Postgraduate business programs

Master of Business Administration
Executive Master of Business Administration
Master of International Business
Graduate Certificate in Business Startups
PhD (Business or Management)

Gain an internationally recognised qualification, fast-track your career, and expand your business networks.
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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 refer to the RMIT Vietnam website.
Visit www.rmit.edu.vn.
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RMIT University Vietnam is committed to transforming the future through education and research that make a difference.

The RMIT Asia Graduate Centre contributes to this mission by developing and delivering benchmark postgraduate programs that meet the needs of the business, industry, government and corporate sectors. Our students have the opportunity to work with industry experts, visiting professors, and innovative researchers.

As the first international university to establish a campus in Vietnam, RMIT understands the local market and the rapid changes that are taking place both locally and globally.

Our postgraduate business programs, the MBA, EMBA, MIB and PhD, offer quality, flexibility and diversity, and will establish you as a global leader and strategic thinker who can solve real problems in a business environment.

The RMIT Asia Graduate Centre is your key to the future - unlock your leadership potential and make your mark with an internationally recognised qualification from RMIT University Vietnam.

Our highly reputable postgraduate business programs are well-established in Vietnam:

- Master of Business Administration - MBA
- Executive Master of Business Administration - EMBA
- Master of International Business - MIB
- Graduate Certificate in Business Startups
- Doctor of Philosophy - PhD (Business or Management)

The Centre provides leadership in the fields of research, consultancy and governance in Vietnam and Southeast Asia.
With flexible delivery modes, opportunities for international study, and courses that integrate seamlessly, our postgraduate programs can be tailored to meet your individual needs.

We understand that your time is valuable: Our programs are designed so you can fast-track your career while maintaining your work-life-study balance.

You can choose to study between one and four courses each semester.

You also have the option of studying EMBA or MIB courses in Hanoi or HCMC, depending on your schedule.

Short courses overseas are another way RMIT offers flexibility and accelerated study, see pages 10 to 13.

Our programs are designed to meet the changing needs of business in Vietnam, so you can be assured that what you learn is relevant to working in the real world.

Employers increasingly expect executive staff to have postgraduate qualifications, and by studying an MBA, EMBA, MIB or PhD you’re making a long-term investment in your career development – an investment that will help you excel in leadership roles in any industry.

Your career prospects are also enhanced by our program content and teaching methods which combine to help you develop the critical and creative problem-solving skills needed to succeed in today’s fast-paced business climate. Our teaching is informed by industry experts from Vietnam and overseas, ensuring that what you learn is also practical, relevant and up-to-date. Our students participate in industry based, practical learning, which includes working on real-world projects and scenarios.

Our programs also offer an unparalleled opportunity for students to build their network through our programs, events, and industry connections. Our students work alongside leading business professionals from a variety of industries, countries, and backgrounds sharing experiences in class, connecting through project work, and engaging with industry experts through coursework and events.

The program connected me to a network of international students who I have been able to learn from and I still truly call friends.

Tran Huu Minh
Alumni, EMBA
Senior Director, Microsoft Asia Pacific & Japan
SPORTS & RECREATION

Our Saigon South campus offers sports and recreation facilities to help you stay fit and active while studying.

Facilities include:
- Gym
- Tennis courts
- Personal trainer
- Indoor sports hall equipped for activities including basketball, volleyball, badminton, futsal, and handball
- Outdoor sports fields

At our Hanoi City campus, you have access to a brand new gym with the latest sports and training equipment.

LIBRARY RESOURCES

RMIT’s libraries in Saigon South and Hanoi provide access to over 300,000 books, periodicals, e-books and e-journals. Our students also have online access to RMIT’s extensive library in Australia.

EXCLUSIVE LOUNGES

To give our Executive MBA students a quiet place to meet, study or just relax, we have an exclusive EMBA lounge at our Saigon South campus and a postgraduate lounge in Hanoi. These spaces are perfect for group meetings, independent work or just to take time out.

FINANCIAL TRADING LAB

Our Financial Trading Lab is a state-of-the-art classroom facility that replicates a real-world trading room using software that enables students to find and analyse real-time information, and learn the processes and tools currently used in business and banking.

Our postgraduate students are invited to join our award-winning employability and personal skills development workshops and online activities. You can build a digital portfolio to boost your current CV, and discover techniques for lifelong learning.

A DIVERSE COMMUNITY

RMIT’s postgraduate students come from a variety of cultural and professional backgrounds.

This helps expose you to a truly global learning experience, and allows you to build your international networks.

Our students bring unique values, skills and experience to the classroom.

TOP 15 GLOBALLY FOR GRADUATE EMPLOYABILITY

*2018 QS Graduate Employability Rankings

- IT & Electronics
- Education
- Finance & Banking
- Construction
- Hospitality & Tourism

Our graduates are employed in a variety of professions:

- IT & Electronics
- Education
- Finance & Banking
- Construction
- Hospitality & Tourism

RMIT Vietnam graduates rank very highly for employability, for example our EMBA graduates have an employment rate of 92%.

