Lead Organisations into the Future

Master of Business Administration (Executive)
Enhance your leadership potential

“RMIT International University Vietnam was established to provide high quality international university education in Vietnam. Today the MBA Executive program is the cornerstone of that vision of excellence.

The MBA Executive program is built on the premise that lifelong learning is important for the future progress of executives and the success of their organisations. Our educational philosophy and commitment to excellence underwrites the quality of the program. With expert lecturers and flexible delivery options, talented individuals have the opportunity to make significant contributions to their organisations and enhance their leadership potential.”
Specially designed to cater for career-focused individuals from middle to senior management, the MBA Executive integrates management theory with practical skills. It will provide you with the knowledge and skills required to face the challenges of today’s fast-paced and increasingly complex global business environment.

The program is facilitated by a faculty comprised of local and international academics, many of whom are leading researchers in their particular fields. Through them you will be engaged in a learning dialogue where you can share knowledge and develop your international networks.

With a focus on solving realistic problems, RMIT Vietnam’s MBA Executive program also offers you an opportunity to complement your on-the-job experience with integrated and practical learning designed to increase your knowledge and extend your personal leadership skills.

The MBA Executive program in Vietnam is equivalent to that offered at RMIT in Melbourne, Australia. It provides you with resources to:

» analyse relevant work-related issues and apply what you learn to workplace solutions
» interact with and be facilitated by lecturers with internationally recognised academic and industry credentials
» access comprehensive learning resources and state-of-the-art facilities
» study in intensive or online learning modes designed to increase your flexibility and help manage your time
» balance the demands of the professional workplace
» enhance your program experience with a study tour in Europe and/or Australia

The unique RMIT Vietnam MBA Executive program provides course content that will help you:

» develop your expertise
» increase your leadership skills
» build business acumen and competencies
» leverage personal work experiences and practices
» apply newly acquired skills and knowledge to enhance your workplace operations
» enhance your networking and career opportunities
Engage
with internationally recognised experts

Associate Professor Amalia Di Iorio
Amalia Di Iorio is the Director of the MBA Program for the Graduate School of Business and Law, and Associate Professor of International Finance for RMIT University. Her research focus is the analysis of international financial markets, in particular the investigation of exchange rate exposure. Other areas of research include derivatives, mergers and acquisitions, and funds management. Professor Di Iorio has extensive teaching experience in finance and is the recipient of a number of teaching awards. In 2007, Professor Di Iorio was awarded the Australian Learning and Teaching Council Citation for Outstanding Contribution to Student Learning.

Mr Pakawat Kietisaksopon
Mr Pakawat joined RMIT Vietnam in 2006 as a lecturer in Marketing Principles and Buyer Behaviours. He holds a Master degree in Tourism Management and Planning from Bournemouth University (UK). He is also the Commercial Director for Thai Duong Electrics-Construction Company where he is in charge of a full range of commercial activities, including building relationships with suppliers, purchasing and logistics. He also worked as the Commercial Editor for Charoen Pokpland Group in Thailand where he handled the content development for multiple communication projects.

Professor Clive Morley
Clive Morley is a Professor of Quantitative Analysis and the Deputy Head, Teaching and Learning of the Graduate School of Business and Law at RMIT University. His research interests are the application of statistical analysis and modelling techniques to business problems, including forecasting, surveys, tourism demand modelling and the impact of airline alliance. Professor Morley has taught quantitative techniques, economics and various strategy courses.
Assistant Professor Hannarong Shamsub

Hannarong Shamsub is Assistant Professor of Economics and Finance at RMIT University. Dr Shamsub received a PhD in Public Finance and Investments from Southern University and A&M College, with a Master’s degree in Financial Economics and an MBA in Finance from the University of New Orleans, Louisiana, USA. Prior to joining RMIT Vietnam in 2007, Dr Shamsub spent four years teaching managerial economics, corporate finance and investments at the School of Business, International College of the Cayman Islands, Grand Cayman. In addition to his teaching experience, Dr Shamsub has practical experience as a labour market statistician and research consultant working for the Cayman Islands Government from 2002 to 2005. Dr Shamsub has had several publications in international peer-reviewed journals.

