



**School of Business
& Management**

2022

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*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 avail-
ability of courses. For the most up-to-date program
information, please visit www.rmit.edu.vn.*

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Go beyond
the brochure!

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, see our students' work and get a taste for what it is like to study at RMIT.



WELCOME to the School of Business & Management!



Professor Robert McClelland
Dean, School of Business
& Management

To meet the challenges of today's dynamic, globalised business world, students need access to a cutting-edge education that is deeply rooted in practical experience.

Our business and management courses offer high-quality, industry-responsive programs built to meet the needs of both national and international marketplaces.

These programs inspire students to think, challenge and create while building the skills needed to address real-world issues and 'think outside the box' so that they can become future leaders.

Thanks to their unique combination of their technical expertise and soft skills, our graduates will continue to be in high demand in the future.

We look forward to seeing you in the classroom at RMIT!



The latest news from our school
bit.ly/newsSBM



Follow us on Facebook
facebook/rmit.sbm/

A quality
education



Our global presence

RMIT is a global university of technology, design and enterprise.

One of Australia's original tertiary institutions, RMIT University enjoys an international reputation for excellence in professional and vocational education, applied research and engagement with the needs of industry and the community.

When you graduate, you will join a large network of alumni that provides ongoing peer support, professional development and networking opportunities.



Established in 1887

in Melbourne, Australia



5 campuses

and a research centre in Australia, Vietnam, and Spain



430,000

RMIT alumni working in 130 countries

In Vietnam:



15,500

alumni



4,000

companies in 18 industries employ RMIT alumni



3,700

alumni hold managerial positions



84%

of graduates secured full-time jobs within 3 months of graduation



12%

of graduates are entrepreneurs



Check our some alumni stories
bit.ly/RMITalumnistories

Founded in 2000, RMIT Vietnam brings a world-class education and a globalised study environment to one of the fastest-growing regions in Asia. We offer programs in business and management, science and technology, communication and design, and English.

RMIT has a

5-STAR QS RANKING

for excellence in higher education in all possible categories:

- Teaching
- Innovation
- Employability
- Facilities
- Inclusiveness
- Research
- Internationalisation
- Specialist criteria

TOP 1%

of universities globally⁽¹⁾

5-STAR

for Learner Engagement, Staff Qualifications and Skills Development⁽¹⁾

43RD

in the world in graduate employment rate⁽²⁾

TOP 60

in the world for partnership with employers⁽²⁾

TOP 150

universities globally in Accounting and Finance⁽³⁾

TOP 150

universities globally in Business and Management Studies⁽³⁾

(1) 2021 QS World University Rankings

(2) 2021 QS Graduate Employability Rankings

(3) 2020 QS World University Rankings by Subject



Discover who we are
bit.ly/RMITUniversityintro

International learning

The international learning environment at RMIT will help you reach your full potential.

Our inspiring, highly qualified academics come from around the world and teach in English. They are active researchers and creative practitioners with extensive professional and academic experience.

Meet our lecturers



Our lecturers at the School of Business & Management
bit.ly/RmitSBMprofile

50+

nationalities are represented among our students at RMIT in Vietnam.

30+

nationalities are represented among our academic and professional staff.

An authentic approach to learning is what sets RMIT apart from other universities. It is exemplified by:

- **Work Integrated Learning (WIL)** activities, which allow you to apply academic learning in 'real-life' situations with an industry partner or community partner organisation; and
- **authentic assessments**, such as individual and group activities resembling the daily experiences faced by industry, instead of paper-based exams.

Digital learning

Online learning is well-established at RMIT through the offer of online courses and our own Learning Management System (LMS) - Canvas.

For online courses, students learn through an innovative combination of traditional and digital techniques for maximum engagement:

- Narrated lectures
- Interactive online classes
- Discussion forums
- Individual or group projects and assignments
- Online consultation with lecturers and tutors
- Continuous feedback

Support services:

- Direct access to lecturers through Canvas, messaging apps, email and drop-in sessions
- Access to RMIT's digital library in Australia and international databases
- Tutor groups and academic skills support materials
- Soft skills and leadership workshops and programs



Watch this video about WIL activities
bit.ly/WILprojectvideo



1900+

students engaged in Work Integrated Learning projects with 40+ industry partners in 2020



Elite facilities

Our campuses offer modern classrooms, purpose-built lecture theatres, studios, laboratories and other specialist spaces, providing the perfect setting for you to thrive.

- Cyber Security and Logistics Lab
- Financial Trading lab
- Activator



Explore our campuses with a virtual tour
bit.ly/RMITvirtualtour

- Media suites
- English Language labs
- Campus Medical Centre
- Student self-study and meeting spaces
- Canteen area with a wide variety of food & drink vendors
- Sports & fitness centre

The RMIT Library is the largest English-language library in Vietnam, providing you access to an extensive range of offline and online library resources.



550,000+

books, periodicals, e-books, journals and videos are available in the library.