This is the same ranking as graduates who have studied in Australia, where the overall employment rate for business and management postgraduates in 2016 was 92.9%.

Australian survey data show that postgraduates continue to succeed over time, so studying an MBA, EMBA, or MIB is an investment in the future. For example, further study leads to improved salary outcomes in addition to improved employment outcomes.
OVERSEAS STUDY OPPORTUNITIES

RMIT University Vietnam offers you the opportunity to enhance your MBA, EMBA or MIB program by completing part of your study overseas.

STUDY IN THE US

RMIT students enrolled in the MBA or MIB now have the opportunity to study California State University’s Accelerated Certificate Program, which will count as credit towards your RMIT qualification.

Accelerated Certificates:
- International Finance
- International Marketing
- International Business Strategy
- International Trade & Supply Chain Management.

GLOBAL EXPERIENCES

RMIT’s Global Experiences program allows you to spend one or two semesters abroad studying at one of our 200 partner institutions around the world. This gives you the opportunity to immerse yourself in another culture, and network with professionals from around the world.

You remain enrolled at RMIT Vietnam while you are away and continue to pay your usual tuition fees at the Vietnamese rate.

As a postgraduate student enrolled in the MBA, MIB, or EMBA you can study business short courses (one to four weeks) in Denmark, Germany, Hungary and Singapore. Your global study experience includes a range of activities such as visits to leading universities, factory tours, lectures by eminent scholars, and trips to historical and cultural landmarks.

STUDY AT RMIT MELBOURNE

Programs from RMIT University Vietnam are equivalent to those offered at RMIT Melbourne, so if you do want to study just one intensive course in Australia, or stay for one or more semesters, you can do so without disruption to your studies.

Our cross-campus program is designed to ensure a smooth transition, and you can still pay tuition fees at the Vietnamese rate. Alternatively, you can transfer to Melbourne to complete your program and pay fees directly to RMIT Melbourne.

STUDY TOUR TO SINGAPORE

The Singapore Study Tour is an immersive one week tour which is taken as part of the Asian Management Issues elective. You are accompanied by RMIT academics, and your group study experience includes presentations, guest speakers and input sessions, alongside business, historic and cultural visits that provide a real-world context for management issues in Asia.

- Intensive one week study
- Complete the required assessment
- Successful completion counts towards academic credit in your program.

For me, three adjectives describe the Singapore study tour: informative, intriguing and enthusiastic. It had a smart course structure of assignments and activities. What I loved the most were the company trips to Microsoft and Facebook, where we got the real-world experience of what the workplaces of market leaders look like.

We learned about the history of Singapore - and alongside the sparkling view of the city, we discovered drawbacks such as the income gap and rigid laws. I was able to make some significant comparisons between Singapore and Vietnam; there is a lot that Vietnam can learn from Singapore, however Vietnam’s potential was clear. Despite the superior development of Singapore, I will stay in Vietnam and contribute to my beloved fatherland.

Vo Dang Ai Khang
MIB student (current)
Germany
EBS BUSINESS SCHOOL

Set in a stunning historical region near the Middle Rhine Valley, a UNESCO World Heritage Site, the EBS Business School offers three-week programs that explore business and leadership in a European context. As a recognition of quality, the EBS Master of Management was ranked 12th in the world by Financial Times in 2016. The courses also include social and sightseeing activities, and sample corporate visits include the German Stock Exchange in Frankfurt, the Audi manufacturing plant, and the European Council in Strasbourg, France.

Hungary
ESSCA BUSINESS SCHOOL

ESSCA Business School is a top-level business school in the historic city of Budapest. The city is located on the river Danube; admiring the views and historic buildings on the river embankments are ‘must-dos’ in Budapest. Combining a trip to this magnificent city with study at ESSCA is an unforgettable experience.

Denmark
AARHUS UNIVERSITY

Denmark has a rich, well-preserved cultural heritage, and high education standards - it is one of only 77 universities globally that are triple crown accredited. Aarhus University welcomes students from around the world, and offers courses that range in length from two to four weeks. Aarhus is a young, fun and vibrant student city, with safe, open spaces, six museums and a botanical gardens. It promotes a Scandinavian study style: analytical approach, group work and faculty-student interaction.

Hungary
ESSCA BUSINESS SCHOOL

ESSCA’s mission is to equip students and managers with the skills for a successful and sustainable career, while taking into account the human and social dimensions of a globalised world. It is also one of only 77 universities globally that are triple crown accredited.
WHICH PROGRAM FOR YOU?

**MBA**
Designed for recent graduates who have a degree in any discipline.

**EMBA**
Ideal for students with limited work experience, but who have managerial aspirations.

**MIB**
Build your global network, and boost employability.

**PhD**
An executive-level qualification for business leaders.

**GRADUATE CERTIFICATE IN BUSINESS STARTUPS**
Realise the potential of your entrepreneurial spirit.

Flexible delivery modes apply to all programs.

