

RMIT Asia Graduate Centre

2019



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We've gone
interactive!

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 visit www.rmit.edu.vn. Printed: March 2019.

Our brochures include QR codes to link you to online multimedia and further information. Simply use a QR code scanner on your smartphone to learn more about our programs, hear from our students, alumni and academics, and get a taste for what it's like to study at RMIT.

WELCOME to the RMIT Asia Graduate Centre

For many people, pursuing further study is one of the most important decisions they will make in their life.

Taking on a master's program requires an investment of time, effort and resources – all while balancing the demands of professional and personal commitments.

We're confident that you will be happy with your decision to study a postgraduate program at RMIT. From our perspective, there are three key reasons for this.

Firstly, you can be sure that you will get a quality education. Our programs – the MBA, the Executive MBA, the Master of International Business and the Graduate Certificate in Business Startups – are at the cutting-edge of business education and are ranked among the best in the region. They provide internationally recognised qualifications that carry great weight with employers around the world.

Secondly, you will get a truly global experience. You will connect with classmates, academics and industry experts who bring a wealth of knowledge and experience from around the world. Plus, we offer many options for you to study and travel abroad.

Thirdly, you will get the career edge that you're looking for. When you graduate, you'll have not just new expertise in business and management but also the soft skills and industry connections to help you thrive in the business world.

We're looking forward to seeing you in class!



Associate Professor Victor Kane
Head of Department



Follow us on Facebook
<http://bit.ly/rmitvnpostgrad>



Watch this introduction video
<http://bit.ly/RAGCRmitvn>

A quality education

3.

... watching
large-screen theater

recent service
diverse movies
up to date movies

uct

exp: combo for
customers, sweat box,
service / gifts for VIP users

...
+ VR movies,
...ers.



Our graduates earn their degree from RMIT University in Melbourne, which is Australia's largest tertiary institution.

We're a global university of design, technology and enterprise, with more than 84,000 students around the world.

Our programs are recognised internationally for meeting the highest standards of quality. They are ranked among the best in the region and the world.

RMIT has a
5-STAR RANKING
for excellence in higher education*

RMIT is among the world's
TOP 100 UNIVERSITIES
for Business and Management studies**

RMIT is among the
TOP 1%
of the world's universities*

RMIT is ranked
15TH GLOBALLY
for graduate employment
(6th in the Asia-Pacific region)***

RMIT's Executive MBA is
RANKED 13TH
and MBA is
RANKED 21ST-26TH
in the Asia-Pacific*

The Executive MBA
and MBA have
TIER ONE RANKING
GLOBALLY#

* 2018 QS World University Rankings

** 2018 QS World University Ranking by Subject

*** 2018 QS Graduate Employability Rankings

2018 CEO Magazine



RMIT alumni are making their mark around the world.

When you graduate, you will join a large global network of alumni that provides ongoing peer support, professional development and networking opportunities. Members of the alumni community also actively help current students, providing industry connections, job opportunities and mentoring.



400,000

RMIT alumni working in
130 countries



14,000

RMIT alumni **in Vietnam**

Meet our alumni

Many of our alumni are now working in high-level positions at big-name organisations around the world or are running their own enterprises. Here are just a few of our alumni.



Hear from an alumnus
about networking
<http://bit.ly/RAGCalumni>



Tran Huu Minh
(Executive MBA)

Senior Sales Director
Microsoft Asia Pacific and Japan



Tran Thi Thanh Mai
(Master of Business Administration)

Managing Director
Kantar Media Vietnam



Nguyen Minh Hieu
(Executive MBA)

Director, Due Diligence
KPMG Vietnam



Nguyen Phuong Dung
(Master of International Business)

Innovation Manager
Heineken Vietnam



Jan Christensen
(Executive MBA)

Head of Client Development
Zuellig Pharma Thailand



Truong Huong Thuy
(Master of International Business)

Marketing and Communications Manager
InterContinental Hanoi Landmark72

Contemporary learning

Our learning environment will help you to reach your full potential as a global citizen and business leader.

Delivered in English, courses within each program cover **contemporary and relevant content** at the cutting-edge of trends in the world of business and management.

Inspiring and highly-qualified academics come from diverse cultural backgrounds and bring industry-relevant expertise from across the globe. All have PhD qualifications and maintain up-to-date expertise.

Your learning will be practical to the real world, enabling you to apply new knowledge and skills directly into your workplace.

As part of RMIT's focus on **authentic learning** through **Work Integrated Learning (WIL)** activities, you will collaborate with real industry partners on case studies and business consulting projects.

The use of **gamification and simulations in class** will also help you to get the most out of your learning experience. Replicating real-world situations, such activities will stimulate your decision making, collaboration and creative-thinking skills.

Canvas, our state-of-the-art digital learning management system, makes accessing learning and assessment materials easy, no matter where you are or what device you are using. You will find Canvas to be user-friendly and convenient for self-study and research.



Flexible study modes

Convenient study modes make it easier to balance work, life and study commitments.

