

[SKIP TO CONTENT](#)

[RMIT Australia](#)

- [RMIT Europe](#)
- [RMIT Global](#)
- [RMIT Vietnam](#)
- [RMIT UP](#)
- [RMIT Online](#)

[Students](#)

[Alumni](#)

[Staff](#)

[Library](#)

[RMIT Online](#)

Search field

[Search](#)

Search

[RMIT Australia](#)

- [RMIT Europe](#)
- [RMIT Global](#)
- [RMIT Vietnam](#)
- [RMIT UP](#)
- [RMIT Online](#)

[Students](#)

[Alumni](#)

[Staff](#)

[Library](#)

[RMIT Online](#)

[Courses](#)

- [Courses by study area](#)
- [Undergraduate courses](#)
- [Postgraduate courses](#)
- [Vocational studies](#)
- [Pre-university studies](#)
- [Online courses and degrees](#)
- [Entry pathways](#)
- [Single courses](#)
- [Short courses and microcredentials](#)
- [Courses for international students](#)
- [Contact Study@RMIT](#)

[Study with us](#)

- [How to apply](#)
- [Fees](#)
- [Scholarships](#)
- [School leaver information](#)
- [Student services](#)
- [Student experience](#)
- [Key dates](#)
- [Frequently asked questions](#)
- [Parents](#)
- [Career advisers](#)
- [Contact Study@RMIT](#)

[Life at RMIT](#)

- [Study experience](#)
- [Student life](#)
- [Support for students](#)
- [Global opportunities](#)
- [Industry connections](#)

- [Contact Study@RMIT](#)

## About

- [News](#)
- [Events](#)
- [Maps](#)
- [Careers](#)
- [Contact us](#)
- [Our strategy](#)
- [Governance & management](#)
- [Schools & colleges](#)
- [Respect for Australian Indigenous cultures](#)
- [Our locations and facilities](#)
- [Our heritage](#)
- [Regenerative Futures](#)

## Research

- [Our research](#)
- [Partnerships](#)
- [Impact](#)
- [Contact](#)
- [Centres and collaborations](#)
- [Research degrees](#)
- [Find researchers](#)

## Partner

- [Recruit students and graduates](#)
- [Workforce development](#)
- [Collaborate with RMIT](#)
- [Research partnerships](#)
- [Facilities, equipment and services](#)
- [Contact Industry Engagement](#)
- [Giving to RMIT](#)

## International

- [Study in Australia](#)
- [Apply to RMIT as an international student](#)
- [Courses for international students](#)
- [Contact Study@RMIT](#)
- [Fees and scholarships for international students](#)
- [International student services](#)
- [Key dates and intake information for international students](#)
- [Frequently asked questions](#)

- [Courses](#)

- [Courses by study area](#)
- [Undergraduate courses](#)
- [Postgraduate courses](#)
- [Vocational studies](#)
- [Pre-university studies](#)
- [Online courses and degrees](#)
- [Entry pathways](#)
- [Single courses](#)
- [Short courses and microcredentials](#)
- [Courses for international students](#)
- [Contact Study@RMIT](#)

- [Study with us](#)

- [How to apply](#)
- [Fees](#)
- [Scholarships](#)
- [School leaver information](#)
- [Student services](#)
- [Student experience](#)
- [Key dates](#)