The RMIT Asia Graduate Centre has strong links to industry which ensure that our programs and students are closely connected to business, government and corporate sectors.

Our recently introduced internship course works hand-in-hand with industry to place students in internships; this allows our graduates to narrow the gap between study and employment and ensure readiness to hit the ground running in the business world.

Complementing these connections, some of our courses, such as Business Consulting, also give students the opportunity to work directly with industry by finding solutions to real-world business problems.

In addition, as a Titanium sponsor, RMIT and the Asia Graduate Centre are also closely involved with the Australian Chamber of Commerce. As part of this close partnership with the Asia Graduate Centre, the Australian Chamber of Commerce offers our EMBA students a discounted annual membership that provides a strong link between students and an extensive network of alumni and industry connections. Through this partnership we are also able to facilitate direct engagement with industry, such as offering access to site visits and corporate events.

Completing our strong connection to industry is the KPMG - RMIT Centre for Governance. This partnership sees KPMG and RMIT publish joint research, encourage dialogue and debate at networking events and harness the knowledge of students and academics from RMIT. The Centre also taps into KPMG’s international network of member firms to work on specific goal projects.

"Working with RMIT, I was very impressed with their amazing, professional and dynamic team.Partnering with RMIT also gave us a good chance to raise our image and visibility, and develop career opportunities for students and alumni.

RMIT equips its students with practical knowledge and the required soft skills, which helps students to adapt faster to the changing working environment, as well as meeting performance expectations. Prudential Vietnam Assurance is proud to be a long-term partner with RMIT Vietnam."

Ms. Pham Ha Ngoc Diep
HR Communication & Communities Manager
Prudential Vietnam Assurance
Join the next generation of managers - RMIT’s Master of Business Administration (MBA) equips you with the knowledge and skills required to take on a leadership role in any organisation.

Our MBA is designed for recent graduates who want to upskill and fast-track a career in business. The MBA is an internationally recognised qualification, and RMIT’s program received a Tier One ranking in CEO Magazine’s 2017 global survey.

RMIT has highly regarded links to industry, and you will experience practical learning that prepares you to be an effective manager in Vietnam’s increasingly globalised business environment.

Programs from RMIT University Vietnam are equivalent to those offered at RMIT Melbourne, so if you do want to study in Australia for one or more semesters, you can do so without disruption to your studies. Our exchange program is designed to ensure a smooth transition, and you can still pay tuition fees at Vietnamese rates.

The MBA has developed my skills significantly in my consulting career, and also equipped me with the knowledge to boost my business. I graduated from Ho Chi Minh City University of Law and after working with a professional law firm I was really keen to broaden my knowledge in businesses and management, in order to provide better customer service.

With this in mind, I decided to apply for an MBA degree with an Australian university and chose RMIT. I am very impressed and pleased with all the valuable knowledge that I have learned from the dedicated professors and my fellow classmates.

Through this MBA, I can apply knowledge of international business management practices and standards, and specifically Australian businesses, into the operations of local enterprises. This gives me a broader understanding of the differences in business practices among various nations, and the flexibility of management in different environments.

A career high

Huynh Thi Bich Ngoc
Alumni, MBA

CAREER OPPORTUNITIES

Make the most of your MBA in an increasingly diverse job market: RMIT’s MBA prepares you for contemporary management in Vietnam and overseas. Our graduates have been offered work in small businesses, medium-sized companies and global corporations. Find management opportunities in any industry, including:

- Finance and commerce
- Computing and IT
- Marketing and advertising
- Media and communications
- Textiles
- Agriculture
- Trade and imports/exports
- Tourism and hospitality
- Training and education
- Research.

PROGRAM STRUCTURE

The MBA is a flexible degree that can be taken over one year in full-time accelerated mode, or as part-time study while you work.

9 CORE COURSES

- Design Thinking for Business
- Leadership and Management
- Marketing for Managers
- Financial Analytics for Managerial Decisions
- Management of Technology and Innovation
- Business Operations Management
- Managerial Finance
- Business Research Design
- Strategy

2 CHOOSE ELECTIVES

- Asian-Management Issues
- Business and Economic Analysis
- MBA Research Project
- Corporate Governance and Regulation
- Postgraduate Internship

1 CAPSTONE

- Business Consulting

* This is just a sample of electives in the program

ACADEMIC ENTRY REQUIREMENTS

- A bachelor degree in business (or a related discipline). If you graduated from a non-business degree, or do not hold a bachelor degree but have 8-10 years’ work experience, please contact us for pathway solutions.

Note: An interview with the Program Manager or Head of Postgraduate Programs may also be requested. See page 33 for English requirements. *Entry may be subject to meeting minimum GPA requirements.
The EMBA is a fantastic addition to my skillset, and has created far greater depth to my previous operating knowledge. Whilst running a financial advice business back in Australia I was very keen to improve my educational qualifications. I found out about RMIT University Vietnam where I could obtain the same Australian EMBA degree in half the time, and at around half the price.