Our flexible arrangements allow you to customise your learning program. Options include: face-to-face intensive delivery modes over four days or split weekends; evening classes; 100 per cent online; and hybrid (online and face-to-face) for selected courses. These modes apply across the duration of a 12-week semester.



RMIT University offers the largest English-language library in Vietnam. Plus, you can access our extensive online library collection and research support services.

400,000

books, periodicals, e-books and e-journals.

Elite facilities

Our campuses feature world-class facilities. Modern classrooms, purpose-built lecture theatres, studios, laboratories and other specialist spaces will allow you to thrive.

A new activator facility at our Saigon South campus will provide the perfect setting for students – especially those enrolled in the Graduate Certificate in Business Startups – to pitch and develop their entrepreneurial business ideas.

Staying fit while studying is also made easier, with modern sport and recreational facilities at our Saigon South and Hanoi campuses. At Saigon South, such facilities include a gym, indoor courts, tennis courts, basketball court and football fields. Students in Hanoi have access to a gym with the latest training equipment.



A global experience





International connections

The connections you make in the classroom will lead to lifelong friendships with people from around the world.

Our students, faculty and industry experts come from diverse cultural and professional backgrounds, giving you an **opportunity to cultivate a global network** of mentors and friends.

In 2018, our students originated from more than 20 countries, including Australia, Belgium, Canada, Denmark, France, Germany, Italy, Latvia, Malaysia, the Netherlands, Poland, South Korea, United Kingdom and the United States.

34

nationalities have been represented among our postgraduate students in the past five years



A highlight was the outstanding network that I made. I met many professionals from different countries and industries. In class, we shared a lot of different experiences and workplace concepts. It was an excellent experience. For me, the Executive MBA is all about seeing things differently. At work now, I see things differently and take a bit more of a creative approach.



Prakash Ganesan
Executive MBA
Executive Assistant Manager,
Radisson Blu Resort, Phu Quoc



Study at RMIT in Melbourne

Many options are available for studying at RMIT in Melbourne – from going on exchange for one or two semesters, doing a short course, transferring part of your program or doing a full program.

As our business programs in Vietnam are equivalent to those offered in Melbourne, you can choose to complete part of your program at our campus in the heart of this modern Australian city.

Studying at RMIT in Melbourne as part of a short course or on exchange will count as credit toward your program. While remaining a student of RMIT in Vietnam, you will get the benefit of continuing to pay tuition fees at the Vietnamese rate.

You also have the option to start your program in Vietnam and then transfer the rest of it to RMIT in Melbourne. Permanently transferring your program provides the opportunity to seek post-study career opportunities with employers in Australia. It means you will transition to paying the Australian rate for tuition fees.

If you want to study a master's degree that is not offered at RMIT in Vietnam, then you're bound to find something that suits your career path at RMIT in Melbourne.

More than 90 postgraduate programs in a wide range of fields are available across our three campuses in Melbourne.



See what it's like to study
in Melbourne

<http://bit.ly/exchangemelbourne>



Explore the study areas

<http://bit.ly/melbournestudyareas>

Global opportunities

Take advantage of the amazing opportunities to explore the world and enrich your postgraduate experience through our study abroad options.

You can choose from more than **200 partner universities** around the world to go on exchange for one or two semesters or to do short courses and study tours. Studying abroad contributes credit towards your program.



Discover where you can go
<http://bit.ly/RMITdestinations>



Singapore study tour

The study tour to Singapore, as part of the Asian Management Issues course, takes on the theme of 'A Living Case Study'. In line with the learning outcomes of the course, students take in the historical, cultural and business aspects of Singapore.

The tour includes visits to cultural and historical sites, as well as to the headquarters of leading technology companies such as Microsoft and Facebook.

You will also explore Singapore's dynamic startup sector. In 2018, the tour visited Asia's largest startup hub, Blk71, and Fusionopolis. Students also attended a guest lecture from one of the leading venture-creating companies in South East Asia, Expara.

European summer courses

Take the chance to combine intensive study with travel by joining a short course or study tour in Europe.

In 2018, our students took courses during the European summer at partner universities including EBS University (Germany), Aarhus University (Denmark), ESSCA Budapest (Hungary), Kedge University (France) and RMIT in Barcelona (Spain).

Studying abroad can give you unique insights into different business cultures and practices. It is also a valuable opportunity to network with people from around the world.

Following their studies, many students take the chance to go travelling around Europe with their new international friends.



Germany



I took the course 'Doing Business in Europe' at the EBS Business School in Germany. It was the first time I had been to Europe. The course included classes, field trips to the European Parliament and Audi Car Manufacturing Company, and it covered general topics on the German economy, such as retail, the automobile industry and human resources. Walking the streets of Munich I saw the interesting combination of old buildings and modern international brand names. It made me feel like I was in a modern fairytale. I recommend the summer course in Germany. I had the chance to study with different friends and then team up with them for weekend trips. I joined the short course because I wanted to have a memorable semester break. I loved my European summer!