Dr Tien Nguyen

Dr Nguyen has worked in the industry for more than 15 years before joining RMIT Vietnam. His experience is in management, from project management of Public Health projects when he was at the United States Food and Drug Administration (FDA) and the Southeast Asia Resource Action Center, to company management when he was the General Manager and Managing Director of ZC International Co. and Viet Empire Castings Co., respectively. Dr Nguyen was also active in international development projects, and conducted seminars in nuclear medicine and radiation dosimetry in the UN-supported Vietnamese American Youth Volunteer project. Dr Nguyen received his PhD from Massachusetts Institute of Technology (MIT) in 1991, a Master of Public Health from George Washington University in 2001, and a BS (Honours) from Texas A&M University in 1984.

Mr Anton Kietaibl

Mr Kietaibl is currently a Senior Lecturer at RMIT Vietnam, leading a team of 8 academic lawyers to deliver courses in Commercial Law, Company Law, Law of Investments and Corporate Governance. He joined RMIT Vietnam in 2006, working in various aspects of the University from academics to building connections with the industry. Mr Kietaibl has worked as a Business Development Officer in the Canadian Embassy in Ecuador, responsible for promoting Canadian goods in the Ecuadorian market. Prior to that, he was the Associate Lawyer for Fедricksen McAllister in Canada, providing consultation for multiple international and local clients on shareholders disputes, commercial landlord and tenant issues and insurance. Mr Kietaibl holds an MBA from RMIT University in Melbourne, Australia, two Bachelor degrees in Law and in Psychology from University of Victoria (Canada) and from Simon Fraser University (Canada), respectively.
Dr Paul Gibson

Dr Paul Gibson’s research interests centre on the type of constructive thinking and action that business leaders need to engage in if they are to be effective in the four areas of organisational design, business strategy, staff empowerment, and personal enhancement. In each case, the tension between competing extremes such as customers and capabilities, or present and future, needs to be overcome by development of a positive resolution.

Dr Gibson has been providing executive coaching to management clients for the past 15 years across a range of organisations such as the Greater City of Geelong, Colonial First State Global Asset Management, BlueCross Aged and Residential Care, and Rural Northwest Health.

Associate Professor Siva Muthaly

Siva Muthaly is an expert in international and cross-cultural marketing. He has previously held academic positions at the Swinburne University of Technology, University of Newcastle, Monash University, Kennesaw State University (USA), Elizabethtown College (USA) and at IPMI Graduate School of Business, Indonesia.

Professor Muthaly also has eleven years of work experience at the senior management level in Malaysia. Professor Muthaly was awarded the inaugural teaching award offered by the Newcastle University Postgraduate Student Association (NUPSA) – “Teacher of the Year 2000” for his excellence in teaching at the Newcastle Graduate School of Business.

Mr Eytan Schmal

Mr Eytan Schmal has been in both the IT and telecommunications industries for more than 25 years. He has worked across Asia, Europe, North America and Australia, participating in every level of IT and telecom development. Mr Schmal served in various positions at service providers, software and system integrators, and network and equipment manufacturers. Mr Schmal has held various positions as a software development manager, projects and program manager, technical advisor, business developer, and consultant. Mr Schmal has also provided consulting services for individuals, organisations and venture capital firms, preparing and evaluating business plans, evaluating business opportunities, performing market research and business planning. Mr Schmal is a member of SAVVi, an organisation aiming to promote entrepreneurship in Vietnam, and is a supporter of entrepreneurship activities and research.
Mr Mattia Miani

Mattia Miani is a lecturer in Marketing and Entrepreneurship at RMIT Vietnam. From 2003 to 2010 he worked in Italy as a lecturer at the business school of the University of Bologna and as a marketing consultant and entrepreneur advising cooperative enterprises, advertising agencies, and government organisations on their communication strategies. From 2008 to 2011 Mr Miani served as a director on the board of the Centre for Training and Initiative on Cooperative Enterprise and Business Ethics, a joint venture between the University of Bologna and the Italian Cooperative Movement. Before coming to Asia, Mr Miani spent time on international assignments in the United States, Canada, Austria, Croatia and Bosnia-Herzegovina. Mr Miani is the author of four books on marketing communication, with a special focus on new media. His research interests include ethics, social enterprise, and consumer behaviour.