Study in Vietnam has been a truly remarkable experience, way beyond my expectations. The South Saigon campus is aesthetically beautiful and a fantastic learning environment. Not only have I learnt so much from the lecturers and staff but also from fellow students. Completing group assignments has taught me so much about achieving great results within a team environment, both as a leader and as a participant.

I have been so impressed with the learning environment that I have begun a second Master’s degree, the Master of International Business.

Mr Adrian Boyd
Alumni, EMBA and MIB
Superannuation, Investment, Insurance & SMSF Advisor,
CCF Financial Advisors, Australia

RMIT’s EMBA gives you the edge as you take your career to the next level. Graduates will be able to demonstrate advanced business knowledge and tackle strategic challenges in any organisation.

You will develop key skills in the areas of:
- Executive leadership
- Entrepreneurial and strategic thinking
- Effective communication
- Ethical judgement
- Innovation and advanced problem-solving
- The capacity to transform business processes.

RMIT’s EMBA includes distinctive elements in design thinking, management of technology and innovation strategy and consulting, which differentiates it from competitors. The program content is informed by industry experts from Vietnam and overseas, so you will further develop your international business outlook, while also examining issues that are relevant to our region.

RMIT’s EMBA was the highest ranked Australian program in CEO Magazine’s 2017 global survey, receiving a Tier One ranking. We recognise that your time is valuable; we offer:
- Flexible study options to suit your life and work commitments
- Study and travel - Gain academic credit with an overseas study tour or short course, and fast-track your degree.

Upskilling is the key to success in an increasingly competitive business environment, and RMIT’s Executive Master of Business Administration is specifically designed to meet the changing needs of industry professionals.

You can gain an internationally recognised qualification, fast-track your career, and increase your business networks while you continue working.

RMIT’s EMBA includes distinctive elements in design thinking, management of technology and innovation strategy and consulting, which differentiates it from competitors. The program content is informed by industry experts from Vietnam and overseas, so you will further develop your international business outlook, while also examining issues that are relevant to our region.

RMIT’s EMBA was the highest ranked Australian program in CEO Magazine’s 2017 global survey, receiving a Tier One ranking.

We recognise that your time is valuable; we offer:
- Flexible study options to suit your life and work commitments
- Study and travel - Gain academic credit with an overseas study tour or short course, and fast-track your degree.

Programs from RMIT University Vietnam are equivalent to those offered at RMIT Melbourne, so you will receive an Australian degree without having to relocate.
RMIT’s Master of International Business (MIB) gives you a competitive edge and prepares you for the challenges of leadership in our increasingly globalised world.

There is increasing demand for skilled managers who can do business on an international scale, and recent investment in Vietnam put us at the forefront of economic growth in our region. This is reflected in the MIB, and our partnerships with industry also provide hands-on experience and ensures the program content is relevant to current issues, trends, and innovations.

Our lecturers are highly qualified and have broad experience of global issues, and you will experience practical learning that equips you with the knowledge and skills to work across borders. Studying the MIB also improves your cross-cultural communication skills, and you will be confident to negotiate in English with all levels of management.

Opportunities to study abroad take your international learning experience to the next-level. We offer short courses and intensive study options with partner universities in Denmark, France, and Germany, and study tours to Singapore. Programs from RMIT University Vietnam are equivalent to those offered at RMIT Melbourne, so if you do want to study in Australia for one or more semesters, you can do so without disruption to your studies.

“Studying the MIB at RMIT University Vietnam gave me a kick-start in my current career. It was only a short time between graduating and receiving an International sales position. The business environment today is extremely competitive, and to find your dream job you must really stand out, or niche yourself. I strongly believe that achieving an MIB at RMIT University Vietnam made me more attractive to the job market. As I come from Sweden and have been living abroad, I already had a good grasp of business in the European region, and learning in Vietnam further developed my global outlook. At RMIT I enjoyed working with students from many different countries. In order to truly become global I highly recommend pushing yourself into new challenges. This is essential in order to continue to learn and grow. Living and studying in Vietnam is an experience that I would highly recommend.”

Axel Aversund
Alumni, MIB
International Sales Representative

CAREER OPPORTUNITIES

Our graduates find work in multinational corporations, joint ventures, government, financial institutions, law firms, NGOs, consulting firms, manufacturers, and more. Some of the most common positions available in the field of international business are:

- Import/export agent
- Foreign policy advisor
- International business development manager
- International investment and operations manager
- International management consultant

- International marketing/media/advertising manager
- International mergers and acquisitions specialist
- Multinational manager
- Trade and customs manager

PROGRAM STRUCTURE

9 CORE COURSES

- Contemporary Issues in International Management
- Accounting for Sustainable Management
- Marketing for Managers
- Business and Economic Analysis
- Sustainable International Business Futures
- Managing Across Cultures
- International Logistics
- International Strategy
- Business Research Design

3 CHOOSE ELECTIVES

- Leadership and Management
- Business Consulting
- Management of Technology & Innovation
- Managerial Finance
- Asian-Management Issues
- Business Operations Management
- Corporate Governance and Regulation
- MIB Research Project

*This is just a sample of electives in the program

ACADEMIC ENTRY REQUIREMENTS

- A bachelor degree in business (or a related discipline).

