMIT programs will accept applications for mid-year entry. A list of programs accepting mid-year applications is published in May on the RMIT website.

Selection Tasks
Many programs at RMIT have selection tasks as part of the selection process, such as:
— an interview
— a test
— a folio
— a supplementary form or pre-selection kit.

It is very important that you carefully read any instructions to complete a program’s selection tasks. Selection tasks are listed under programs on the VTAC or the RMIT websites. Failure to complete these tasks by the date specified will jeopardise entry into a program.

Study Scores
Study scores listed in this guide are subject to change. Applicants should refer to VTAC for specific prerequisites and study scores.

Important Dates

May 2015
1. Mid-year intake opens
31. Closing date for mid-year timely applications*

August 2015
3. VTAC applications open
9. Direct applications open for degree and diploma programs (Semester 1, 2016 intake)

September 2015
30. Closing date for VTAC timely applications

October 2015
6. Closing date for VTAC SEAS applications
31. Closing date for direct applications – selected certificate and diploma programs*

November 2015
6. Closing date for VTAC late applications
23. Change of Preference opens

December 2015
1. Closing date for direct applications – selected degree, certificate and diploma programs (timely)*
4. Closing date for VTAC very late applications
14. VCE results and ATAR released
21. VTAC Change of Preference closes

January 2016
18. Round 1 offers available through VTAC*

February 2016
4. Round 2 offers available through VTAC*

May 2016
1. Midyear intake opens
31. Closing date for midyear timely applications*

*VTAC dates were in draft status at the time of printing and are subject to change.
*Applications will continue to be accepted for programs that still have places available.
Fee information relates to 2015 and should only be used as a guide. Fees are set on an annual basis and may be subject to change each calendar year. www.rmit.edu.au/programs/fees

Tuition Fees for Certificates, Diplomas and Advanced Diplomas
The tuition fees you pay depend on whether you are offered a state government subsidised place or a full-fee place, based on the eligibility criteria.

Victorian Government Subsidised Places
For eligible students, this training is delivered with Victorian and Commonwealth Government funding.
Tuition fees for a government subsidised place vary according to each program. For a full list of program fees for a government subsidised place visit www.rmit.edu.au/programs/fees/vocational/govtsub.
You will be offered a government subsidised place if you meet the eligibility criteria based on your citizenship, age, prior education, the number of programs you are studying in the current year and the number of government subsidised programs you have commenced in your lifetime at each level. Check your eligibility using the eligibility calculator at www.rmit.edu.au/programs/apply/vocational/eligibility.
If you are applying for a government subsidised place, you will be required to provide documentation to establish your eligibility.
You will be enrolled according to how qualifications are defined in the relevant industry training package. This may impact on your eligibility for a government subsidised place for individual qualifications. For more information about enrolment in certificate, diploma and advanced diploma qualifications and eligibility for a government subsidised place visit www.rmit.edu.au/programs/apply/vocational/eligibility.
RMIT University’s RTO Code is 3046.

Fee Concession
You may be entitled to a concession on your tuition fees if you are in a government subsidised place and you meet the eligibility criteria.
For more information about the eligibility criteria and how to apply visit www.rmit.edu.au/programs/fees/vocational/concession.

Full-Fee Places
If you do not meet the criteria for a government subsidised place, then you will be offered a full-fee place (FFP). Tuition fees for an FFP vary according to each program. For a full list of program fees for FFPs visit www.rmit.edu.au/programs/fees/vocational/fullfee. Financial assistance may be available through the VET FEE-HELP scheme.

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

Tuition Fees for Degrees and Associate Degrees
Commonwealth Supported Places (CSP)
A Commonwealth supported place is a place at university where the tuition fee is jointly paid by you and the Australian Government. Your share of the fee (student contribution) is set by the government and is determined by the discipline areas (bands) of your individual enrolled courses, not the overall program. For more information about what fees you will pay in 2015 visit www.rmit.edu.au/programs/fees.
The Australian Government has announced changes to funding of CSPs. These changes may affect the proportion of the fee paid by student contribution from 2016. For more information visit www.rmit.edu.au/programs/fees/highered.

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

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

FEE-HELP
FEE-HELP is an optional loan scheme that assists eligible students to pay all or part of their tuition fees. To learn more about FEE-HELP visit www.rmit.edu.au/programs/fees/helploans/fee-help.

Other Fees
In addition to tuition fees, you will be charged a student services and amenities fee (SSAF). Eligible higher education students will be able to defer payment of the fee through SA-HELP. For more information visit www.rmit.edu.au/programs/fees/ssaf.
You may also be required to purchase items related to your program, including field trips, specified textbooks and equipment. These material fees are not compulsory and students may choose to purchase these items independently. These expenses vary from program to program. For more information visit www.rmit.edu.au/programs/fees/other.

Scholarships
RMIT is committed to enriching and transforming your world. We award more than 2000 scholarships worth millions of dollars each year across a wide range of interest areas.
RMIT scholarships provide more than just financial assistance or recognition of academic excellence. We create opportunities that enable you to pursue your dreams.
Apply for one of these scholarships and make your overseas study ambitions come true, just like RMIT Equity Travel Grant recipient, Rachel Cassar.

www.rmit.edu.au/scholarships

RMIT Experience Days
Years 10, 11 and 12 students can attend free events and engage in hands-on workshops in a range of different interest areas while experiencing life on campus.
Visit www.rmit.edu.au/experiencedays for more information on RMIT’s Experience Day School Holiday programs.
Open Day
Sunday 9 August 2015
City | Brunswick | Bundoora

www.rmit.edu.au/openday

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Further information
Info Corner
330 Swanston Street
(cnr La Trobe Street)
Melbourne VIC 3000
Tel. +61 3 9925 2260
www.rmit.edu.au/infocorner

This guide is designed for Australian and New Zealand citizens and permanent residents of Australia

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

Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to the RMIT University website before lodging your application. Prepared April 2015.
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