A transformative
experience



Vibrant student life



40 student clubs run by students: the club program offers you a chance to build strong networks, and develop a range of skills including teamwork, communication, and leadership. You can even start your own club!

- Academic and study skills clubs (Accounting, Business, Neo Culture Tech, Tourism & Hospitality, etc.)
- Creative collective clubs (Music, Dance, Visual Arts, Mass Media, etc.)
- Social and special interest clubs (Boardgames, FinTech, Green Generation, Japanese Culture, etc.)
- Sports clubs (Badminton, Basketball, Football, Kendo, MMA, Volleyball, etc.)



Get involved in **fun activities and events**:

- Club days
- International Festival
- Leadership camps
- Sports competitions
- Creative challenges



Check out this video about student clubs
bit.ly/RMITstudentclubs

Our campuses embrace diversity and inclusiveness, providing endless opportunities to network and make new friends.

You will have access to **comprehensive learning support services**.

- Get one-to-one learning and language support.
- Benefit from peer-to-peer learning and study support.
- Attend workshops to review your work and enhance your academic skills.

For students with disabilities and learning difficulties, RMIT offers dedicated support services aimed at providing equal access and opportunity.

Professional **health and wellbeing** support services are also available on our campuses.



Global opportunities

Exchange program

From your second year onward, you can go on an exchange program at RMIT in Melbourne (Australia) or choose from a list of our partner universities.

During the exchange, you will study for one or two semesters of your program while continuing to pay your RMIT Vietnam tuition rate.

Year 1	Year 2	Year 3
Vietnam	Melbourne OR partner university	Vietnam

Take advantage of the many opportunities we offer to combine your studies with exploring the world.

200+

partner universities in 40 countries

500+

students on global exchange every year

Check out the Global Mobility options bit.ly/Rmitglobalexperiences



Get a glimpse of life in Melbourne bit.ly/exchangetomelbourne



Doan Bao Chau
Current student
Bachelor of Business (Logistics and Supply Chain Management)

During my exchange at RMIT in Melbourne, I studied four courses and had a part-time job in a Vietnamese restaurant. I grew a lot and gained a lot of new friends. Most importantly, I became more independent. I was very impressed with Melbourne's culture. It's a very peaceful city where you can meet a lot of friendly people.

Dual-campus option

Experience student life at both RMIT in Vietnam and RMIT in Melbourne, Australia, through our dual-campus options.

1. Start your undergraduate program in Vietnam and then apply to permanently transfer to Melbourne.

Undergraduate	
Vietnam	Melbourne

2. Do your undergraduate program in Vietnam and then apply to study a postgraduate degree in Melbourne.

Undergraduate	Postgraduate
Vietnam	Melbourne

Note: If you transfer your program to RMIT in Melbourne or join a full program there, you will pay the Australian tuition rate. Upon completing your program, you may also have the chance to apply for the Australian post-study work visa after at least two academic years (92 weeks) of study in Australia.

If you're interested in studying a full program at RMIT in Melbourne, see page 71 for more information.

A path to
employment



Career head start

Our career services and industry links help to make the journey from the classroom to the workplace a smooth one.

- Access **career counselling and mentoring services**.
- Get help in **developing your skills** in CV writing and preparing for interviews.
- Utilise the **Job Shop** drop-in service for information about services, workshops and events.
- Join **career fairs and networking events** to connect with some of the biggest employers in your field.
- Join a **series of training workshops** on subjects such as creative thinking, communicating with confidence and working across cultures.
- Take part in **visits to industry-leading companies** for unique insights into modern workplaces.
- Find exclusive employment opportunities and internships through the **CareerHub** website.

Flagship internship program

Most students take part in internships at the end of a program, allowing them to easily transition into full-time employment. Each program has a different minimum internship period requirements, but they are typically between 12 and 15 weeks.

488

job postings from **202** companies on CareerHub in 2020

523

students undertook an internship at **400+** companies in 2020



Industry connections

You will benefit from the strong relationships we have with local and international industry partners.

- Do a work placement through the RMIT Flagship Internship program to get hands-on experience in a real work environment.
- Interact with industry partners throughout your studies, such as in classroom activities, career fairs and networking events.

Many leading companies perform an advisory role to ensure our programs at the School of Business & Management are relevant and up to date. These industry partners include:



40+

industry partners participated in Work Integrated Learning projects with RMIT students in 2020

84%

of our graduates have a full-time job within three months of completing their studies.



Chu Chien Hao
Alumnus
Bachelor of Tourism and Hospitality Management

I did an internship at Sheraton Saigon Hotel & Towers. I was lucky to get an opportunity to work as a guest service agent. It was a fun experience. I developed my resilience and skills in conflict resolution and team work. I definitely recommend students do an internship, as there is a gap between school and the workplace. The internship helped me to better understand how my studies connect to society.