- [Frequently asked questions](#)
- [Parents](#)
- [Career advisers](#)
- [Contact Study@RMIT](#)
- [Life at RMIT](#)
  - [Study experience](#)
  - [Student life](#)
  - [Support for students](#)
  - [Global opportunities](#)
  - [Industry connections](#)
  - [Contact Study@RMIT](#)
- [About](#)
  - [News](#)
  - [Events](#)
  - [Maps](#)
  - [Careers](#)
  - [Contact us](#)
  - [Our strategy](#)
  - [Governance & management](#)
  - [Schools & colleges](#)
  - [Respect for Australian Indigenous cultures](#)
  - [Our locations and facilities](#)
  - [Our heritage](#)
  - [Regenerative Futures](#)
- [Research](#)
  - [Our research](#)
  - [Partnerships](#)
  - [Impact](#)
  - [Contact](#)
  - [Centres and collaborations](#)
  - [Research degrees](#)
  - [Find researchers](#)
- [Partner](#)
  - [Recruit students and graduates](#)
  - [Workforce development](#)
  - [Collaborate with RMIT](#)
  - [Research partnerships](#)
  - [Facilities, equipment and services](#)
  - [Contact Industry Engagement](#)
  - [Giving to RMIT](#)
- [International](#)
  - [Study in Australia](#)
  - [Apply to RMIT as an international student](#)
  - [Courses for international students](#)
  - [Contact Study@RMIT](#)
  - [Fees and scholarships for international students](#)
  - [International student services](#)
  - [Key dates and intake information for international students](#)
  - [Frequently asked questions](#)

## Bachelor of Business - Plan BP343O

[Apply Enquire](#)

You're viewing program information for local students.

RMIT considers you a local student if you are:

- a citizen or permanent resident of Australia, or
- a New Zealand citizen, or

- a person seeking asylum who holds either a: Temporary Protection Visa (TPV), or Safe Haven Enterprise Visa (SHEV) or Bridging Visa E or Humanitarian Stay (Temporary) visa or Temporary Humanitarian Concern Visa.

Asylum seekers who reside in Australia and study onshore are required to pay international onshore tuition fees for higher education courses.

If you are unsure or hold a different visa type, please contact [Study@RMIT](mailto:Study@RMIT) for more information.

#### Not a local student?

Switch to international content

**You're viewing program information for international students.**

**RMIT considers you an international student if you are:**

- intending to study on a student visa, or
- not a citizen or permanent resident of Australia, or
- not a New Zealand citizen, or
- not a person seeking asylum who holds either a: Temporary Protection Visa (TPV), or Safe Haven Enterprise Visa (SHEV) or Bridging Visa E or Humanitarian Stay (Temporary) visa or Temporary Humanitarian Concern Visa.

If you are unsure or hold a different visa type, please contact [Study@RMIT](mailto:Study@RMIT) for more information.

#### Not an international student?

Switch to local content

Student type:

Domestic

International

Entry score:

2026 Guaranteed ATAR 70.00 ATAR 67.00\*

Duration:

Full-time 3 years

Part-time 6 years

Fees:

Commonwealth Supported Places

Next intake:

February, July

Location:

Melbourne City

Entry score:

See admissions

Duration:

Full-time 3 years

Fees:

AU\$45,120 (2026 annual)

Next intake:

February, July

Location:

Melbourne City

[Study with us](#) / [Levels of study](#) / [Undergraduate study](#) / [Bachelor of Business](#) / [Bachelor of Business - Plan BP343O](#)

- [Back to Bachelor of Business](#)
- [Bachelor of Business - Admissions Transparency](#)
- [Bachelor of Business - Apply](#)
- [Bachelor of Business - Plan BP343](#)
- [Bachelor of Business - Plan BP343O](#)
- [Bachelor of Business - Business and Technology major](#)

