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Bachelor of Commerce - Plan BP357

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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 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 80.00 ATAR 80.00*

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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CRICOS code: 115036K

To graduate you must complete the following: Note: 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:

Nine (9) core courses (108 credit points); and

One (1) capstone course (12 credit points); and

One (1) compulsory major (96 credit points); and

One (1) minor (48 credit points), OR four (4) courses (48 credit points) from any minor OR four (4) courses (48 credit points) of Business options; and

Two (2) university electives (24 credit points).

Year One of Program

Students must complete a series of compulsory onboarding modules during their first semester or study period. Complete 96 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Enterprise AI and Business Analytics	12	ISYS3468	City Campus
Value-driven Marketing	12	MKTG1511	City Campus
Principles of the Economy	12	ECON1615	City Campus
Responsible Leadership and Enterprise	12	BUSM2729	City Campus
International Business in the Digital Era	12	BUSM2728	City Campus
Digital Business Security and Risk Management	12	INTE1063	City Campus
Financial Instruments and Technologies	12	BAFI3254	City Campus
Business Law	12	LAW2442	City Campus

AND

Year Two of Program

Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Navigating Australian Commerce in the Digital Age	12	BUSM2726	City Campus

AND *Complete 48 credit points from a Major listed at the end of this program structure AND Complete 24 credit points from a Minor listed at the end of this program structure AND Complete 12 credit points from any University Elective*

AND

Year Three of Program

Complete the remaining 48 credit points from your chosen Major listed at the end of this program structure AND Complete 24 credit points from a Minor listed at the end of this program structure AND Complete 12 credit points from any University Elective AND Complete 12 credit points from the following Capstone Course:

Course Title	Credit Points	Course Code	Campus
Future of Commerce Project	12	BUSM2727	City Campus

AND

Major List

List of Major(s):

AND

Major: Cybersecurity Law & Governance

Complete 72 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Practical Cybersecurity for Business	12	INTE2403	City Campus
Legal Considerations of Artificial Intelligence, Big Data and Blockchain	12	LAW2604	City Campus
Business IT Infrastructure	12	INTE2043	City Campus
Introduction to Cybersecurity Governance	12	INTE2584	City Campus
Civil and Criminal Issues in the Digital World	12	LAW2556	City Campus
CyberSafety Project	12	INTE2578	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Intellectual Property Law	12	LAW2537	City Campus
Digital Economy and Blockchain Applications	12	INTE2554	City Campus
Blockchain for Business	12	ISYS3408	City Campus

AND

Major: Enterprise AI & Business Analytics

Complete 96 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
Digital Business Design and Innovation	12	ISYS1051	City Campus
Digital Ethics	12	ISYS3469	City Campus
Intelligent Enterprise Systems	12	ISYS2425	City Campus
Generative AI Applications for Business	12	INTE2663	City Campus
Information Systems Solutions and Design	12	ISYS2047	City Campus
Advanced Business Analytics	12	ISYS3449	City Campus

AND

Major: International Business

Complete 72 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Global Business	12	BUSM1222	City Campus
Asian Business Practices	12	BUSM2730	City Campus
Strategic Foreign Direct Investment of Firms	12	BUSM2733	City Campus
Knowledge Acquisition and Transfer of Multinational Enterprises	12	BUSM2731	City Campus
Procurement Management and Global Sourcing	12	OMGT1070	City Campus
Managing Dynamics of Global Operations	12	BUSM2732	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Cross Cultural Management	12	BUSM4688	City Campus
Global Trade Operations	12	OMGT2243	City Campus
Entrepreneurship and Global Challenges	12	BUSM4054	City Campus

AND

Major: Leadership & Strategy

Complete 96 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Leadership, Self & Identity	12	BUSM2750	City Campus
Foundations of Strategy & Sustainability	12	BUSM2752	City Campus
Leading Effective Teams and Organisations	12	BUSM2753	City Campus
Strategy in Times of Change	12	BUSM2754	City Campus

<u>Morals, Values & Ethics in Leadership</u>	12	BUSM2755	City Campus
<u>Strategic Decision-making & Foresight</u>	12	BUSM2756	City Campus
<u>Leadership & Intersectionality</u>	12	BUSM2751	City Campus
<u>Dynamics of Leadership & Strategy</u>	12	BUSM2757	City Campus

AND

Major: Marketing Technology

Complete 84 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<u>Introduction to Marketing Technology</u>	12	MKTG1513	City Campus
<u>Consumers and Technology</u>	12	MKTG1515	City Campus
<u>Marketing Communication</u>	12	MKTG1041	City Campus
<u>Digital Marketing</u>	12	MKTG1415	City Campus
<u>Market Research</u>	12	MKTG1045	City Campus
<u>Marketing Analytics</u>	12	MKTG1487	City Campus
<u>Strategic Marketing Technology Implementation</u>	12	MKTG1514	City Campus