Employability

Roadmap

In embarking on your journey from a new student to becoming a graduate who is ready for the workforce, we recommend thinking about your time at RMIT in the following three stages:

- **exploring** in the early semesters;
- **experiencing** in the middle semesters;
- **engaging** in the late semesters.

The **Employability Roadmap** outlines how you can gain appropriate skills and knowledge through academic and extracurricular activities. By exploring, experiencing and engaging, you will greatly enhance your employability.

Academic activities

Extra-curricular activities



Early semesters **EXPLORE**

In the early semesters, core courses are designed with two themes: industry exposure and simulation. These equip you with an overview of the industry and help you to explore your abilities for a suitable career path.

A. Industry exposure

- readings
- guest lectures
- field trips
- case studies

B. Simulation

- simulated projects
- game-based learning
- lab-based projects

From the first semester, we encourage you to join projects and clubs to develop a sense of belonging to your new environment. Getting involved is a great way to nurture your soft skills naturally and make new friends.

- Get Ready Program
- Emerging Leaders Project
- 40 student clubs
- Personal Edge skills development workshops



Middle semesters **EXPERIENCE**

In the middle semesters, industry engagement is the main theme in specialised courses. You will engage with real clients and manage projects to address current business challenges.

C. Industry engagement

- real industry projects
- applied research
- global collaboration
- industry mentoring

To get a global experience, you can choose from RMIT Melbourne or more than 200 partner universities around the world to go on exchange for one or two semesters.

From semester 4, you can take on managerial roles through many projects and training programs. You will be encouraged to fulfill your own potential and become a creative leader!

- LEAD training
- RMIT Leadership Camp
- Global Leadership Program
- student clubs positions
- Personal Edge skills development workshops



Late semesters **ENGAGE**

Having already developed your knowledge and skills, **capstone projects** allow you to put everything into practice. Before graduating, taking part in the **Flagship Internship** program is a great way to get a taste of the work environment.

D. Capstone project

- final project
- showcase
- exhibition

E. Work placement

- Flagship Internship program

In your final semesters, you can engage with an industry mentor and become acquainted with real working environments. It is a chance to get better equipped to take on the professional world!

- Career Mentoring Program
- part-time job opportunities
- Flagship Internship
- Industry Networking Night
- career fairs
- Recruitment Day

Our programs



Pursue your passion

At the School of Business & Management, we offer a broad range of options for you to choose from. From 2022, the new Bachelor of Business is completely revamped to meet industry needs.



Bachelor of Business (9 Majors)

- Blockchain Enabled Business
- Business and Technology
- Economics
- Finance
- Global Business
- Innovation and Enterprise
- Logistics & Supply Chain
- Management and Change
- People and Organisation



Bachelor of Digital Marketing



Bachelor of Tourism and Hospitality Management

You can specialise further in your studies by completing a minor from the following options:

- Accounting for Managers
- Blockchain Enabled Business
- Business and Technology
- Cybersecurity
- Digital Marketing
- Economics
- Entrepreneurship
- Finance
- Global Business
- Innovation and Enterprise
- Logistics and Supply Chain
- Management and Change
- People and Organisation
- Tourism and Hospitality

You will have access to specialist facilities and modern teaching spaces, including:

- the Financial Trading Lab, which replicates a real-world trading room with software for students to analyse real-time market information;

- the Cyber Security and Logistics Laboratory, which contains 31 computers with the latest business forensics and security software.



Bachelor of Business

Program code: BP343

Duration: Three years

Intakes: February, June, October

Location: Saigon South, Hanoi City

Are you ready for a degree that puts you in control, with the freedom to choose a path that you are most passionate about?

Choose from a suite of Majors and Minors to specialise in one or two chosen fields or broaden your knowledge across many. With a focus on developing your personal and professional capabilities, you will be in high demand once you enter the workforce.

The program curriculum is co-designed with industry to solve real-world problems and build up cross-disciplinary knowledge and skill sets needed by contemporary business. Graduates of this program will have a global mindset, digital agility and critical thinking abilities.

The Bachelor of Business allows you to do more than respond to the future, it allows you to create your own.

Why study the new Bachelor of Business at RMIT?



Real-world learning: Concentrate on solving real industry problems to build your portfolio of achievements and experience.



Personalised course structure: Choose from our suite of majors and minors to specialise in your chosen field or broaden your knowledge across a range of fields.



Co-designed with industry: Graduate with the highly sought-after skills and knowledge to think innovatively across disciplines and rewrite what's next.