- [Bachelor of Business - Business Information Systems major](#)
- [Bachelor of Business - Economics major](#)
- [Bachelor of Business - Entrepreneurship major](#)
- [Bachelor of Business - Finance major](#)
- [Bachelor of Business - Financial Planning major](#)
- [Bachelor of Business - Global Business major](#)
- [Bachelor of Business - Human Resource Management major](#)
- [Bachelor of Business - Logistics and Supply Chain major](#)
- [Bachelor of Business - Management and Change major](#)
- [Bachelor of Business - Marketing major](#)
- [Bachelor of Business - Social Impact major](#)
- [Bachelor of Business - Strategy and Innovation major](#)
- [Bachelor of Business - Digital Economy major](#)
- [Back to Bachelor of Business](#)
- [Bachelor of Business - Admissions Transparency](#)
- [Bachelor of Business - Apply](#)
- [Bachelor of Business - Plan BP343](#)
- [Bachelor of Business - Plan BP343O](#)
- [Bachelor of Business - Business and Technology major](#)
- [Bachelor of Business - Business Information Systems major](#)
- [Bachelor of Business - Economics major](#)
- [Bachelor of Business - Entrepreneurship major](#)
- [Bachelor of Business - Finance major](#)
- [Bachelor of Business - Financial Planning major](#)
- [Bachelor of Business - Global Business major](#)
- [Bachelor of Business - Human Resource Management major](#)
- [Bachelor of Business - Logistics and Supply Chain major](#)
- [Bachelor of Business - Management and Change major](#)
- [Bachelor of Business - Marketing major](#)
- [Bachelor of Business - Social Impact major](#)
- [Bachelor of Business - Strategy and Innovation major](#)
- [Bachelor of Business - Digital Economy major](#)

**This plan is for the Online Bachelor of Business.**

[View course](#)

To graduate you must complete the following: All courses listed may not be available each semester

**To graduate you must complete the following: All courses listed may not be available each semester**

You must complete a total of 288 credit points (e.g. Twenty-Four 12 credit point courses) as follows:

- Four (4) Foundation courses (48 credit points); and
- One (1) Capstone course (12 credit points); and
- 228 credit points (e.g. Seventeen 12 credit point Business Option courses and Two 12 credit point University Electives) from one of the following possible Combinations:

**Combination 1:** Complete Two (2) Business Majors and 36 credit points of University Electives; or

**Combination 2:** Complete One (1) Business Major and 84 credit points of Business Option Courses and 48 credit points of University Electives; or

**Combination 3:** Complete One (1) Business Major and Two (2) Business Minors and 36 credit points of University Electives; or

**Combination 4:** Complete One (1) Business Major and One (1) Business Minor and 36 credit points of Business Option Courses and 48 credit points of University Electives; or

**Combination 5:** Complete Two (2) Business Minors and 84 credit points of Business Option Courses and 48 credit points of University Electives; or

**Combination 6:** Complete One (1) Business Minor and 132 credit points of Business Option Courses and 48 credit points of University Electives; or

**Combination 7:** Complete 180 credit points of Business Option Courses and 48 credit points of University Electives.

Most courses are 12 credit points each, but please note some courses are 24 or more credit points.

Business Option courses mean all courses listed within each Business Major and Business Minor.

University Electives can include any Business Option course, or any other course approved by the College of Business and Law. A maximum of 48 credit points in University Electives can be completed in this program.

**Rules on completion of Majors/Minors:**

A major is typically 96 credit points, and a minor is typically 48 credit points.

A maximum of Two (2) Minors can be completed in this program. Please note, if you use a course toward the completion of a major or minor, you cannot use that same course again to count toward another major or minor.

The Business Major and Minor courses can be found at the end of the program structure. The courses in each Major and Minor need to be completed in the sequence listed.

Year One of Program:

*Students must complete a series of compulsory onboarding modules during their first semester or study period. Complete the following Forty Eight (48) credit points in Foundation courses:*

Course Title	Credit Points	Course Code	Campus
<a href="#"><u>Understanding the Business Environment</u></a>	12	BUSM2562	City Campus
<a href="#"><u>Business Decision Making</u></a>	12	BUSM2567	City Campus
<a href="#"><u>Business in Society</u></a>	12	BUSM2572	City Campus
<a href="#"><u>Integrated Perspectives on Business Problems</u></a>	12	BUSM2577	City Campus

AND Complete the Forty-Eight (48) credit points from your selected combination:

AND

Year Two of Program

*Complete the Ninety-six (96) credit points from your selected combination:*

AND

Year Three of Program:

*Complete the following One (1) Capstone Course:*

Course Title	Credit Points	Course Code	Campus
<a href="#"><u>Business Graduate Folio</u></a>	12	BUSM2582	City Campus