Minh Tam Tran
MBA

France



I made my dream of studying in a foreign country come true. In the supply chain management course that I did at Kedge Business School in Bordeaux, France, I gained hands-on knowledge that I can now apply to my work. This knowledge will help me excel in my career. I highly recommend students to participate in a short course in Europe. You get valuable opportunities to experience Western culture, gain comprehensive knowledge and widen your international network. I took part in academic activities such as company visits and playing simulation games. I also did extracurricular activities such as going on a bike tour and a city tour, and doing wine tasting. Bordeaux is one of the most beautiful and lovely destinations. It has a lot of UNESCO heritage buildings.



Tien Ong
Executive MBA

A career edge





Support services

Our careers services can help you take the next step in your journey, whether you are just starting out in the workforce, supporting a family business or managing teams in a big company.

Students with less professional experience can take advantage of career fairs and skills building in areas such as resume writing and preparing for interviews.

The **Job Shop** provides a drop-in service for information about services, workshops and events. Also, employers advertise jobs directly to students through our CareerHub website.

For students who have more professional experience and who are thinking about their next career move, our careers counselling and mentoring services provide a valuable resource. The **Mentoring Program** matches students with an experienced industry representative who can provide career guidance.

Skills development



As a postgraduate student at RMIT, you will have exclusive access to skills-building opportunities.

Our Personal Edge program is available to help you develop the soft skills necessary to succeed in an increasingly competitive jobs market. Through workshops and experiential activities, you will become:

- a creative thinker;
- a confident communicator;
- a cross-cultural team player;
- an ethical leader;
- a digital citizen;
- a career strategist.



Learn more about Personal Edge
<http://bit.ly/personaledge>



The Personal Edge program has really good workshops around soft skills, such as how to communicate cross-culturally and how to understand digital security. They were really helpful. I also took part in a company tour to Bloomer, which is a new startup. I wanted to know how they organised their office.



Long Tran
Current student,
MBA



Workshops

Each year, we invite industry experts to deliver workshops and seminars to our students and alumni as part of our value-added extracurricular learning activities.

Such workshops and seminars focus on developing knowledge and skills in a wide range of business topics. In 2018, topics included intercultural negotiation, digital transformation in the emerging industry 4.0 and cultivating personal effectiveness.



Connect to **industry**

Throughout your studies, you will have the chance to collaborate with industry professionals and make lasting connections.

The RMIT Asia Graduate Centre has strong links with industry, ensuring that our programs are relevant and up to date. Our **industry advisory panels** are comprised of industry executives from leading companies throughout Vietnam and the region.

Industry experts take part in many classroom activities, such as serving as guest speakers and providing challenging Work Integrated Learning (WIL) projects. For example, industry partners task student teams in the capstone courses Business Consulting (MBA) and Executive Consulting (Executive MBA) to find solutions to real-world business problems.

If you have little professional experience, doing a **work placement** with an industry partner as part of the Postgraduate Internship course provides a unique opportunity to narrow the gap between study and employment.



Being involved with RMIT as an industry partner is a good opportunity to connect with students and provide my experience and support. With the projects that I've been involved in, the students' insights are very good, and the work that they do is very useful for my company. Their recommendations can either verify what we are doing or give us some new insights. So I think the partnership is good both ways – for my company and our clients, and for the students.



Paul Nguyen
DealersEDGE Asia

Our programs



Choosing your program

MASTER OF BUSINESS ADMINISTRATION (MBA)

This program provides a broad management education. It is ideal for recent graduates who have a degree in business, or a related field, and for working professionals who wish to pursue managerial or leadership roles.

MASTER OF INTERNATIONAL BUSINESS (MIB)

This program is designed for recent graduates who have a degree in business, or a related field, and who aspire to work as managers across borders in globally focused organisations.

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE MBA)

This program provides an executive-level qualification. It is designed for people who are already working in senior leadership roles.

GRADUATE CERTIFICATE IN BUSINESS STARTUPS

This program is ideal for budding entrepreneurs who want to know what it takes to be successful in launching a new venture and in securing investment.

PHD RESEARCH PROGRAM IN BUSINESS OR MANAGEMENT

This program provides suitable applicants with the opportunity to conduct research and develop expertise in their chosen field.

Master of Business Administration

Program code

MC199

Location

Saigon South and Hanoi City

Duration

one year full time; two years or more part time

Broaden your business and management expertise and open the pathway to managerial roles through this MBA degree.

While taking a global outlook, the program's content remains connected to Vietnam and to Asia, enabling you to keep up to date with trends in the world's most economically dynamic region.

In this MBA, you will learn the fundamentals of corporate leadership, people management, business consulting, corporate marketing and financial analysis.

Your journey begins with the Design Thinking for Business core course, which will transform the way you think about problem solving and give you the confidence to tackle complex business issues.

The focus on solving real-world problems, such as through projects with industry partners and in gamified simulations, means that you can immediately apply what you learn to your workplace.

In preparing to be a business leader of the future, you will also develop essential soft skills in areas such as teamwork, collaboration, delivering business presentations and creative problem solving.