Career outcomes

Depending on the majors, minors, and subjects you choose, the following roles may be suitable for you:

- Accountant, Actuary, Auditor, Economist, Financial Analyst, Financial Planner, Human Resource Professional, Investment Adviser, Legal Professional, Marketing Professional
- Logistics Analyst, Business Behaviourist, Digital Marketing Manager, Social Media Assistant, Transformation Manager, Community Manager (Public Relations), Ethical Sourcing/Procurement Manager
- Data Analyst, Pricing Analyst, HR Analytics Manager, Data Scientist, Growth Hacker
- Agile Coach, Logistics Analyst, Diversity and Inclusion Officer, Customer Success Specialist, Social Entrepreneur
- Digital Marketing Analyst, Social Media Specialist, User Experience (UX) Analyst, Digital Content Curator, Marketing Personalisation Specialist, Employee Experience (EX) Manager, Digital Capability Coordinator
- Corporate Strategist, Concept Designer, Corporate Development Analyst, Social Innovation Projects Manager, Enterprise Architect.
- Taxation consultant

As a Bachelor of Business graduate, you will be prepared for jobs that are growing or yet to be defined. New occupations are emerging, often as the result of disruptions and megatrends, with high demand for specialised and hybrid skills and knowledge.

Program structure

There are 288 credits (a maximum of 24 courses) in the program.

In your first year, you will complete 4 business foundation courses to give you the building blocks needed to succeed in your chosen business career path.

Next, the direction you take is in your hands. You can choose up to two Majors or two Minors.

Next, the direction you take is in your hands. You can choose up to two Majors or two Minors. You can choose on a spectrum from generalist (breadth) to specialist (depth). Majors are the primary focus of your study, whereas Minors are secondary areas of study that are typically more specialised.

In the final year, all students will undertake the compulsory Capstone Experience, a Work Integrated Learning (WIL) course in which they will be engaged with industry partners.

	YEAR 1	YEAR 2	YEAR 3
Business Foundation (4 requisite courses)	Up to 2 Majors (8 courses per Major)		Capstone Experience: Business Graduate Portfolio
	Up to 2 Minors (4 courses per Minor)		
	Business electives* and General electives**		

* Business electives courses: choose any course from other Business majors or minors

** General electives: choose any elective course from any program at RMIT

Industry connections

This degree is closely integrated with industry and real-world problem solving as an integral part of the learning experience. We have partnered with key organisations in industry to help build what you will learn in your classes.



Explore your Majors and Minors

- A **Major** is a primary focus for your study, typically 96 credit points (8 standard courses).
- A **Minor** is a secondary focus of study, typically 48 credit points (4 standard courses).

Choose from 9 Majors:



Choose from 14 Minors:

- Accounting for Managers
- Blockchain Enabled Business
- Business and Technology
- Cybersecurity
- Digital Marketing
- Economics
- Entrepreneurship
- Finance
- Global Business
- Innovation and Enterprise
- Logistics and Supply Chain
- Management and Change
- People and Organisation
- Tourism and Hospitality

Discover the 9 Business Majors

Blockchain Enabled Business

Blockchain is the Internet of Value, transforming traditional businesses across all major industries. Students will have the opportunity to develop their skills & knowledge in the RMIT Fintech-Crypto Lab which is one of the world's first specialised labs for blockchain education. You will gain the knowledge and skills to evaluate, apply and manage public and private blockchains and their decentralised applications, as well as build your own.

Course lists:

- Macroeconomics for Decision Making
- Managerial and Business Economics
- Basic Econometrics
- International Industrial Organisation
- Diverse Perspectives on the World Economy
- Behavioural Economics
- Business in the Globalised Economy
- Business Challenges in the Digital Economy

Career:

Apply and manage blockchain technology in different sectors:

- Finance & Banking
- E-commerce
- Entertainment, Arts or Gaming
- Trade
- Healthcare
- Manufacturing
- Governance

Business and Technology

Without technology, we don't have a business. Students in this Major will learn a set of technical skills, knowledge and best practices on how technology helps solve complex problems. Students will develop their data analytics, agile project management, rapid prototyping and cybersecurity skills. As an inter-disciplinary Major, graduates will also learn about Artificial Intelligence application for businesses and digital transformation.

Course lists:

- Introduction to Business Analytics
- Introduction to Cybersecurity Governance
- Legal Considerations and Big Data Project
- Introduction to Enterprise Artificial Intelligence
- Business Challenges in the Digital Economy
- Open Innovation
- Blockchain for Business
- Design Thinking and the Digital Startup

Career:

- Technology project leaders
- Technology entrepreneurs
- Data analyst manager
- Technology and IT analysts
- Consultants in professional-services firms
- Business managers for new products and services



Economics

Economics is embedded in every corner of business and society. Students will gain the necessary skills to monitor, analyse and forecast economic trends, behaviors and decision-making processes at the individual, business, and government level. The Major enables you to understand how economic decisions are made, how markets work, how governmental rules affect economic outcomes, and how economic forces drive social systems.

Course lists:

- Macroeconomics for Decision Making
- Managerial and Business Economics
- Basic Econometrics
- International Industrial Organisation
- Diverse Perspectives on the World Economy
- Behavioural Economics
- Business in the Globalised Economy
- Business Challenges in the Digital Economy

Career:

- Business developer
- Business analyst
- Funds manager
- Economist
- Risk analyst / Risk management

Finance

Finance is vital to any business. Students in this Major will obtain real-world financial knowledge, strong analytical and problem-solving skills in financial, risk analysis and cashflow management. You will gain practical experience and expertise by using world-leading financial analysis and trading software in RMIT's financial trading lab.