AND Complete the Eighty-Four (84) credit points from your selected combination:

AND

Major: Management & Change

Please note the below courses are only delivered on campus:

- BUSM4688 Cross Cultural Management
- ACCT1081 Professional Values, Ethics & Attitudes

*Complete 84 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
<a href="#"><u>Work in Global Society</u></a>	12	BUSM4558	City Campus
<a href="#"><u>Organisations</u></a>	12	BUSM1094	City Campus
<a href="#"><u>Managing Change</u></a>	12	BUSM1202	City Campus
<a href="#"><u>Leadership</u></a>	12	BUSM4177	City Campus
<a href="#"><u>Innovation Management</u></a>	12	BUSM4550	City Campus
<a href="#"><u>Strategy</u></a>	12	BUSM3125	City Campus
<a href="#"><u>Organisational Experience</u></a>	12	BUSM4546	City Campus

AND Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#"><u>Cross Cultural Management</u></a>	12	BUSM4688	City Campus
<a href="#"><u>Professional Values, Ethics &amp; Attitudes</u></a>	12	ACCT1081	City Campus
<a href="#"><u>Global Corporate Responsibility</u></a>	12	BUSM4687	City Campus

AND

Major: Marketing

Please note the below courses are only delivered on campus:

- MKTG1053 Services Marketing
- MKTG1485 Customer Experience Strategy
- MKTG1487 Marketing Analytics
- MKTG1069 Applied Marketing Management
- MKTG1048 B2B Sales Strategy
- MKTG1087 Omnichannel Retailing
- MKTG1423 Marketing and Society
- MKTG1089 Sport Marketing
- MKTG1483 Social Marketing and Consumer Wellbeing

*Complete 72 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
<a href="#">Marketing Principles</a>	12	MKTG1025	City Campus
<a href="#">Buyer Behaviour</a>	12	MKTG1050	City Campus
<a href="#">Marketing Communication</a>	12	MKTG1041	City Campus
<a href="#">Market Research</a>	12	MKTG1045	City Campus
<a href="#">Digital Marketing</a>	12	MKTG1415	City Campus
<a href="#">Strategic Marketing</a>	12	MKTG1071	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Services Marketing</a>	12	MKTG1053	City Campus
<a href="#">Applied Brand Management</a>	12	MKTG1080	City Campus
<a href="#">Product Innovation and Management</a>	12	MKTG1092	City Campus
<a href="#">Applied Marketing Management</a>	12	MKTG1069	City Campus
<a href="#">B2B Sales Strategy</a>	12	MKTG1048	City Campus
<a href="#">Omnichannel Retailing</a>	12	MKTG1087	City Campus
<a href="#">Marketing and Society</a>	12	MKTG1423	City Campus
<a href="#">Sport Marketing</a>	12	MKTG1089	City Campus
<a href="#">Social Marketing and Consumer Wellbeing</a>	12	MKTG1483	City Campus
<a href="#">Customer Experience Strategy</a>	12	MKTG1485	City Campus
<a href="#">Marketing Analytics</a>	12	MKTG1487	City Campus

AND

Major: Human Resource Management

Please note the below course is only delivered on campus:

- LAW2472 Introduction to Employment Law

Complete 72 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Human Resource Management</a>	12	BUSM3119	City Campus
<a href="#">Employment Relations</a>	12	BUSM1080	City Campus
<a href="#">Work, Health, Safety &amp; Wellbeing</a>	12	BUSM3122	City Campus
<a href="#">Negotiation and Conflict Resolution</a>	12	BUSM1074	City Campus
<a href="#">Human Resource Development</a>	12	BUSM1137	City Campus
<a href="#">Managing People for the Future</a>	12	BUSM2616	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">International Human Resources Management</a>	12	BUSM2449	City Campus
<a href="#">Introduction to Employment Law</a>	12	LAW2472	City Campus
<a href="#">People Analytics</a>	12	BUSM1228	City Campus
<a href="#">Managing Change</a>	12	BUSM1202	City Campus