Careers

Graduates are working in Vietnam and abroad in professional, commercial, industrial, not-for-profit, non-government, public administration and startup organisations. They perform a wide range of roles across numerous industries, 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



Tran Xuan Hai
Current student



When you work with people in a company, you can actually tell that they have an MBA because of the way they look at things. With an MBA, when you approach a business issue, you can look at it from different perspectives. That's what is required to become a manager. The program is really interesting and very helpful for my career. It teaches me about soft skills – things like working in teams, project management and networking. It's not just theory.

Program structure

YEAR 1			YEAR 2		
SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 1	SEMESTER 2	SEMESTER 3
Leadership and Management	Marketing for Managers	Managerial Finance	Management of Technology and Innovation	Business Research Design	Business Consulting
Design Thinking for Business	Financial Analytics for Managerial Decisions	Strategy	General elective	Business Operations Management	General elective

A sample of electives in the program:

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

In addition, students may choose selected core courses from other programs or any courses from the Graduate Certificate in Business Startups as elective options after consultation with their Program Lead.



Tu Pham Minh Vu
Alumnus, Partner Development
Manager, Microsoft Vietnam



A month after I graduated, I got a job offer at Microsoft through the Microsoft Academic College Hire program. Two years later, I'm now a Partner Development Manager in managing our five biggest partners in Vietnam. The MBA program inspired me with what I do now in the technology industry. It helped me to change my logical thinking. If you want to go further with your career, besides your working experiences, you should invest in upgrading your knowledge and skills.

Executive Master of Business Administration

Program code

MC162

Location

Saigon South

Hanoi City (subject to course availability)

Duration

one year full time; two years or more part time

Build your senior leadership credentials in this transformative Executive MBA program.

With upskilling the key to success in an increasingly competitive business environment, this program will help you to enhance your career prospects in the executive ranks of any organisation.

Developing expertise in areas including design thinking, leadership management, business strategy, business operations and the management of technology and innovation will give you a competitive edge in an era marked by constant innovation and disruption.

Informed by industry experts from Vietnam and overseas, the curriculum provides an international outlook while examining issues that are relevant to the Asia-Pacific region.

The diversity of cultural backgrounds and professional experience among teaching staff and students provides an opportunity to learn about business from different perspectives and to develop a lifelong network of mentors and alumni.

The focus on solving real-world problems, such as through projects with industry partners and in gamified simulations, means that you can immediately apply what you learn to your workplace.

Careers

Graduates will be able to demonstrate advanced business knowledge and tackle strategic challenges at the top level of 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
- transforming business processes



Watch this video about an alumnus

<http://bit.ly/EMBAalumnusstory>



David Vanhove

Current student, Resort Manager of Cassia Cottage, Phu Quoc



When I left France, I travelled quite a bit while working in the hospitality sector. I had the chance to work with companies that provided management classes on leadership skills and so on. Since moving to Vietnam, I still wanted to keep growing. I wanted to get different knowledge to have a broader mindset. The EMBA gives me that other way of thinking. All the knowledge that I am gaining will help me. The group work has been a highlight.

Program structure

YEAR 1			YEAR 2		
SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 1	SEMESTER 2	SEMESTER 3
Design Thinking for Business (Executive)	Accounting for Business Decisions	Creating Business Strategies	Managing Technology and Innovation Strategy	Managing Business Operations	Executive Consulting
Leading People and Organisations	Marketing	Financial Management	General elective	Business Research Design	General elective

A sample of electives in the program:

- Asian Management Issues
- Corporate Governance and Regulation
- Business and Economic Analysis
- International Logistics

In addition, students may choose selected core courses from other programs or any courses from the Graduate Certificate in Business Startups as elective options after consultation with their Program Lead.



Eric Tuan Pham
Alumnus, Founder and Director
of Cong Bang Corporation



I wanted to build up my company to become a local company at an international standard so that we could compete against others from outside Vietnam. I decided to look for an EMBA at an international level. Some people said, 'You're successful already. Why do you need to learn more?' As the founder, I needed more knowledge. I've been able to apply the knowledge that I learnt in the EMBA to my business. You can see the impact in our revenue.

Master of International Business

Program code

MC192

Location

Saigon South

Hanoi City (subject to course availability)

Duration

one year full time; two years or more part time

Learn how to do business in a connected world and how to manage international teams with this globally recognised Master of International Business degree.

The program provides advanced study in contemporary international business theory and practice to help you build the knowledge and skills necessary for critical, creative and sustainable approaches to business in a globalising world.

With this degree, you can position your career to take advantage of the shift in the world's economic weight to the region, as demand grows in Vietnam and the region for skilled managers who can do business on an international scale.

The curriculum remains up to date and relevant to current issues, trends and innovations.

Developing expertise in areas that are fundamental to doing international business, such as cross-cultural management, international strategy and international logistics, will help you feel confident and ready for a career of working beyond borders.