Course lists:

- Financial Markets and Institutions
- Corporate Finance
- Basic Econometrics
- Money and Debt Markets
- Equity Investment and Portfolio Management
- Applied Finance - A Case Study Approach
- International Finance
- Derivatives and Risk Management

Career:

- Finance manager
- Funds manager
- Banker
- Stockbroker
- Business developer
- Business analyst
- Accountant
- Auditor
- Taxation consultant

Global Business

The Major will give you the expertise to interpret, analyse and make decisions on diverse and dynamic regional, international and global challenges by using qualitative and empirical data. You will develop skills and abilities to manage business in both domestic and global contexts. You will be able to apply your knowledge and skills to think critically, creatively and morally about functions and strategies of international business organisations in competitive environments.

Global Business is closely connected to all other areas of business such as cross-cultural management, Innovation and Enterprise, People and Organisation, and Finance.

Course lists:

- Global Business
- Financial Markets and Institutions
- Global Corporate Responsibility
- Cross Cultural Management
- Global Trade Operations
- Political Economy of Global Business
- International Human Resources Management
- Entrepreneurship and Global Challenges

Career:

- Business consultancy and market research
- Diplomacy and foreign affairs
- Imports and exports
- International business development
- International trade relations
- Project coordination
- Tourism and travel

Innovation and Enterprise

Innovation is more than just technology; it is the thought process that drives technological and digital change that is critical to sustaining the competitive advantage of a company. Innovation strategy increases the ability to acquire, create and make the best use of competencies, skills and knowledge both internally and externally for an organisation. Graduates of this Major will have the ability to examine inter-disciplinary applications of emergent technologies such as Blockchain and Big Data to find new ways to resolve contemporary enterprise issues including sustainability and the digital workplace, whilst considering the legal and regulatory implications of these technologies. Learning is further supported by a myriad of digital software to better understand and manage our technological changes.

Course lists:

- Critical and Analytical Approaches
- Diverse Perspectives and Working Collaboratively
- Decision Making
- Creative and Conceptual Approaches
- Blockchain Accounting Project
- Legal Considerations and Big Data Project
- Global Business Sustainability Project
- Managing Global/Remote Teams Project

Career:

- Change management
- Innovation consultant
- Entrepreneur
- Business Development Manager
- Sustainability development leader

Logistic and Supply Chain

The Logistics and Supply Chain Major provides managerial tools for you to enhance your organisations' competitiveness in different industries, from manufacturing, services, healthcare, agriculture to banking and tourism. The Major equips you with skills to explore key performance indicators of effective supply chain and apply business analytics and risk management in global sourcing, smart warehousing, freight and distribution and optimised business operations.

Course lists:

- Introduction to Logistics and Supply Chain Management
- Transportation and Freight Logistics
- Warehouse and Distribution Channels
- Procurement Management and Global Sourcing
- Operations Management
- Supply Chain Analytics
- Supply Chain Technologies
- Strategic Supply Chain

Career:

- Import/export manager
- Inventory manager
- Logistics/supply chain analyst
- Purchasing or procurement manager
- Logistics/supply chain operations consultant
- Supply chain and network planner/designer
- Operations manager
- Project manager/quality manager
- National warehousing manager

Management and Change

With a contemporary curriculum linked to real world business experience, Management and Change sets graduates on the path to becoming top business leaders capable of dealing with complex issues, leading teams, and making business decisions across a variety of organisational structures in any industry. Students will build a strong fundamental understanding of organisational structures, leadership styles, and strategic capabilities while learning how to innovate for sustainability and competitiveness in a complex, contemporary and globalised context.

Course lists:

- Work in Global Society
- Organisations
- Innovation Management
- Strategy
- Leadership
- Organisational Experience
- Managing Change
- Cross Cultural Management

Career:

You'll be prepared to work in a range of industries:

- Consultancy
- Finance and securities
- Governance and compliance
- Human resources and training
- Manufacturing and construction
- Marketing and advertising
- Operations, planning and logistics
- Tourism, travel and hospitality

People and Organisation

Maximise your company or team's most valuable resource - people - to ensure that your organisation achieves success through its staff. Improving employee performance in alignment with key strategic objectives and creating a positive workplace culture that responds to both organisational and human needs.

To be a true and contemporary expert and leader in people and organisations, you will expand your learning into people analytics, cross-cultural management, legal compliance, and psychology.

