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## Bachelor of Commerce - Plan BP357

[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 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 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
<a href="#">Enterprise AI and Business Analytics</a>	12	ISYS3468	City Campus
<a href="#">Value-driven Marketing</a>	12	MKTG1511	City Campus
<a href="#">Principles of the Economy</a>	12	ECON1615	City Campus
<a href="#">Responsible Leadership and Enterprise</a>	12	BUSM2729	City Campus
<a href="#">International Business in the Digital Era</a>	12	BUSM2728	City Campus
<a href="#">Digital Business Security and Risk Management</a>	12	INTE1063	City Campus
<a href="#">Financial Instruments and Technologies</a>	12	BAFI3254	City Campus
<a href="#">Business Law</a>	12	LAW2442	City Campus

AND

Year Two of Program

*Complete 12 credit points from the following:*

Course Title	Credit Points	Course Code	Campus
<a href="#">Navigating Australian Commerce in the Digital Age</a>	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
<a href="#">Future of Commerce Project</a>	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
<a href="#">Practical Cybersecurity for Business</a>	12	INTE2403	City Campus
<a href="#">Legal Considerations of Artificial Intelligence, Big Data and Blockchain</a>	12	LAW2604	City Campus
<a href="#">Business IT Infrastructure</a>	12	INTE2043	City Campus
<a href="#">Introduction to Cybersecurity Governance</a>	12	INTE2584	City Campus
<a href="#">Civil and Criminal Issues in the Digital World</a>	12	LAW2556	City Campus
<a href="#">CyberSafety Project</a>	12	INTE2578	City Campus

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Intellectual Property Law</a>	12	LAW2537	City Campus
<a href="#">Digital Economy and Blockchain Applications</a>	12	INTE2554	City Campus
<a href="#">Blockchain for Business</a>	12	ISYS3408	City Campus

AND

Major: Enterprise AI & Business Analytics

Complete 96 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="#">Digital Business Design and Innovation</a>	12	ISYS1051	City Campus
<a href="#">Digital Ethics</a>	12	ISYS3469	City Campus
<a href="#">Intelligent Enterprise Systems</a>	12	ISYS2425	City Campus
<a href="#">Generative AI Applications for Business</a>	12	INTE2663	City Campus
<a href="#">Information Systems Solutions and Design</a>	12	ISYS2047	City Campus
<a href="#">Advanced Business Analytics</a>	12	ISYS3449	City Campus

AND

Major: International Business

Complete 72 credit points from the following:

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

AND Complete 24 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Cross Cultural Management</a>	12	BUSM4688	City Campus
<a href="#">Global Trade Operations</a>	12	OMGT2243	City Campus
<a href="#">Entrepreneurship and Global Challenges</a>	12	BUSM4054	City Campus

AND

Major: Leadership & Strategy

Complete 96 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Leadership, Self &amp; Identity</a>	12	BUSM2750	City Campus
<a href="#">Foundations of Strategy &amp; Sustainability</a>	12	BUSM2752	City Campus
<a href="#">Leading Effective Teams and Organisations</a>	12	BUSM2753	City Campus
<a href="#">Strategy in Times of Change</a>	12	BUSM2754	City Campus

<a href="#">Morals, Values &amp; Ethics in Leadership</a>	12	BUSM2755	City Campus
<a href="#">Strategic Decision-making &amp; Foresight</a>	12	BUSM2756	City Campus
<a href="#">Leadership &amp; Intersectionality</a>	12	BUSM2751	City Campus
<a href="#">Dynamics of Leadership &amp; Strategy</a>	12	BUSM2757	City Campus

AND

Major: Marketing Technology

Complete 84 credit points from the following:

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

AND Complete 12 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Artificial Intelligence in Marketing</a>	12	MKTG1512	City Campus
<a href="#">Omnichannel Retailing</a>	12	MKTG1087	City Campus
<a href="#">Customer Experience Strategy</a>	12	MKTG1485	City Campus

AND

Major: Quantitative Economics & Finance

Complete 96 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Financial Innovation and Technology Systems</a>	12	BAFI3264	City Campus
<a href="#">Business Challenges in the Digital Economy</a>	12	ECON1594	City Campus
<a href="#">Corporate Finance</a>	12	BAFI1008	City Campus
<a href="#">Forecasting and Quantitative Analysis</a>	12	ECON1061	City Campus
<a href="#">Big Data, Machine Learning and Society</a>	12	ECON1611	City Campus
<a href="#">Equity Investment and Portfolio Management</a>	12	BAFI1042	City Campus
<a href="#">Advanced Financial Analysis and Modelling</a>	12	BAFI3291	City Campus
<a href="#">Data Modelling Techniques for Business</a>	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
<a href="#">Practical Cybersecurity for Business</a>	12	INTE2403	City Campus
<a href="#">Intellectual Property Law</a>	12	LAW2537	City Campus
<a href="#">Legal Considerations of Artificial Intelligence, Big Data and Blockchain</a>	12	LAW2604	City Campus
<a href="#">Business IT Infrastructure</a>	12	INTE2043	City Campus

AND

Minor: Enterprise AI & Business Analytics

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Digital Business Design and Innovation</a>	12	ISYS1051	City Campus
<a href="#">Business Data Management</a>	12	ISYS2421	City Campus

<a href="#">Introduction to Business Analytics</a>	12	ISYS3446	City Campus
<a href="#">Digital Ethics</a>	12	ISYS3469	City Campus

AND

Minor: International Business

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Global Business</a>	12	BUSM1222	City Campus
<a href="#">Asian Business Practices</a>	12	BUSM2730	City Campus
<a href="#">Strategic Foreign Direct Investment of Firms</a>	12	BUSM2733	City Campus
<a href="#">Managing Dynamics of Global Operations</a>	12	BUSM2732	City Campus

AND

Minor: Leadership & Strategy

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Leadership, Self &amp; Identity</a>	12	BUSM2750	City Campus
<a href="#">Foundations of Strategy &amp; Sustainability</a>	12	BUSM2752	City Campus
<a href="#">Leading Effective Teams and Organisations</a>	12	BUSM2753	City Campus
<a href="#">Strategy in Times of Change</a>	12	BUSM2754	City Campus

AND

Minor: Marketing Technology

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Introduction to Marketing Technology</a>	12	MKTG1513	City Campus
<a href="#">Consumers and Technology</a>	12	MKTG1515	City Campus
<a href="#">Marketing Communication</a>	12	MKTG1041	City Campus
<a href="#">Digital Marketing</a>	12	MKTG1415	City Campus

AND

Minor: Quantitative Economics & Finance

Complete 48 credit points from the following:

Course Title	Credit Points	Course Code	Campus
<a href="#">Financial Innovation and Technology Systems</a>	12	BAFI3264	City Campus
<a href="#">Business Challenges in the Digital Economy</a>	12	ECON1594	City Campus
<a href="#">Corporate Finance</a>	12	BAFI1008	City Campus
<a href="#">Forecasting and Quantitative Analysis</a>	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
<a href="#">Regenerative Value Systems</a>	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
<a href="#">AI Ethics for Sustainable Futures</a>	6	COSC3158	City Campus



Regenerative Design for Built Environment	6	ENVI1246	City Campus
Storytelling for Speculative Futures	6	PERF2076	City Campus
<a href="#">Biomaterials and Biofabrication</a>	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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