Careers

Graduates find work in a wide range of organisations – from multinational companies with large global footprints to the family business looking to expand into foreign markets. Among the most common positions available in international business are:

- import/export agent
- international business development manager
- international foreign policy advisor
- international investment and operations manager
- international management consultant
- international marketing/media/advertising manager
- international mergers and acquisitions specialist
- international trade and customs manager
- multinational manager



Watch this video about an alumnus

<http://bit.ly/MIBalumnusstory>



Hieu Doan
Current student



I joined the MIB program after I was promoted to a managerial position with a multicultural company. I work with not only Vietnamese people but also Czech people and people of other backgrounds. So one of the challenges I face is managing a diverse team. In my first semester, I learnt about contemporary issues in managing in a cross-cultural environment. The course revealed the kinds of problems that arise and provided solutions for what to do. It was very useful.

Program structure

YEAR 1			YEAR 2		
SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 1	SEMESTER 2	SEMESTER 3
Contemporary Issues in International Management	Managing Across Cultures	Marketing for Managers	International Strategy	Business Research Design	General elective
Accounting for Sustainable Management	Sustainable International Business Futures	Business and Economic Analysis	International Logistics	General elective	General elective

A sample of electives in the program:

- Management of Technology and Innovation
- Asian Management Issues
- Corporate Governance and Regulation
- Business Consulting
- Research Project

In addition, students may choose selected core courses from other programs or any courses from the Graduate Certificate in Business Startups as elective options after consultation with their Program Lead.



Ho Thanh Thuy
 Alumnus, Business Manager,
 Phat Thanh Coffee



As I have a dream to export my coffee, I wanted to learn more about how to do international business. I'm the second generation in my family's coffee roasting business. I finished the MIB within one year. In that time, I learnt a lot. I learnt how to network with other people and how to make a business presentation. The MIB program is very up to date. In the classroom, everyone was really friendly. I could easily connect with my lecturers.

Graduate Certificate in Business Startups

Program code GC162

Location Saigon South

Duration one or more years part time

Get the knowledge you need to confidently start your new venture and succeed in a competitive business environment.

This program provides you with a unique understanding of the processes, challenges, risks and rewards involved in starting and sustaining a new venture. It also equips you with the tools required to increase your chances of successfully raising money for a startup.

The program tracks the progression of new venture creation through a series of collaborative and authentic learning experiences.

The journey takes you from developing a business idea to creating a professional-level business plan and investor presentation, and presenting to a panel of investor judges.

Compared to similar programs taught around the world, this one takes an in-depth view from the perspective of not just the startup but also investors.

Courses in the program may be used as academic credit towards electives in the master's programs.

Careers

You will be ready to take on business development opportunities in numerous industry segments, including:

- information and communications technology (ICT)
- retail and merchandising
- tourism, culture and hospitality
- transportation and shipping
- franchising
- economics and finance
- consulting
- health, leisure and recreation
- sustainable business development



Lan Anh Nguyen
Current student,
Founder, Eiy Public Speaking



Studying the program has come at the right time for me. I have gained tremendous knowledge. Previously, I had no idea what a term sheet was, what fund rounds were or how to value my business. The program brings huge value to startup owners who are running a business and studying at the same time. I've been so lucky to have one of the academics be my business mentor and give me advice on making big decisions in the business.



What is a 'graduate certificate'?

Compared to a master's degree, a graduate certificate covers a shorter term of study on a more specialised topic. A certificate is awarded upon completion of the four courses that make up the program. The graduate certificate qualification is located at level 8 of the Australian Qualifications Framework.

Program structure

**Entrepreneurial
Management:
From Idea to
Business Model**

**Entrepreneurial
Management:
Validating Business
Models**

**Entrepreneurial
Management:
Financial Analysis
and Investment**

**Entrepreneurial
Management:
Venture Capital
Investment Strategies**



Rok Pintar
Alumnus



I went into the Entrepreneurial Management: From Idea to Business Model course because I didn't know much about entrepreneurship. So I was quite surprised to find out what it takes for a startup to get it right. We went through all stages of developing a business plan and presenting it. Students become more confident through not only weekly video presentations but also the business plan pitch on the last day of the course. It's close to how entrepreneurs work in reality.

Doctoral research

As a researcher at RMIT, you can become an expert in your field and make a real difference to society.

Our PhD research program in Business or Management aims to help solve critical global problems and to deliver significant economic, social and environmental impact.

Candidates are expected to apply a substantial body of knowledge in researching and developing new knowledge in one or more fields of investigation.

You will have the opportunity to work alongside innovative researchers and to access cutting-edge resources. Our experienced and trained supervisors will help you in developing the research skills and knowledge you need to reach your potential.

The program is run jointly by the School of Business & Management at RMIT in Vietnam and the Graduate School of Business & Law at RMIT in Melbourne.

RMIT admits applicants on the basis of their demonstrated capacity to conduct independent research.

For more information, contact phd.enquiries@rmit.edu.vn.



Eligibility information
<http://bit.ly/phdeligibily>



Meet our faculty

The RMIT Asia Graduate Centre is home to highly qualified professors and lecturers who bring a wealth of industry and academic experience from around the world.