Course lists:

- Human Resource Management
- Employment Relations
- Work, Health, Safety & Wellbeing
- Negotiation and Conflict Resolution
- Human Resource Development
- Professional Practice in Human Resource Management and Industrial Relations
- International Human Resources Management
- People Analytics

Career:

- Talent acquisition and retention manager
- Human resource development manager
- Human resource policy and governance advisor
- Human resources department partner
- People development and training facilitator
- Employee development and upskilling consultant
- Employee liaison, negotiation and workplace consultant



Learn more about the program
bit.ly/RMITBBus



Discover the majors and minors in details
bit.ly/RMITBBusMajorsandMinors

Bachelor of Digital Marketing

Program code: BP318

Duration: Three years

Intakes: February, June, October

Location: Saigon South, Hanoi City

Digital marketers are in high demand as organisations require new marketing skills to gain a competitive edge in a digitalised business world.

This program produces digital marketing professionals who are ready for careers in a business environment characterised by accelerated change in technology and consumer habits.

You will develop the skills required to sell and promote products and services in a digitalised world where mobile technology is transforming marketing strategy and practice.

Explore the digital tools that support marketing strategy and tactics, including social media, viral marketing, display and search advertisements, inbound marketing, search engine optimisation and mobile/wireless technologies.

The program also covers the use of web analytics to monitor and measure digital strategies.



Find more information here
bit.ly/Rmitdigitalmarketing

Career prospects

- Digital marketing manager
- Marketing manager
- Brand manager
- Marketing campaign analyst
- Search engine optimisation (SEO) manager
- Social media marketing specialist
- Project consultant
- Brand strategist
- Advertising consultant
- Digital production coordinator
- Account director

Work Integrated Learning (WIL)

Enhance your skills by working on real marketing campaigns with industry partners as part of Work Integrated Learning (WIL) experiences. Companies task student teams to develop proposals to solve real business problems from **L'Oréal, FOREO, Unilever, Timo, and Nestle.**

Marketing campaign for Milo

Nestle Milo tasked Digital Marketing students with designing a marketing campaign with a VND10 billion budget to position Milo as the best product with an emotional hook and educate parents about the need to provide nutrition to their children.

Overall, 24 students entered the final pitch round, and 6 won the final round, with internship opportunities at Nestle Vietnam.



Unilever Future Leaders' League

Three Digital Marketing students were national champions of the Unilever Future Leaders' League 2020 and will join the global 2021 round in London - Le Gia Thuan, Le Hoang Nam Anh, and Nguyen Phan Minh Ngoc.



ASEAN Data Science Explorers

Two Digital Marketing students, Phung Tran Dieu Hoa and Nguyen Truong Thinh, won the ASEAN Data Science Explorers' 2020, where 10 teams representing the 10 ASEAN countries presented data-driven solutions to support Sustainable Development Goals in the region.



Industry partners

L'ORÉAL

timo

admicro

trg*

What you will study

This diagram shows the advised program structure and progression:

YEAR ONE			YEAR TWO			YEAR THREE		
SEMESTER 1			SEMESTER 4			SEMESTER 7		
Introduction to Management	Business Information System	Marketing Principles	Digital Marketing Communications	Marketing Intelligence	Business discipline minor	Flagship Internship (Business)	Elective 4	
SEMESTER 2			SEMESTER 5			SEMESTER 8		
Business Statistics 1	Digital Business Development	Business discipline minor	Digital Content Creation	Elective 2	Business discipline minor	Flagship Internship 2 (Business)		
SEMESTER 3			SEMESTER 6			SEMESTER 9		
Consumer Psychology and Behaviour	Elective 1	Elective 2	Social Media and Mobile Marketing	Global Branding	Business discipline minor	Digital Marketing Strategy and Planning	Elective 5	Elective 6

*General elective: Students can choose from elective courses offered across the university in any other programs.

**Business discipline minor: Students can use four electives to form a minor of their choice (each minor consists of four courses within one discipline). List of minors to choose from:

- Accounting for Managers
- Economics
- Economics and Finance
- Entrepreneurship
- Finance
- International Business
- Logistics & Supply Chain Management
- Management
- Tourism & Hospitality Management
- Human Resources Management

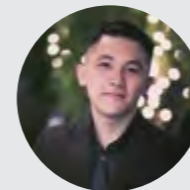


View courses for all minors here
bit.ly/SBMinors



Rick Yanovich
Industry partner
Founder and Chief Executive Officer, TRG International

TRG's Digital Advisory provides digital marketing, marketing automation and branding services. RMIT's Digital Marketing students can apply their knowledge in internships with us. We have taken more than 500 interns and graduates from RMIT. An internship with TRG offers an experiential journey of discovery that aligns reality with theory. As a member of RMIT's Industry Advisory Committee, I frequently speak at RMIT on a range of topics, including digital marketing.



Luu Thai Quang Khai
Alumnus
Managing Director, Maca Dai Viet Co.

After the first courses that I took in the digital marketing major, I found the subject to be incredibly interesting. The program collaborated with big corporations, alumni entrepreneurs and young startups. This helped us to better understand the business world and the role marketing plays. I'm now leading a young startup. What I learnt in class has been applicable in several aspects. The connections I made have been truly valuable.