Mr Chris Duignan

Mr Chris Duignan has been with RMIT Vietnam since July 2009. During this time Mr Duignan has taught in both the undergraduate Commerce and the MBA programs. He has also recently taken a leading role in the management and development of the RMIT MBA Mentoring Program in Vietnam. Prior to joining RMIT Vietnam, Mr Duignan was a coach and advisor to business owners and executives in the United States, Romania, and Vietnam. This focus of practice has been on working with start-ups and successful small businesses. As such, Mr Duignan's practice has dealt largely with developing innovative solutions to the challenges accompanying the growth and the development of companies as well as evolving markets.

Mr Felix Ng Chee Yew

Mr Felix Ng Chee Yew is a senior lecturer in the Centre of Commerce and Management at RMIT Vietnam. Mr Yew specialises in the fields of accounting and finance. Mr Yew has more than 20 years of experience in education and training, teaching at both undergraduate and postgraduate levels. Prior to joining RMIT Vietnam, Mr Yew held various academic and management positions in numerous institutions and colleges in Malaysia and China. He has also worked in the corporate sector in credit and leasing, housing development and in a publicly listed company. His core business areas are manufacturing of industrial gases, welding equipment, ice, logistics, transportation and the trading of chemicals.
RMIT Vietnam provides an international learning environment complete with sophisticated resource material and interactive learning hubs.

All programs are taught in English. The dynamic teaching style is designed to encourage you to share ideas and knowledge within a collaborative and team-based learning structure. You will not only benefit from the quality of our academic program, the expertise of the staff and the resources of the University, but also from building relationships with people like you - executives and senior managers on an upward career trajectory.

**A Global Learning Environment**

- Vietnam (56%)
- SE Asia (12%)
- Australia (11%)
- USA (7%)
- Europe (6%)
- UK (5%)
- North Asia (3%)

Source: RMIT Vietnam profile 2012

**Positions Held Prior To Study**

- Manager (38%)
- Director (19%)
- Senior Specialist (12%)
- Country Manager (8%)
- Other (7%)
- Team Leader (5%)
- Business Owner (4%)
- Chief Representative (3%)
- Deputy General Director (2%)
- CEO (2%)

Source: RMIT Vietnam profile 2012
RMIT Vietnam’s MBA Executive program is designed specifically for senior working professionals and hence has an appropriate amount of class time and workload. The combination of individual assessments and group assignments allows me to learn not only from the excellent faculty but also from my fellow classmates who come from various backgrounds and have extensive experience in their fields. The focus topics are well chosen and the syllabus is apt and always updated. I have learnt a lot and have been able to apply most of my skills at work. I appreciate and value all of my acquired skills from this program because I would not have been able to develop them in my routine job.

Vikas Rai

RMIT Vietnam provided me with a great opportunity to advance and sharpen my management skills. The MBA Executive program challenged and enhanced my strategic thinking and problem solving competencies. It provided me with a platform to share and interact with other professionals. We discussed and shared challenges occurring in our respective businesses as well as proposed various solutions. The friendships and contacts I was able to develop during this program were also extremely beneficial and valuable.

Adam Stuart Vickers

Attending the MBA Executive program here has been an enjoyable experience. The most valuable part was the membership to an “Executive Club” where I was able to connect with other senior managers, locals and expats, from all sorts of companies with various backgrounds and expertise. They brought into the classroom their real-life knowledge, wisdom and experience earned from years of working in Vietnamese as well as multinational corporations. All I want to say is: “Enrol in this program and you won’t regret it!”