All of our academics are PhD qualified and are actively engaged in research. Their research topics are at the cutting-edge of contemporary business issues, focusing on the local and international business environments.



Victor Kane
BA, MS, PhD
Head of Department
Associate Professor

Dr Kane, from the United States, has taught at universities in his native country and as a visiting professor at the Graduate School of Business at Konkuk University, South Korea. He has over 30 years' experience in management consulting and marketing. He holds an MS in Program Planning and Administration from Columbia University, New York, and a PhD in Social Policy from Brandeis University, Massachusetts. His research focuses on cross-country comparisons of corporate social responsibility programs and reporting.



Steve Clarke
BSc, MBA, PhD
Program Manager for
the MBA and for the
Graduate Certificate in
Business Startups

Dr Clarke, from the United States, was an executive, entrepreneur and consultant. His career focused on retail and brand management, and on connecting companies with Asian manufacturing bases. He gained an MBA from Grand Central University and a PhD in International Business from North Central University. His research areas include foreign market entry strategy, entrepreneurship and startups.



Abbott J. Haron
MBA, DBA, PhD
Program Manager for the
Executive MBA

Dr Haron, a dual Australian-New Zealand citizen, holds a PhD in Business Administration from the Swiss Management Center, Switzerland. He has taught at the Higher Colleges of Technology, United Arab Emirates, and the Colleges of Applied Science, Oman. Research areas include the future of work, disruptive technology management, innovation management, strategy and business operations.



Phil Smith
MBA, PhD
Senior Lecturer and
Program Manager for the
Master of International
Business

Dr Smith, from Australia, began teaching at RMIT Vietnam about 10 years ago. Previously, he had a career in the telecommunications industry, specialising in human resources, customer relations, project management and information technology. He holds an MBA and PhD in International Business from Charles Sturt University, Australia. His research areas include cross-cultural management and leadership models.



Ian Eddie
PhD
VinaCapital Professor of
Private Equity

Professor Eddie, from Australia, has over 20 years of experience in the strategic management of business school research programs and activities. He held academic leadership positions at the University of New England, University of Canberra and Southern Cross University. He is an expert in international corporate governance regulations and practices. His research areas include Vietnam's capital market.



Nguyen Quang Trung
MDE, PhD
Senior Lecturer and
Discipline Lead for
International Business

Dr Trung's passion for business grew as Vietnam's economy opened in the 1990s. His Master of Economics and Development was a joint program of the ISS, the Netherlands, and Vietnam's University of Economics. He holds a PhD in Management from Monash University, Australia. Research areas include international business, development economics and digital transformation management.



Roger Epworth
MLitt, PhD
Lecturer

Dr Epworth, from Australia, has been a lecturer for more than 20 years, with previous roles at the University of New England, Australia, and at institutions in the United States. He completed a Master of Letters (Psychology) and a PhD in Services Marketing at the University of New England. Also, he worked as a marketing manager and served on the boards of banks.



Reza Akbari
BBA, MBA, DBA
Lecturer and Discipline
Lead for Logistics
and Supply Chain
Management

Dr Akbari took over his family's commercial construction business in Iran before moving to Malaysia to study an MBA. He also holds a Doctor of Business Administration from Victoria University, Australia. Research areas include logistics and supply chain management, emerging technologies, strategic outsourcing, business processing re-engineering, 'anywhere working' and smart cities.



Matthew McDonald
BA, BAppSci(Hons), PhD
Senior Lecturer

Dr McDonald, from Australia, is a Chartered Psychologist with the British Psychological Society. Previously, he has taught at universities in Australia, the United Kingdom and Thailand. Research areas include the social psychology of work and leisure, continental philosophy applied to psychology, consumer culture and political economy, leadership and career development.



Robert McClelland
BSc, MSc, DMS, PhD
Associate Professor
Head of Department,
Management, School of
Business & Management

Dr McClelland, from the United Kingdom, has had a career as a statistician, scientist and academic. He has taught at Liverpool John Moores University, United Kingdom, and at business schools in Europe and Asia. He has been director of his own market research company and chair of charitable boards. Research areas include health management and statistical and survey projects.



Burkhard Schrage
BA, CEP, MALD, PhD
Lecturer

Dr Schrage, from Germany, holds a PhD in International Business and a Master of Arts in Law and Diplomacy from the Fletcher School, Tufts University, United States. He has previously taught at the Singapore Management University and University of Pennsylvania. Research areas include strategic management, emerging markets strategies, empirical aspects of privatisation and deregulation.

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.

LEADERSHIP AND MANAGEMENT

Examine various approaches to leadership, from early theories to contemporary perspectives. You'll think creatively about the capabilities required of professional managers and leaders, with an emphasis on self-development as it relates to organisational development.

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.

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, examine issues from multiple perspectives and develop innovative solutions.

MANAGEMENT OF TECHNOLOGY AND 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 and the 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 CONSULTING

This capstone course in the MBA program provides a work-integrated learning (WIL) experience that focuses on how to effectively design, research and manage a business consulting project that meets a client's needs. Students also explore current and anticipated trends in the global consulting market.