If you graduated from a non-business degree, or do not hold a bachelor degree but have a minimum of five years work experience, please contact us for pathway solutions.

Note: An interview with the Program Manager or Head of Postgraduate Programs may also be requested. See page 33 for English requirements. *Entry may be subject to meeting minimum GPA requirements.
GRADUATE CERTIFICATE IN BUSINESS STARTUPS

PROGRAM CODE GC 162
DURATION Part-time 1 or more years
LOCATION Saigon South

If you want more than a career, then join us to make a positive contribution, launch your hidden talent, and start your own venture.

The Graduate Certificate in Business Startups provides students with the knowledge to understand the process, challenges, risks and rewards of starting up a new venture, and equips them with the tools required to start their businesses and increase their chances of successfully raising money for a startup.

Students will learn about the progression of new venture creation through a series of collaborative and authentic learning experiences, from developing an idea for a new business, to creating a professional-level business plan and investor presentation, and presenting the business plan to a panel of investor judges.

A GRADUATE CERTIFICATE is located at level 8 of the Australian Qualifications Framework (AQF), and courses may be used as academic credit towards electives in the EMBA, MBA, or MIB.

CAREER OPPORTUNITIES

A Graduate Certificate in Business Startups prepares graduates to take on business development opportunities in numerous industry segments, including:

- Information and Communications Technology (ICT) startups
- Retail and merchandising
- Tourism, culture and hospitality
- Transportation and shipping
- Franchising
- Economics and finance
- Consulting
- Health, leisure and recreation
- Sustainable business/development.

PROGRAM STRUCTURE

4 COURSES

- Entrepreneurial Management - From Idea to Business Model
- Entrepreneurial Management - Validating Business Models
- Entrepreneurial Management - Financial Analysis and Investment
- Entrepreneurial Management – Venture Capital Investment Strategies

Courses are conducted through a hybrid method of online and classroom learning. Students benefit from the real-life experience of developing business plans, interacting with industry experts and local startup companies, and pitching ideas to venture capitalists and investors.

ACADEMIC ENTRY REQUIREMENTS

A bachelor degree in any discipline with a GPA of 2.0 (out of 4.0), or other equivalent work experience.

Applicants who have completed studies or have partially completed a similar program at another institution (with entry criteria similar to this program) may be accepted with some credits being granted towards the program.

See page 33 for English requirements.
At RMIT you’ll learn from experts working at the forefront of their fields.

The RMIT Asia Graduate Centre faculty is comprised of dedicated full-time academics and visiting professors with extensive global experience across the corporate, government and academic sectors.

Our students have face-to-face and online access to these leading professionals for the duration of their program, and are supported every step of the way.

Many courses have students engaging in unique computer simulated activities, to illustrate various aspects of business theory. Students then put theory into practice through relevant and engaging learning experiences and practical projects.

All our teaching staff in the Centre have PhDs (doctoral degrees) which means you will be learning from academics who are at the forefront of research and business development. Examples of research areas include business ethics, organisational development, leadership, and entrepreneurship. Research findings are then used to inform our teaching, so you will get a first-hand insight into current business practices.

**LEARN FROM OUR EXPERT STAFF**

**VICTOR KANE**
Head of Department
EMBA Program Lead
Associate Professor
BA, MS, PhD
United States

Dr Kane has taught at a number of universities in the US over the past 20 years, and was a visiting professor in the Graduate School of Business at Konkuk University in Seoul, Korea from 2008-2010. He has held a number of key positions in the business sector, and brings valuable industry experience and research skills into the classroom.

“My primary area of research is in corporate social responsibility (CSR) and how this varies from country-to-country and region-to-region. As a global university, RMIT Vietnam is in a unique position to teach business students how globalisation is impacting business and how CSR / sustainability is now a strategic imperative.”

**ROBERT MCCLELLAND**
Associate Professor
BSc, MSc, DMS, PhD
United Kingdom

Dr McClelland was tenured for over 40 years at Liverpool John Moores University, UK, and has taught at university business schools in the UK, and Southeast Asia. He was also a visiting professor at the Economics University Ostrava in the Czech Republic, Doctoral Programs in NIDA, and Ramkhamhaeng Universities in Bangkok, Thailand, and also Shanghai University, China. He has held a number of key positions in the business sector, including Director of his own market research company.

“My primary area of research is in health research, statistical consultancy, survey work and qualitative evaluations. I am a qualified Coach and Mentor, Fellow of Institute of Statisticians (UK) and qualified analytical chemist (MChe Chemical Analysis)”

**STEVEN CLARKE**
MBA Program Lead
Lecturer
BSc, MBA, PhD
United States

Dr Clarke has extensive experience in the world of international business. He has worked in senior management in large corporations, including Senior Country Manager (China) with The Global Management Group, and President of Freesia Development, consulting for small, medium and large companies on how to enter new Asian markets and startup new ventures.