AND

Minor: Business Analytics

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Business Analytics</a>	12	ISYS3446	City Campus
<a href="#">Business Data Management</a>	12	ISYS2421	City Campus
<a href="#">Advanced Business Analytics</a>	12	ISYS3449	City Campus
<a href="#">Supply Chain Analytics</a>	12	OMGT2146	City Campus

AND

Minor: Business & Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Business Analytics</a>	12	ISYS3446	City Campus
<a href="#">Introduction to Cybersecurity Governance</a>	12	INTE2584	City Campus
<a href="#">Legal Considerations of Artificial Intelligence, Big Data and Blockchain</a>	12	LAW2604	City Campus
<a href="#">Introduction to Enterprise Artificial Intelligence</a>	12	ISYS3443	City Campus

AND

Minor: Management & Change

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Work in Global Society</a>	12	BUSM4558	City Campus
<a href="#">Organisations</a>	12	BUSM1094	City Campus
<a href="#">Managing Change</a>	12	BUSM1202	City Campus
<a href="#">Leadership</a>	12	BUSM4177	City Campus

AND

Minor: Marketing

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Marketing Principles</a>	12	MKTG1025	City Campus
<a href="#">Buyer Behaviour</a>	12	MKTG1050	City Campus
<a href="#">Marketing Communication</a>	12	MKTG1041	City Campus
<a href="#">Market Research</a>	12	MKTG1045	City Campus

AND

Minor: Human Resource Management

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Human Resource Management</a>	12	BUSM3119	City Campus
<a href="#">Human Resource Development</a>	12	BUSM1137	City Campus
<a href="#">International Human Resources</a>	12	BUSM2449	City Campus
<a href="#">Management</a>	12	BUSM1228	City Campus

#### Acknowledgement of Country

RMIT University acknowledges the people of the Woi wurrung and Boon wurrung language groups of the eastern Kulin Nation on whose unceded lands we conduct the business of the University. RMIT University respectfully acknowledges their Ancestors and Elders, past and present. RMIT also acknowledges the Traditional Custodians and their Ancestors of the lands and waters across Australia where we conduct our business - Artwork 'Sentient' by Hollie Johnson, Gunaikurnai and Monero Ngarigo.

#### [More information](#)

- [News](#)
- [Events](#)
- [Library](#)
- [Maps](#)
- [Careers](#)
- [Contacts](#)

#### [Study with Us](#)

- [Levels of study](#)
- [Online courses and degrees](#)
- [Single courses](#)
- [Applying to RMIT](#)
- [International students](#)
- [Parents](#)
- [Careers advisers](#)

#### [Life at RMIT](#)

- [Study experience](#)
- [Student life](#)
- [Support for students](#)
- [Global opportunities](#)
- [Industry connections](#)

#### [Research](#)

- [Our research](#)
- [Centres and collaborations](#)
- [Partnerships](#)
- [Research degrees](#)
- [Find researchers](#)
- [Research contacts](#)

#### [Partner](#)

- [Workforce development](#)

- [Staff development and training](#)
- [Research partnerships](#)
- [Facilities and equipment services](#)
- [Giving](#)

## [About](#)

- [Our strategy](#)
- [Governance and management](#)
- [Values](#)
- [Sustainability](#)
- [Schools and colleges](#)
- [Our locations and facilities](#)
- Copyright © 2025 RMIT University |
- [Terms](#) |
- [Privacy](#) |
- [Accessibility](#) |
- [Website feedback](#) |
- [Complaints](#) |
- ABN 49 781 030 034 |
- CRICOS provider number: 00122A |
- TEQSA provider number: PRV12145 |
- RTO Code: 3046 |
- [Open Universities Australia](#) |
- RMIT Training Pty Ltd, trading as RMIT University Pathways (RMIT UP), CRICOS Provider Code: 01912G