Ta Cong Tam

The most valuable aspect of my time at RMIT Vietnam has been the opportunity to develop and expand my network across different industries, as well as to learn from the experience and knowledge of my fellow classmates. The lecturers combined real industry experience with valuable insights, which made learning at RMIT Vietnam a truly global experience. The MBA Executive program is a flexible and industry-related program that allowed me to focus on broader global issues in an international environment.

Narelle Farmer
Program Model
The face-to-face component of the MBA Executive program is delivered intensively with ongoing learning through online support.

| Lecture       | 4 days / course  
Friday to Monday  
8.30am to 8.30pm |
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<tr>
<td>Facilitators</td>
<td>Course facilitators are available for out of session support and consultation</td>
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<td>Frequency</td>
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What We Do and How
Each course is facilitated by an expert in the field - your course lecturer. In addition, you will be assigned an RMIT Vietnam tutor to assist you from the start of the course (3 weeks before the 4-day face-to-face session) until the end (4 weeks after the 4-day intensive).

He/she will be available to answer your questions via e-mails and/or the discussion board, and also to collect and assess tasks.

Your Commitment
Each course is designed to provide a combination of pre-course preparation, face-to-face intensive course work, and group and/or individual assessment tasks. Assessment tasks occur before and after the 4-day intensive and include:

- pre-course preparation - reading packs and/or blackboard downloadable materials and tasks
- written assessment 1* (due one week before the face-to-face session starts)
- intensive introductory session (4-day face-to-face delivery)
- written assessment 2* (due one week after the face-to-face session)
- written assessment 3* (due four weeks after the face-to-face session)
- additional presentation assessment(s) may be required during the 4-day intensive

These activities are supported through:
- online discussion boards
- syndicates who share ideas online
- syndicate (group) or individual consultation

* Specific due date of each assessment task of each course will be announced before the course begins.
Course Description

1

BUSM 3903 Business in a Global Context
This is the foundation course in the MBA Executive program. Its purpose is to provide you with an insight into the frameworks and issues that underpin the business and social environment. Areas covered include: organisational behaviour and design; economic systems; and globalisation.

BUSM 4132 Leading People and Organisations
This course deepens your understanding of the complexities of managing people and leading teams. You will examine key literature and important concepts related to the practice of management. Areas covered include: management systems; resources; and leadership theory.

2

BUSM 4127 Accounting for Business Decisions
This course provides you with an understanding of the fundamentals of accounting in the financial decision-making process. Areas covered include: accounts recording; reporting systems; analysis and interpretation; key measures of financial performance; budgets; and cash flow analysis.

Elective Program Elective
Two electives are available for you to choose from. Check the ELECTIVE COURSES section of the program.

3

BUSM 3923 Business Strategy
This course will increase your capability to analyse a business strategy. Areas covered include: strategic management process, tools and techniques of strategic analysis; strategy formulation and implementation; business, corporate and network level strategy; and business planning.

BUSM 4142 Financial Management
Corporate managers are concerned with acquiring, financing and managing assets. In order make effective decisions, they must understand the markets in which organisations operate. Areas covered include: micro-economics; demand and supply analysis; market structures; and financial risk.
**MKTG 1277**

**Marketing**
This course will enhance your capability to understand the marketing function and the implementation of marketing tools, techniques and processes to achieve optimal organisational outcomes. Areas covered include: statistics; ethics; pricing; segmentation; positioning; and strategy.

**BUSM 4137**

**Corporate Social Responsibility and the Law**
Organisations and business work within a legal regulatory structure and in accordance with the relevant laws. Areas covered include: corporate law; the Trade Practices Act; contract law; governance; ethics; as well as the legal challenges in operating globally.