“Have the courage to follow your heart and intuition. They somehow know what you truly want to become.” Steve Jobs. Your business is more than your workplace, it is your empathy, dedication, and diligence. Pursue your vision, not the money, the money will follow.”

**MATTHEW MCDONALD**
MIB Program Lead
Senior Lecturer
BA, BAppSci (Hons), PhD
Australia

Dr McDonald is a Chartered Psychologist with the British Psychological Society. He has taught at the University of New South Wales, Sydney, Assumption University, Bangkok, and Roehampton University, London. His research interests are in the areas of social psychology, management, and philosophy.

“I have been conducting research on leadership, learning and development on organisations in Vietnam for the last 2-years and this directly informs my teaching.”

**GARY OLIPHANT**
Associate Professor
BA, MEd, MBA, PhD
United States

Dr Oliphant is a business person and entrepreneur turned educator. He has worked in the government, private industry and owned several different companies. In academia, he has been the Director for the Joseph C. Prince Entrepreneurship Program and served as the Chair of the Decision and Information Science Department at Stetson University and has had the opportunity to teach in many different venues around the world.

“I believe in hands-on, applied projects and experiential learning methods in my courses. My focus is creating a community that connects emerging and established entrepreneurs to resources and opportunities that accelerates their path to sustainable revenue and growth.”
Phil Smith holds an MBA and PhD in International Business from Charles Sturt University, Australia. Phil’s primary research interests are in cross-cultural management and culturally based leadership models, and he has taught courses in business, marketing and communications in Australia, China and Vietnam.

Phil has extensive industry experience in telecommunications, information technology, human resources, marketing and customer service.

“My industry experience is in telecommunications, information technology, human resources, marketing and customer service.”

Dr Shaghayegh Maleki Far graduated from Universiti Teknologi Malaysia (UTM) in 2015 with PhD in Management (specialisation: Logistics & Supply Chain Management). Also, she has been recognised as Professional Engineer (Industrial) by Engineers Australia since October 2016. As a lecturer with the background of practicing Industrial Engineer and MBA, she was involved in carrying out different projects and research in Iran, Malaysia, and Vietnam.

“My primary area of research is Operations Management and Logistics and SCM issues in SMEs and large firms of developing countries. As a global university, RMIT University Vietnam is in a unique position to teach business students how business operations and their management are critical and vital in the current turbulent and competitive marketplace.”

Dr Reza Akbari graduated from Victoria University in Australia with Doctorate in Business Administration (DBA), in Logistics and Supply Chain Management. Before joining RMIT University in Vietnam, Reza worked for Victoria University, Asia Pacific International College (APIC), and Australian Institute of Business (AIB). In addition, Reza has worked internationally in Australia, Malaysia, Iran, and Vietnam.

“My research interests include a broad range of disciplines including: logistics and supply chain management, sustainable development, operations management, strategic outsourcing, project management and business process reengineering (BPR).”

RMIT Asia Graduate Centre academics teaching in our programs are all PhD qualified and actively engaged in research. RMIT academic research is at the cutting-edge of contemporary business issues, with a focus on the local and international business environment. Their research is frequently presented at international conferences and published in peer reviewed academic journals and books.

Research topics include areas relevant to business in Vietnam and internationally, such as the internationalisation of companies, the Vietnamese economy and macroeconomic environment, free trade agreements, large and SME organisations in Vietnam, human resources development in Vietnam, and mentoring female leaders in Vietnam.

RMIT researchers become experts in their area, and RMIT PhD program provides you with the support of a group of experienced and trained research supervisors who will help you to develop the research skills and knowledge needed to maximise your potential. The programs are run by the School of Business & Management at RMIT University Vietnam and the Graduate School of Business & Law at RMIT in Melbourne, Australia.

RMIT admits applicants on the basis of their demonstrated capacity to conduct independent research. For further information regarding the PhD Program at RMIT Vietnam, please visit our website or contact phd.enquiries@rmit.edu.vn
COURSE DESCRIPTIONS

MBA

DESIGN THINKING FOR BUSINESS
Learn how to apply design thinking principles and techniques to develop more effective, more systemic and more sustainable business decisions.

FINANCIAL ANALYTICS FOR MANAGERIAL DECISIONS
Gain an understanding of accounting principles and techniques. You will learn to prepare, read and analyse financial statements, and assess the performance and financial strength of an organisation using accounting information.

MANAGEMENT OF TECHNOLOGY & INNOVATION
Examine the capabilities required of managers to apply innovation and technology management strategies and techniques to enhance ethical decision-making and sustainable business performance.

STRATEGY
Explore the strategic management process including tools and techniques for analysis, strategy formulation and implementation, business plan preparation, and resource management for achieving sustainable business in local and global environments.

