

# Bachelor of Business

Program code BP343

Duration 3 years

Campus Saigon South,  
Hanoi City

Intakes February, June,  
October



## Build your own business degree with the Bachelor of Business at RMIT.

Are you ready for a degree that puts you in control, with the freedom to choose a path that you are most passionate about?

Choose from a suite of Majors and Minors to specialise in one or two chosen fields or broaden your knowledge across many. With a focus on developing your personal and professional capabilities, you will be in high demand once you enter the workforce.

The program curriculum is co-designed with industry to solve real-world problems and build up cross-disciplinary knowledge and skill sets needed by contemporary business. Graduates of this program will have a global mindset, digital agility and critical thinking abilities.

The Bachelor of Business allows you to do more than respond to the future, it allows you to create your own.

## Why study the new Bachelor of Business at RMIT?



### Real-world learning

Concentrate on solving real industry problems to build your portfolio of achievements and experience.



### Personalised course structure

Choose from our suite of majors and minors to specialise in your chosen field or broaden your knowledge across a range of fields.



### Co-designed with industry

Graduate with the highly sought-after skills and knowledge to think innovatively across disciplines and rewrite what's next.

## Program structure

RMIT's Bachelor of Business gives you a choice of Majors, Minors and electives. There are 288 credits (a maximum of 24 courses) in the program. You can choose on a spectrum from generalist (breadth) to specialist (depth). Majors are the primary focus of your study, whereas Minors are secondary areas of study that are typically more specialised. There shouldn't be any overlap between your Majors and Minors.

In your first year, you will complete 4 business foundation courses to give you the building blocks needed to succeed in your chosen business career path. Next, the direction you take is in your hands. You can choose up to two Majors or two Minors, or just focus on individual courses and electives that interest you most. In the final year, all students will undertake the compulsory Capstone Experience course.

YEAR 1	YEAR 2	YEAR 3
Business Foundation (4 requisite courses)	Up to 2 Majors (8 courses per Major)	Capstone Experience: Business Graduate Portfolio
	Up to 2 Minors (4 courses per Minor)	
	Business electives* and General electives**	

\* Business electives courses: choose any course from other Business majors or minors

\*\* General electives: choose any elective course from any program at RMIT

## Career outcomes

Depending on the majors, minors, and subjects you choose, the following roles may be suitable for you:

- Accountant, Actuary, Auditor, Economist, Financial Analyst, Financial Planner, Human Resource Professional, Investment Adviser, Legal Professional, Marketing Professional
- Digital Marketing Analyst, Logistics Analyst, Business Behaviourist, Digital Marketing Manager, Social Media Assistant, Transformation Manager, Community Manager (Public Relations), Ethical Sourcing/Procurement Manager
- Data Analyst, Pricing Analyst, HR Analytics Manager, Data Scientist, Growth Hacker
- Agile Coach, Logistics Analyst, Diversity and Inclusion Officer, Customer Success Specialist, Social Entrepreneur
- Digital Marketing Analyst, Social Media Specialist, User Experience (UX) Analyst, Digital Content Curator, Marketing Personalisation Specialist, Employee Experience (EX) Manager, Digital Capability Coordinator
- Corporate Strategist, Concept Designer, Corporate Development Analyst, Social Innovation Projects Manager, Enterprise Architect.

As a Bachelor of Business graduate, you will be prepared for jobs that are growing or yet to be defined. New occupations are emerging, often as the result of disruptions and megatrends, with high demand for specialised and hybrid skills and knowledge.

## Industry connections

This degree is closely integrated with industry and real-world problem solving as an integral part of the learning experience. We have partnered with key organisations in industry to help build what you will learn in your classes.



## What are Majors and Minors?

- A Major** (8 standard courses) is the primary focus of your study.
- A Minor** (4 standard courses) is a secondary focus of study that is typically more specialised. Minors are designed to complement your Major and give you well-rounded skills as a graduate.

## Choose from 9 Majors



### Blockchain Enabled Business

Ready to acquire the knowledge and skills you will need to apply and manage blockchain applications in public and private enterprises, through multi-disciplinary study.



### Business and Technology

Technology is completely changing the world of business. Learn how by studying topics such as cybersecurity, fintech, digital finance, managing digital teams and forensic accounting.



### Economics

Understand how businesses, people and governments interact locally and globally. Learn the necessary skills to tackle society's biggest challenges such as climate change, equality and poverty. Develop applied analytical expertise important to a variety of career paths.



### Finance

Enhance your analytical and problem-solving abilities and develop your understanding of financial principles.



### Global Business

Gain the skills to analyse and interpret the complex operations of global organisations, international trade and business relationships.



### Innovation and Enterprise

Be prepared to innovate and create the business of tomorrow. Study subjects that develop your professional capabilities and your business acumen via learning that intersects industry with technology.



### Logistics and Supply Chain

Explore procurement and global sourcing, warehousing, freight and distribution, business operations, digital supply chain and sustainability, circular economy issues, analytics and the management of human and physical resources.



### Management and Change

Be a leader. Build skills in strategic thinking, people and organisational management and problem solving to be a force for change in business. Learn to deal with complex issues, lead teams and make applicable business decisions across a variety of organisational structures.



### People and Organisation

Focus on developing strategies to manage people and construct workplace arrangements that respond to organisational and human needs.

## Choose from 14 Minors

- Accounting for Managers
- Blockchain Enabled Business
- Business and Technology
- Cybersecurity
- Digital Marketing
- Economics
- Entrepreneurship
- Finance
- Global Business
- Innovation and Enterprise
- Logistics and Supply Chain
- Management and Change
- People and Organisation
- Tourism and Hospitality



Learn more about the program

[bit.ly/RMITBBus](https://bit.ly/RMITBBus)



Discover the majors and minors in details

[bit.ly/RMITBBusMajorsandMinors](https://bit.ly/RMITBBusMajorsandMinors)

## Entry requirements

### Academic requirements

- Vietnamese high school graduation diploma with a minimum GPA of 7.0/10.0 for Grade 12

You can also gain entry to this program from the UniSTART Academic program.



Academic requirement with other international qualifications

[bit.ly/Rmitcountryequivalency](https://bit.ly/Rmitcountryequivalency)



Recognised qualifications for English requirements

[bit.ly/Rmitrecognisedqualifications](https://bit.ly/Rmitrecognisedqualifications)

### English requirements

Successfully complete RMIT Vietnam English Advanced or complete one of the following English proficiency tests:

- IELTS (Academic) 6.5+ (no band below 6.0)
- TOEFL iBT 79+ (with minimum score of 13 in Reading, 12 in Listening, 18 in Speaking and 21 in Writing)
- Pearson Test of English (Academic) 58+ (no communication band below 50)
- C1 Advanced (formerly known as Cambridge English: Advanced (CAE)) or C2 Proficiency (formerly known as Cambridge English: Proficiency (CPE)) 176 (no less than 169 in any component)

**Note:** Previous study and proficiency tests are recognised for two years from the completion date or test date to the program commencement date unless stated otherwise.

## CONTACT US

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Information correct at time of printing. This publication is intended as a general guide. RMIT University Vietnam reserves the right to alter any program or admission requirements, and availability of courses. For the most up-to-date program information, please visit [www.rmit.edu.vn](http://www.rmit.edu.vn).

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