**BUSM 4197**

This double-weighted course is designed to develop and strengthen your problem solving skills, enabling you to analyse and solve complex business problems (using quantitative and qualitative techniques), assess risk and make thoughtful and insightful executive decisions. Areas covered include: use of research methodology appropriately within the context of an organisation; and report writing.

**BUSM 4147**

**Change and Innovation**
Successful organisations develop organisational structures, processes and procedures that facilitate change. This Work-Integrated Learning (WIL) course includes: change management; organisational innovation and entrepreneurship; and industry-based problem solving and investigation.

**BUSM 3928**

**Strategic Business Leadership**
This course will draw together the knowledge and skills developed throughout the MBA Executive program. The course will focus on the practical aspects of management and business leadership with an emphasis on corporate decision-making in an international setting.

**PROGRAM ELECTIVE COURSES**
*The list of electives may vary depending on the availability of the courses each semester.*

**BUSM 4009**

**Entrepreneurship and Venture Creation**
New business ventures and entrepreneurship are exciting challenges in business practice. Areas covered include: entrepreneurship; innovation; new venture creation; information sources; advisory services; acquisitions; the role of government; and financial and legal issues.

**BUSM 4120**

**Asian Management Issues**
This course provides an opportunity for you to understand and be able to apply selected areas of contemporary international business theory, particularly those associated with cross-cultural management, and the challenges faced by organisations in developing economies.

It provides you with opportunity to study international business practices and the challenges of economics, business and management issues in an emerging market country. You will work in cross-cultural teams with a select group of industry partners to provide comprehensive and innovative solutions to real-world business challenges.
Explore New Ideas within a Global Context

A Program Designed for Managers

The RMIT Vietnam MBA Executive program will enhance your capabilities in both business and professional knowledge areas. It will promote expertise and leadership for career advancement through an emphasis on:

» developing your key competencies
» leveraging your work experience and practice
» introducing knowledge that can enhance your workplace practice and opportunities

The program is comprised of 12 courses. It provides the optimal combination of knowledge and skills in the areas of:

» Strategy and Planning
» Leadership and People Management
» Managerial Knowledge and Practice

The extension options provide you other study alternatives including access to courses delivered in Australia through study tours.

International Study Opportunities

One of the many benefits of studying within an international and globally focused university such as RMIT Vietnam is the opportunity to engage with others around the world. During your study within the RMIT Vietnam MBA Executive program, you will be offered a range of opportunities to study overseas. A study tour to Europe, and intensive courses at our campus in Melbourne, Australia are some of the ways you can extend your learning and networking experience. For those who would prefer to undertake the program in Vietnam, there will be chances to engage with international students who elect to study part of their program in Vietnam.

Sharing Knowledge and Expertise

One of the many benefits of studying at the executive level is sharing knowledge and expertise with other managers across a range of industries. Facilitated by the course experts, you will engage in group discussion and syndicate group work. This will provide you with the networking and learning opportunities to advance your skills, collaborate on assignments and projects, and enable you to engage with like-minded classmates on practical, ‘real’ business issues and cases.

Communication Exchange

During the program you will be introduced to ways of engaging with others so as to understand different perspectives, see applications across different industries and be introduced to new concepts or approaches. You can learn much from debating with others. Online discussion boards and virtual syndicate discussion groups are encouraged. The technology and platforms are in place for you to engage in online communication exchange between Vietnam and other countries undertaking the program at other locations.

Your Personal Program Advisor

RMIT Vietnam recognises the challenges facing executives to manage competing work and study pressure, and maintaining a level of work-life balance. Undertaking a Master’s program is a serious commitment. During your time with us, RMIT Vietnam will provide a Personal Program Advisor who will support you in managing any issues that may arise.

A Dedicated Course Tutor

In addition, each course has an assigned RMIT Vietnam academic who will provide personal support, answer questions you may have based on the course materials and be available for syndicate groups in the period leading up to assessment.
Execute Your Plan for the Future Today

Study Timetable + Sample Calendar

Studying at RMIT Vietnam will provide you with the opportunity to manage the demands of work with those of the course. Designed to provide maximum access and flexibility, the program is a blend of intensive lectures, supported group work and international exchange. The face-to-face component of the MBA Executive program is delivered intensively with ongoing learning through online and other means.