BUSINESS RESEARCH DESIGN
Learn to explore, analyse and design options to address complex and ambiguous business problems. You will develop skills to undertake focused business research, to examine issues from multiple perspectives, and to develop innovative solutions.

ACCOUNTING FOR BUSINESS DECISIONS
Gain an understanding of the fundamentals of accounting in the financial decision-making process. You will examine accounting recording and reporting and learn about key measures of financial performance, budgets and cash flow analysis.

CREATING BUSINESS STRATEGIES
Increase your capability to analyse a business strategy the integration of the various functional areas of the business enterprise, including marketing, finance, accounting, human resource management, and operations management. You’ll cover the strategic management process, tools and techniques of strategic analysis, strategy formulation and implementation, and explore the importance of business ethics in achieving organisational goals.

FINANCIAL MANAGEMENT
To make effective decisions, corporate managers must understand the markets in which organisations operate, what investments should be made, how investments should be financed, and what dividend policy a firm should take. You will examine financial markets and key financial tools used in managing organisations.

MARKETING
Strengthen your knowledge of marketing functions, tools, techniques and processes to achieve optimal organisational outcomes. Draws on student experience as managers in industry, and emphasises the importance of marketing management in a business context. Areas covered include statistics, market research, brand management, ethics, pricing, segmentation and strategy.

MANAGING BUSINESS OPERATIONS
Learn how to effectively listen, negotiate and create value for business stakeholders. You will learn research principles and methods to develop ethical and sustainable solutions for problems and issues in contemporary business operations.

BUSINESS RESEARCH DESIGN
Learn to explore, analyse and design options to address complex and ambiguous business problems. You will develop skills to undertake focused business research, to examine issues from multiple perspectives, and to develop innovative solutions.

MANAGING TECHNOLOGY AND INNOVATION STRATEGY
Learn to develop and apply strategic innovation and technology management to promote sustainable business performance, research and design solutions to enhance decision making, and effectively lead and manage innovation at an executive level.

EMBA

DESIGN THINKING FOR BUSINESS
Learn how to apply design thinking principles and techniques to local and international business, and examine how the tools of business design can be employed across the disciplines to develop more effective, more systemic and more sustainable business decisions.

LEADING PEOPLE AND ORGANISATIONS
Develop leadership capacities to improve performance of organizations and apply leadership concepts and practices to a range of organisational settings. You will devise and design solutions to problems which commonly face managerial leaders by applying theoretical frameworks and research findings.

CONTEMPORARY ISSUES IN INTERNATIONAL MANAGEMENT
Review, critically consider and discuss a variety of contemporary issues in international management. You will explore multinational management, comparative management and the effect of a globalised world economy on competition between firms and nations.

ACCOUNTING FOR SUSTAINABLE MANAGEMENT
Develop specialised knowledge and skills in sustainable management. You will gain up-to-date insight into sustainability and corporate responsibility reporting and control mechanisms that an organisation can put in place to reduce its negative impacts and increase its positive impacts on both the environment and society.

MIB

MARKETING FOR MANAGERS
Develop an understanding of the marketing function, observe current marketing practice and examine key issues currently challenging the profession. Understand and use marketing tools, techniques and processes towards better organisational outcomes.

BUSINESS OPERATIONS MANAGEMENT
Learn how to manage business operations holistically, combining marketing, capacity, procurement and management decisions through a real or simulated business context.

MANAGERIAL FINANCE
Learn core financial concepts, develop a framework for analysing a firm’s investment and financing decisions, and examine financial markets and the key financial tools used in managing organisations.

MANAGING BUSINESS OPERATIONS
Develop the skills and knowledge needed by executive leaders to design and research strategic project briefs to meet clients’ needs - both internal and external. You will also reflect on the progression of your career, identifying actions required to achieve your career goals. Course provides a capstone experience by which you have the opportunity to integrate, critically reflect on and consolidate what you have learned in the program.

EXECUTIVE CONSULTING
Develop the skills and knowledge needed by executive leaders to design and research strategic project briefs to meet clients’ needs - both internal and external. You will also reflect on the progression of your career, identifying actions required to achieve your career goals. Course provides a capstone experience by which you have the opportunity to integrate, critically reflect on and consolidate what you have learned in the program.
SUSTAINABLE INTERNATIONAL BUSINESS FUTURES
Gain the knowledge and skills required to understand and critique existing international business practices and to develop options for international business futures with a focus on social, economic and ecological sustainability.

MANAGING ACROSS CULTURES
Explore the issues involved in managing in different cultural and institutional environments. You’ll look at the challenges facing international managers whilst developing global understanding and global management skills within the context of cultural, organisational and situational environments.

INTERNATIONAL LOGISTICS
Explore the changing face of international logistics in the 21st Century. You’ll look at global sourcing and trade and the growing strategic importance of global outsourcing and the various transport and logistical infrastructure facilities and processes. You will also examine the international trade regulatory environment and its impact on global logistical issues.

