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Bachelor of Business - Plan BP3430

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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 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 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 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

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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
Understanding the Business Environment	12	BUSM2562	City Campus
Business Decision Making	12	BUSM2567	City Campus
Business in Society	12	BUSM2572	City Campus
Integrated Perspectives on Business Problems	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
Business Graduate Folio	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
Work in Global Society	12	BUSM4558	City Campus
Organisations	12	BUSM1094	City Campus
Managing Change	12	BUSM1202	City Campus
Leadership	12	BUSM4177	City Campus
Innovation Management	12	BUSM4550	City Campus
Strategy	12	BUSM3125	City Campus
Organisational Experience	12	BUSM4546	City Campus

AND Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Cross Cultural Management	12	BUSM4688	City Campus
Professional Values, Ethics & Attitudes	12	ACCT1081	City Campus
Global Corporate Responsibility	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
Marketing Principles	12	MKTG1025	City Campus
Buyer Behaviour	12	MKTG1050	City Campus
Marketing Communication	12	MKTG1041	City Campus
Market Research	12	MKTG1045	City Campus
Digital Marketing	12	MKTG1415	City Campus
Strategic Marketing	12	MKTG1071	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Services Marketing	12	MKTG1053	City Campus
Applied Brand Management	12	MKTG1080	City Campus
Product Innovation and Management	12	MKTG1092	City Campus
Applied Marketing Management	12	MKTG1069	City Campus
B2B Sales Strategy	12	MKTG1048	City Campus
Omnichannel Retailing	12	MKTG1087	City Campus
Marketing and Society	12	MKTG1423	City Campus
Sport Marketing	12	MKTG1089	City Campus
Social Marketing and Consumer Wellbeing	12	MKTG1483	City Campus
Customer Experience Strategy	12	MKTG1485	City Campus
Marketing Analytics	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
Human Resource Management	12	BUSM3119	City Campus
Employment Relations	12	BUSM1080	City Campus
Work, Health, Safety & Wellbeing	12	BUSM3122	City Campus
Negotiation and Conflict Resolution	12	BUSM1074	City Campus
Human Resource Development	12	BUSM1137	City Campus
Managing People for the Future	12	BUSM2616	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
International Human Resources Management	12	BUSM2449	City Campus
Introduction to Employment Law	12	LAW2472	City Campus
People Analytics	12	BUSM1228	City Campus
Managing Change	12	BUSM1202	City Campus

AND

Minor: Business Analytics

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Business Analytics	12	ISYS3446	City Campus
Business Data Management	12	ISYS2421	City Campus
Advanced Business Analytics	12	ISYS3449	City Campus
Supply Chain Analytics	12	OMGT2146	City Campus

AND

Minor: Business & Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Business Analytics	12	ISYS3446	City Campus
Introduction to Cybersecurity Governance	12	INTE2584	City Campus
Legal Considerations of Artificial Intelligence, Big Data and Blockchain	12	LAW2604	City Campus
Introduction to Enterprise Artificial Intelligence	12	ISYS3443	City Campus

AND

Minor: Management & Change

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Work in Global Society	12	BUSM4558	City Campus
Organisations	12	BUSM1094	City Campus
Managing Change	12	BUSM1202	City Campus
Leadership	12	BUSM4177	City Campus

AND

Minor: Marketing

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Marketing Principles	12	MKTG1025	City Campus
Buyer Behaviour	12	MKTG1050	City Campus
Marketing Communication	12	MKTG1041	City Campus
Market Research	12	MKTG1045	City Campus

AND

Minor: Human Resource Management

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Human Resource Management	12	BUSM3119	City Campus
Human Resource Development	12	BUSM1137	City Campus
International Human Resources Management	12	BUSM2449	City Campus
People Analytics	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.

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