- **Intensive course delivery**: 4 days / course, Friday to Monday, 8.30am to 8.30pm
- **Sequence of course**: 2 courses every 4 months (approximately)

The MBA Executive also offers a flexible learning experience in Melbourne, Ho Chi Minh City, Hanoi and online via RMIT’s online portal. Additionally, there are opportunities for overseas study tours and other intensive course deliveries, often combined with MBA Executive students from other RMIT campuses in the world.

## Sample Program Calendar (2013 - 2014)

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### LEGEND

1: Business in a Global Context
2: Leading People and Organisations
3: Accounting for Business Decision
4: Entrepreneurship and Venture Creation
5: Business Strategy
6: Financial Management
7: Marketing
8: Change and Innovation
9: Business Research Issues
10: Corporate Social Responsibility and the Law
11: Strategic Business Leadership

- **Weekday**
- **Weekend**

RMIT University Vietnam/Master of Business Administration (Executive)  [www.rmit.edu.vn/MBAE](http://www.rmit.edu.vn/MBAE)
Enrol and Advance Your Career

Academic Requirements

Applicants can enter in ONE of the following pathways:

» **Academic + Work Experience:** A bachelor degree in any discipline from a recognised tertiary institution and evidence of substantial, relevant work experience is required. Typically this will consist of at least five years of experience in a managerial position since the completion of your undergraduate degree.

» **Management + Work Experience:** Entry may be granted to applicants who do not have an undergraduate degree but can demonstrate their professional work experience and their capability to successfully undertake this program. Typically this will consist of at least 8-10 years of business experience, at least five of which must have been in a management role.

English Requirements

Non-native English applicants should have ONE of the following:

<table>
<thead>
<tr>
<th>Test Type</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>RMIT Vietnam English</td>
<td>Advanced Level (Level 7) *</td>
</tr>
<tr>
<td>TOEFL Paper-based</td>
<td>580+ (TWE 4.5+)</td>
</tr>
<tr>
<td>TOEFL Computer-based</td>
<td>233+ (TWE 4.5+)</td>
</tr>
<tr>
<td>TOEFL Internet-based</td>
<td>92+ (no band below 20)</td>
</tr>
<tr>
<td>IELTS</td>
<td>6.5+ (no band below 6.0)</td>
</tr>
</tbody>
</table>

Note: TOEFL and IELTS results are recognised for two years from the test date. RMIT English results are recognised for one year from the test date.

* RMIT has a number of English language programs:
  » English for IELTS
  » English for University

SCHOLARSHIP OPPORTUNITIES

RMIT Vietnam offers postgraduate scholarships annually to experienced and capable individuals. Interested candidates should review the application details provided on the RMIT Vietnam website www.rmit.edu.vn/postgraduate-scholarships or contact the Student Recruitment office.

Application Procedure

1. English language study or test undertaken
2. Application package submitted
3. Application reviewed
4. Candidate interview
5. Official Letter of Offer sent
6. Confirmation by applicant
7. Enrolment payment made
8. Confirmation of payment
9. Orientation
10. Course commences

Application Deadline

RMIT Vietnam operates three semesters per calendar year with two intakes per year in February and October for the MBAE program. Late applicants can be considered subject to space availability. Late fees will be applied.

<table>
<thead>
<tr>
<th>Intake in</th>
<th>Application deadline</th>
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<tbody>
<tr>
<td>February 2013</td>
<td>14 December 2012</td>
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<tr>
<td>October 2013</td>
<td>16 August 2013</td>
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</tbody>
</table>
CODE
MC 162

PROGRAM
Master of Business Administration (Executive)

DURATION   MODE
2 Years   Part time

LOCATION
Saigon South