EXECUTIVE MBA

DESIGN THINKING FOR BUSINESS (EXECUTIVE)

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 organisations and apply leadership concepts and practices to a range of organisational settings. In applying theoretical frameworks and research findings, you will devise and design solutions to problems which commonly face managerial leaders.

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 and the integration of the various functional areas of the business enterprise, including marketing, finance, accounting, human resource management, and operations management. You will cover the strategic management process, tools and techniques of strategic analysis, and strategy formulation and implementation. Plus, you will explore the importance of business ethics in achieving organisational goals.

FINANCIAL MANAGEMENT

To make effective decisions, corporate managers must understand what the markets are 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. The course draws on students' 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, examine issues from multiple perspectives and develop innovative solutions.

MANAGING TECHNOLOGY AND INNOVATION STRATEGY

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

EXECUTIVE CONSULTING

Develop the skills and knowledge needed by executive leaders to design and research strategic project briefs to meet the needs of internal and external clients. You will also reflect upon the progression of your career, identifying actions required to achieve your career goals. In the capstone experience you will have the opportunity to integrate, critically reflect upon and consolidate what you have learnt in the program.

MIB

CONTEMPORARY ISSUES IN INTERNATIONAL MANAGEMENT

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

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.

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 to deliver better organisational outcomes.

BUSINESS AND ECONOMIC ANALYSIS

Develop your ability to understand, analyse and use economic logic and data to inform business decision making. You will investigate external environmental factors that affect business performance, such as macroeconomic trends and government policy.

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

Develop your ability to understand, analyse and use economic logic and data to inform business decision making. You will investigate external environmental factors that affect business performance, such as macroeconomic trends and government policy.

INTERNATIONAL LOGISTICS

Explore the changing face of international logistics in the 21st century. You will look at global sourcing and trade, plus the growing strategic importance of global outsourcing and the various transport and logistical infrastructure facilities and processes. Examine the international trade regulatory environment and its impact on global logistical issues.

INTERNATIONAL STRATEGY

Understand strategic analysis and viewpoints on issues that concern an organisation as a whole, while taking an international perspective. The course integrates concepts from specific areas of managing a business, such as 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, examine issues from multiple perspectives and develop innovative solutions.

ELECTIVES*

ASIAN MANAGEMENT ISSUES (MBA, EMBA, MIB)

This course is an immersive experience featuring a study tour abroad. A group of RAGC academics, staff and students travel to another country to absorb the economy, culture, traditions, behaviours, current affairs and aspects of business relevant to managing in Asia. The tour duration is one week and includes presentations, input sessions, guest speakers, company and cultural visits.

CORPORATE GOVERNANCE AND REGULATION (MBA, EMBA, MIB)

Get 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.

**Following consultation with their Program Lead, students may choose as elective options selected core courses from other programs or any courses from the Graduate Certificate in Business Startups program*

GRADUATE CERTIFICATE IN BUSINESS STARTUPS

ENTREPRENEURIAL MANAGEMENT: FROM IDEA TO BUSINESS MODEL

This course starts with an initial design thinking process based on critical research and a business process that includes the minimum viable product (MVP) technique. It incorporates idea development through problem solving and lean strategic startup business planning.

ENTREPRENEURIAL MANAGEMENT: VALIDATING THE BUSINESS MODEL

This course provides realistic, experiential learning on what it is like to actually start a company. This is a practical course in that it is like a laboratory for creating a business startup. The goal is to create an entrepreneurial experience for students which includes many of the pressures and demands of the real world during the early stages of a startup.

ENTREPRENEURIAL FINANCE: FINANCIAL ANALYSIS AND PLANNING OF STARTUP INVESTMENTS

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 in identifying, evaluating and investing in real-world startups.

ENTREPRENEURIAL FINANCE: VENTURE CAPITAL STARTUP STRATEGIES AND STRUCTURES

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.



Academic entry requirements

MBA

Applicants must meet the following:

- successfully completed a bachelor's degree in business (or a related discipline)*

Please contact our consultants if any of the following situations apply to you:

- you graduated from a non-business degree;
- you do not have a GPA or GMAT score that meets our requirements;
- you do not hold a bachelor's degree but have a minimum of five years of work experience.

** Entry may be subject to meeting minimum GPA requirements*

EXECUTIVE MBA

Applicants must meet the following:

- successfully completed a bachelor's degree in any discipline with minimum GPA of 2.0/4.0 (or with a GMAT score of 600);
- have evidence of a minimum three years of work experience in a management role.

Please contact our consultants if any of the following situations apply to you:

- you do not have a GPA or GMAT score that meets our requirements;
- you do not hold a bachelor degree but have eight to 10 years of work experience.

MIB

Applicants must meet the following:

- successfully completed a bachelor's degree in business (or a related discipline)*

Please contact our consultants if any of the following situations apply to you:

- you graduated from a non-business degree;
- you do not hold a bachelor's degree but have a minimum of five years of work experience.