INTERNATIONAL STRATEGY
Be exposed to strategic analysis and viewpoints on issues that concern an organisation as a whole, taking an international perspective. Draws on and integrates concepts from other courses which focus on specific areas of managing a business including marketing, finance, accounting, human resource management, and operations management. Create a strategic plan that recognises the importance of involving staff in the strategy process and that incorporates thought with action.

BUSINESS RESEARCH DESIGN
Learn to explore, analyse and design options to address complex and ambiguous business problems. You will develop skills to undertake focused business research, to examine issues from multiple perspectives, and to develop innovative solutions that will be sustainable in broad social, economic and ecological terms.

ELECTIVES*

ASIAN-MANAGEMENT ISSUES (MBA, EMBA, MIB)
Join the inbound tour with fellow students from Melbourne for an opportunity to explore contemporary management issues in Vietnam. This course will provide students with an in-depth perspective on cultural and business issues and opportunities unique to Asia.

CORPORATE GOVERNANCE AND REGULATION (MBA, EMBA, MIB)
Provides an introduction to corporate governance and corporate law and the duties of directors and managers in managing the enterprise. Understand management’s responsibilities to key stakeholders including employees, shareholders, customers, and society.

MBA/MIB RESEARCH PROJECT
This Work Integrated Learning (WIL) course allows you to investigate a business issue of your choice. Complete a research project that requires you to think critically and creatively using the tools and knowledge accrued from previous coursework.

POSTGRADUATE INTERNSHIP
Apply the knowledge and skills that you have acquired through your studies in a real world work environment with one of our industry partners. Be part of a real business - work on projects as part of a team, and gain important experience and understanding to help you to enter the business world with confidence.

GRADUATE CERTIFICATE IN BUSINESS STARTUPS

ENTREPRENEURIAL MANAGEMENT: FROM IDEA TO BUSINESS MODEL: STARTUP 1
This course starts with an initial design thinking process, based on a critical research and business process (including MVP), and incorporates idea development through problem solving, by way of lean strategic startup business planning.

ENTREPRENEURIAL MANAGEMENT: VALIDATING THE BUSINESS MODEL: STARTUP 2
This course provides realistic, experiential learning on what it’s like to actually start a company. This is a practical class; a lab in creating a business start-up. The goal of the class is to create an entrepreneurial experience for students which includes many of the pressures and demands of the real world in an early stage business start-up.

ENTREPRENEURIAL FINANCE: FINANCIAL ANALYSIS AND PLANNING OF STARTUP INVESTMENTS: STARTUP 3
This course examines entrepreneurial ways of attracting funding and investment. It is structured as an experiential learning simulation in which each student team will play the role of a venture capital fund - identifying, evaluating and investing in real-world start-up companies.

ENTREPRENEURIAL FINANCE: VENTURE CAPITAL STARTUP STRATEGIES AND STRUCTURES: STARTUP 4
In this course, students will examine venture funding by structuring a venture capital deal, engaging in simulated negotiations between entrepreneurs and investors, and developing a portfolio strategy for a venture capital fund.

*In addition, students may choose selected core courses from other programs or any courses from the Graduate Certificate of Business Startups as elective options after consultation with their Program Lead.
You may be able to reduce the number of courses you need to study in your MBA, EMBA, or MIB. If you have an undergraduate business degree and you are applying for a postgraduate business program you only have to study 12 courses. Additionally, you may be entitled to credit in recognition of prior learning, together with your work experience, if you hold relevant and current financial qualifications, and have been working in the field.

RMIT may award course credit on the basis of professional qualifications together with work experience. The academic credit relates to relevant, current professional qualifications and is based on the professional body’s own syllabus and examinations.

For example, RMIT University Vietnam may grant credit for up to two finance or accounting-related courses (so you would only need to study 10 courses) if you have been working in the area and you hold a recent qualification from one of the following organisations:

- Chartered Financial Analyst (CFA)
- Chartered Certified Accountant (ACCA)
- Institute of Chartered Accountants Aust and NZ (CAANZ)
- Chartered Institute of Management Accountants (CIMA)
- Certified Public Accountant (CPA)
- Chartered Accountant (CA).

We review every application on a case-by-case basis. Please contact the RMIT Vietnam Student Recruitment team for pathway solutions.
HOW TO APPLY

Fill out an application form available online at www.rmit.edu.vn or from our Student Recruitment counters on campus, and submit your application with supporting documents. An interview and additional materials, such as your CV, may be requested.

SCHOLARSHIP OPPORTUNITIES

Make your Masters degree more affordable and accessible with our scholarship program: RMIT Vietnam offers a number of scholarships to prospective students.

MBA

- Saigon South campus: Three x 25% scholarship

EMBA

- Hanoi City campus: Two x 50% scholarship
- Saigon South campus: Three x 25% scholarship

MIB

- Hanoi City campus: One x 25% scholarship, Two x 50% scholarship

PhD (BUSINESS OR MANAGEMENT)

- Saigon South campus: Four x 50% scholarship
CONTACT US

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