AND Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<u>Artificial Intelligence in Marketing</u>	12	MKTG1512	City Campus
<u>Omnichannel Retailing</u>	12	MKTG1087	City Campus
<u>Customer Experience Strategy</u>	12	MKTG1485	City Campus

AND

Major: Quantitative Economics & Finance

Complete 96 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<u>Financial Innovation and Technology Systems</u>	12	BAFI3264	City Campus
<u>Business Challenges in the Digital Economy</u>	12	ECON1594	City Campus
<u>Corporate Finance</u>	12	BAFI1008	City Campus
<u>Forecasting and Quantitative Analysis</u>	12	ECON1061	City Campus
<u>Big Data, Machine Learning and Society</u>	12	ECON1611	City Campus
<u>Equity Investment and Portfolio Management</u>	12	BAFI1042	City Campus
<u>Advanced Financial Analysis and Modelling</u>	12	BAFI3291	City Campus
<u>Data Modelling Techniques for Business</u>	12	ECON1223	City Campus

AND

Minor List

List of Minor(s):

AND

Minor: Cybersecurity Law & Governance

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<u>Practical Cybersecurity for Business</u>	12	INTE2403	City Campus
<u>Intellectual Property Law</u>	12	LAW2537	City Campus
<u>Legal Considerations of Artificial Intelligence, Big Data and Blockchain</u>	12	LAW2604	City Campus
<u>Business IT Infrastructure</u>	12	INTE2043	City Campus

AND

Minor: Enterprise AI & Business Analytics

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<u>Digital Business Design and Innovation</u>	12	ISYS1051	City Campus
<u>Business Data Management</u>	12	ISYS2421	City Campus

Introduction to Business Analytics	12	ISYS3446	City Campus
Digital Ethics	12	ISYS3469	City Campus

AND

Minor: International Business

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Global Business	12	BUSM1222	City Campus
Asian Business Practices	12	BUSM2730	City Campus
Strategic Foreign Direct Investment of Firms	12	BUSM2733	City Campus
Managing Dynamics of Global Operations	12	BUSM2732	City Campus

AND

Minor: Leadership & Strategy

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Leadership, Self & Identity	12	BUSM2750	City Campus
Foundations of Strategy & Sustainability	12	BUSM2752	City Campus
Leading Effective Teams and Organisations	12	BUSM2753	City Campus
Strategy in Times of Change	12	BUSM2754	City Campus

AND

Minor: Marketing Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Introduction to Marketing Technology	12	MKTG1513	City Campus
Consumers and Technology	12	MKTG1515	City Campus
Marketing Communication	12	MKTG1041	City Campus
Digital Marketing	12	MKTG1415	City Campus

AND

Minor: Quantitative Economics & Finance

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Financial Innovation and Technology Systems	12	BAFI3264	City Campus
Business Challenges in the Digital Economy	12	ECON1594	City Campus
Corporate Finance	12	BAFI1008	City Campus
Forecasting and Quantitative Analysis	12	ECON1061	City Campus

AND

Interdisciplinary Minors

[List of Interdisciplinary Minors:](#)

AND

Minor: Regenerative Futures

Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Regenerative Fundamentals	12	ENVI1241	City Campus
Regenerative Challenge	12	ENVI1242	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
Systems Thinking for Sustainable Futures	6	ENVI1243	City Campus
Eco-Literacy	6	ENVI1244	City Campus
Regenerative Design	6	ENVI1245	City Campus
Regenerative Value Systems	6	ECON1629	City Campus
Social Equity and Regeneration	6	HWSS2262	City Campus
Regenerative Business Models	6	BUSM2779	City Campus
Design for the Circular Economy	6	ECON1630	City Campus
AI Ethics for Sustainable Futures	6	COSC3158	City Campus

Regenerative Design for Built Environment	6	ENVI1246	City Campus
Storytelling for Speculative Futures	6	PERF2076	City Campus
<u>Biomaterials and Biofabrication</u>	6	PROC2131	City Campus
Reimaging Futures in Media and Culture	6	COMM3024	City Campus
Regenerative Supply Chain Management	6	ENVI1247	City Campus
Linking Life and Learning	6	EMPL1008	City Campus
Leading Regenerative Action	6	BUSM2777	City Campus
Regenerative Futures Incubator	6	ENVI1248	City Campus
Reworlding for Creative Place Keeping	6	ENVI1249	City Campus
Planetary Pedagogies and Civics	6	HUSO2459	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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