GRADUATE CERTIFICATE IN BUSINESS STARTUPS

Applicants must meet the following:

- successfully completed a bachelor's degree in any discipline with a GPA of 2.0 (out of 4.0);
- or have equivalent work experience.

Note: For all programs, an interview with the Program Manager or Head of Postgraduate Programs may be required.

English requirements

Applicants must have successfully completed RMIT English Advanced (see QR link) or one of the following requirements:

- IELTS (Academic) at 6.5+ (no band below 6.0);
- TOEFL iBT 79+ (with minimum score of 13 in Reading, 12 in Listening, 18 in Speaking and 21 in Writing);
- Pearson Test of English (Academic) at 58+ (no communication band below 50);
- Cambridge English Advanced (CAE) or Proficiency (CPE) at 176+ (no band below 169);
- An RMIT bachelor's degree or postgraduate qualification within the past five years;
- A bachelor's degree or a postgraduate qualification within the past five years from an institution in one of the English-speaking countries listed (see QR link).

Note: TOEFL, IELTS, Pearson and Cambridge results are recognised for two years from the test date. RMIT English results are recognised for one year from the test date. For international students, other English entry requirements may apply.



● RMIT's English pathway
<http://bit.ly/RMITpathway>



● List of English-speaking countries
<http://bit.ly/ENspeakingcountries>

Recognition of prior learning

You may be eligible to receive credits for prior learning, particularly if you have relevant and current professional qualifications and work experience. This applies, in particular, for finance and accounting courses. We review every application on a case-by-case basis. For more information, please contact our consultants.

Scholarship opportunities

If you are a high achiever who is passionate about making a difference, you're a perfect candidate for a scholarship to study a postgraduate program at RMIT.



18 scholarships

are on offer during 2019 at a total value of about **1,500,000,000 VND**



I was quite surprised to receive a scholarship. I wasn't confident that I was the best candidate. So I would just say: give it a try. You never know whether you will be selected. The interview panel asked a lot of questions about my work experience. I think what helped me to stand out was my background working in FMCG and also in a diverse range of areas, such as IT systems and sales and marketing. The scholarship will help me a lot.



Nguyen Do Thuy Tu
Executive MBA
Trade Marketing Manager,
Heineken Vietnam

HANOI CITY CAMPUS

MBA: Six x 25% scholarships
(June intake)

SAIGON SOUTH CAMPUS

MBA:
Four x 25% scholarships

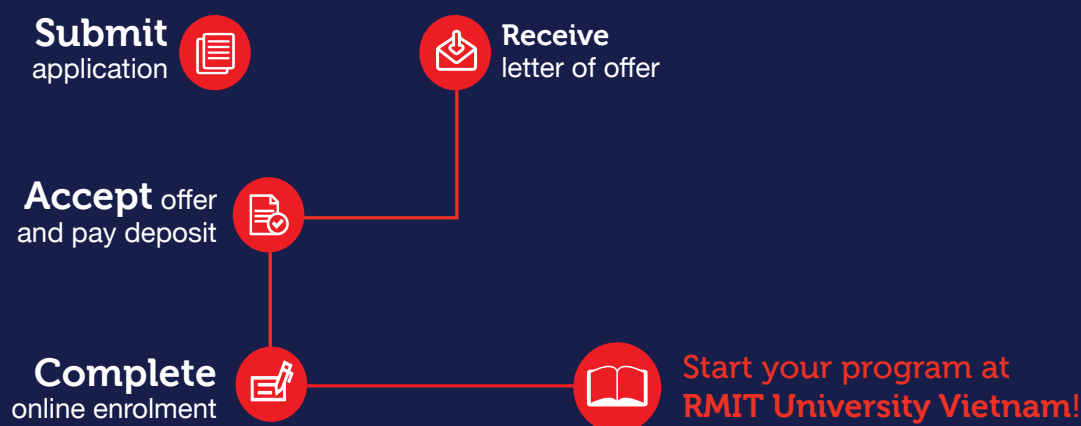
Executive MBA:
Four x 25% scholarships

Master of International Business:
Four x 25% scholarships

How to **apply**

Simply complete an application form and submit it, along with supporting documentation. You can find the application form online at www.rmit.edu.vn or you can request one from our consultants at our Hanoi City and Saigon South campuses. An interview and additional materials, such as your curriculum vitae, may be requested.

Application process



Tuition

You can choose between the standard tuition fee or the fixed-fee program. Payments are made each semester on a course-by-course basis.



Up-to-date fee information
<http://bit.ly/RAGCtuition>

CONTACT US

RMIT UNIVERSITY VIETNAM

SAIGON SOUTH

📍 702 Nguyen Van Linh Street, Tan Phong Ward, District 7, HCMC

☎ (84) 28 3776 1369

✉ enquiries@rmit.edu.vn

HANOI CITY

📍 Handi Resco Building, 521 Kim Ma Street, Ba Dinh District, Hanoi

☎ (84) 24 3726 1460

✉ hanoi.enquiries@rmit.edu.vn