Bachelor of Tourism and Hospitality Management

Program code: BP312

Duration: Three years

Intakes: February, June, October

Location: Saigon South, Hanoi City

If you enjoy meeting new people, exploring new places and delivering professional customer service, this program will put you on the right career path.

This specialist degree in tourism and hospitality equips you with the skills and knowledge to pursue managerial roles in local and international organisations.

The program provides an understanding of the history and development of the tourism and hospitality industry, both globally and in Vietnam. It reflects international standards and a global outlook, while remaining connected to the Vietnamese context through localised content and practical experience.

You will develop analytical skills to help you define, identify and evaluate issues facing the tourism and hospitality industry today and into the future.

This program has been accorded accreditation by the **Pacific Asia Travel Association** and the **Institute of Hospitality** in the United Kingdom.



Find more information here
bit.ly/Rmthospitalityandtourism

Career prospects

- Accommodation management (hotels, resorts, hostels)
- Events, weddings and banquet management
- Food and beverage
- Guest relations and communications
- Marketing and sales
- Operations management/planning
- Recreation and sports
- Special-interest tourism
- Tour and travel agencies
- Tourism planning and promotion

Work Integrated Learning (WIL)

Classroom activities include projects with industry partners in planning and designing tourism and hospitality experiences. You will participate in off-site activities such as field trips to ecological and environmental initiatives, hotels and dining venues. A final-year internship offers real-world experience. Partners include **InterContinental**, **MGallery**, **Q Industries**, and many more.

Webinar 'How T&H industry is coping with COVID and future workforce of the industry'

Students in the Event Management course organised a live webinar event in August 2021 as part of their class assignment. They invited high profile industry partners such as the GM of Marvella Best Western Nha Trang and Founder/CEO of Lanam Hospitality Solutions, and the HR Director of BRG as their keynote speakers.



Industry partners



Sustainable tourism for Sai Duan Community

Students visited the Sai Duan Community to conduct field surveys and observations to better understand local needs to help the community to plan more sustainable tourism development for the *Tourism Planning and Resource Management* course.



UNWTO Students League Competition 2021

Our students constantly emerged in global tourism competitions. In UNWTO Students League Competition 2021, they were the winner for the Plastic Pollution Challenge (undergraduate category) and they clinched the Top 6 position out of 65 teams in the Rural Development Challenge.



What you will study

This diagram shows the advised program structure and progression:

YEAR ONE			YEAR TWO			YEAR THREE		
SEMESTER 1			SEMESTER 4			SEMESTER 7		
Introduction to Management	Business Information System	Marketing Principles	Service Quality Management*	Facilities Management and Development	Managerial Advisory Finance	Contemporary Management: Issues and Challenges	Program elective 3	Event Management
SEMESTER 2			SEMESTER 5			SEMESTER 8		
Accounting in Organisations and Society	Tourism Planning and Resource Management	Eco-tourism and Sustainable Hospitality Management	International Food and Beverage Management	Program elective 1	General elective 1	Strategic Management for Tourism and Hospitality	Program elective 4	
SEMESTER 3			SEMESTER 6			SEMESTER 9		
Business Communications and Professional Practice	Economics for Tourism and Hospitality*	Introduction to Logistics and Supply Chain Management	Room Divisions Management	Program elective 2	General elective 2	Flagship Internship		

*These courses are delivered online.

*General elective: Students can choose from elective courses offered across the university in any other programs.

**Program elective: Students can use four electives to form a minor of their choice (each minor consists of four courses within one discipline). List of minors to choose from:

- Digital Marketing
- Entrepreneurship
- Management
- Human Resources Management
- Digital Business

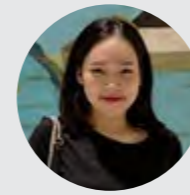


View courses for all minors here
bit.ly/SBMlistofminors



Tony Quek
 Industry partner
 Founder and Chairman, Q Industries

Q Industries operates in international markets and serves the hospitality industry, providing operating equipment to global hotel brands, particularly new hotels and resorts. We're privileged to collaborate with RMIT, providing students the opportunity to get hands-on experience in our five-star culinary centre. They also participate as trainee servers in our commercial restaurant. These activities allow them to put into practice the concepts and principles learnt in class.



Ta Thi Thuy Linh
 Alumnus
 Management Trainee, InterContinental Hotels Group

The program provided me with many opportunities to get a taste of real business circumstances in the industry through the assignments and group projects. I especially enjoyed the group activities and the gratification of being successful as a team. As a result, I noticed a significant improvement in my skills. Studying at RMIT opened many career doors. And I believe it will continue to do so for years to come.

Our faculty



Robert McClelland
BSc, MSc, DMS, PhD
Dean, School of Business & Management

Professor 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. His research areas are in business learning and evaluation of public sector projects.



Seng Kiat Kok
BA, MBs, MBA, PhD
Interim Deputy Dean, Learning & Teaching

Dr Kok, from Malaysia, has previously managed academic programs and taught in Malaysia, Sri Lanka and the United Kingdom, where he was based for 15 years before joining RMIT in 2020. He is Senior Fellow of the Higher Education Academy and holds a PhD and two master's degrees from Liverpool John Moores University. Research areas include public sector management, entrepreneurship, organisational dynamics and tourism.



Nguyen Vu Hong Thai
BA (Hons), PhD
Head of Department, Economics & Finance

Associate Professor Thai Nguyen was a strategist at HSBC before joining academia. His research interests include monetary policies, banking performance, financial technology and cryptocurrencies. He has worked with both public and private sectors including the Ministry of Science and Technology and VinaCapital in research projects.



Robert Baulch
BA (Hons), MA, PhD
Interim Deputy Dean, Research & Innovation

Professor Baulch is an agricultural and development economist specialising in food price analysis and poverty dynamics. His other interests include agricultural marketing, aid, climate change, human development, sustainable urban development, and social protection. He has worked in 24 countries in Africa, Asia and the Pacific.



Nguyen Quang Trung
MDE, PhD
Head of Department, Management

Associate Professor Trung Nguyen'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 International Institute of Social Studies, the Netherlands, and the University of Economics, Vietnam. He holds a PhD in Management from Monash University, Australia. Research areas include international business, development economics and digital transformation management.



Paul Yeow
BSc, MEng, PhD
Head of Department, Business Innovation

Associate Professor Paul Yeow has 22 years of experience as an academic in e-business/information systems, digital marketing, human factors/ergonomics, and operations and supply chain management areas. He has won 16 research and invention awards. He was the former Head of Discipline in E-Business & Marketing Department in Monash University.



Burkhard Schrage
BA, CEP, MALD, PhD
Senior Program Manager, Management

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.



Lei Tin Ong (Jackie)
THEC, BA, MUP, PhD
Senior Program Manager, Tourism and Hospitality Management

Dr Ong, from Singapore, is an experienced tourism consultant with more than 20 years of experience in higher education, research, business and public sector consulting in the tourism and hospitality industry. She has a PhD in sustainable development planning from the University of Queensland and a Master of Urban Planning from the University of Melbourne.



Nguyen Hoang Thuan
MSc, PhD
Senior Program Manager, Digital Business

Dr Thuan has worked as Head of Department at Can Tho University of Technology and a teaching fellow for the joint program between University of Economics, HCMC and Victoria University of Wellington, New Zealand. He has a PhD in Information systems from Victoria University of Wellington. Research interests include crowdsourcing, digital business, information modelling, and information systems.



Jung Woo Han
B.Com, MBA, MSc, DBA
Interim Senior Program Manager, Human Resource Management and Entrepreneurship

Dr Han has been working in higher education institutes from the UK, US, and Singapore for the last ten years. He received his B.Com and MBA from RMIT University, and MSc and DBA from Heriot-Watt University. His research interests include human resource management, sustainability, green HRM, and the hospitality sector.



Nguyen Manh Hung
PhD
Interim Senior Program Manager, Logistics and Supply Chain Management

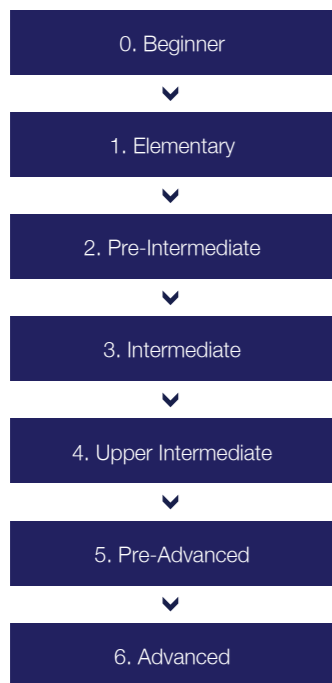
Dr Hung Nguyen holds a PhD in Operations and Management and has over ten years of working experience in the field of corporate training and management consulting. His area of teaching includes information management, business simulation, strategic management, business logistics and supply chain management. He has published his works in many professional journals and associations.



Alrence Halibas
MOE, PhD
Senior Program Manager, Digital Marketing

Dr Halibas was an Assistant Professor at Gulf College, Oman and La Salle University, Philippines. She is an active researcher and reviewer. She has published research papers in several refereed journals and peer-reviewed conference proceedings. Research areas include data mining and marketing analytics, learning analytics, innovation and entrepreneurship, and educational quality assurance.

Pathway programs



English for University

The English for University program is a seven-level program for learning English at RMIT, taking you from the level of 'Beginner' to 'Advanced'.

Delivered by highly qualified and passionate English teachers who bring to the classroom a wealth of experience from around the world, the program prepares you to successfully transition into undergraduate studies. It focuses your development in three essential skills areas:

- language skills;
- academic skills;
- practical skills.

IELTS 6.5 (Academic)
(no band below 6.0)



Discover English for University
bit.ly/RMITEnglishforuni



UniSTART

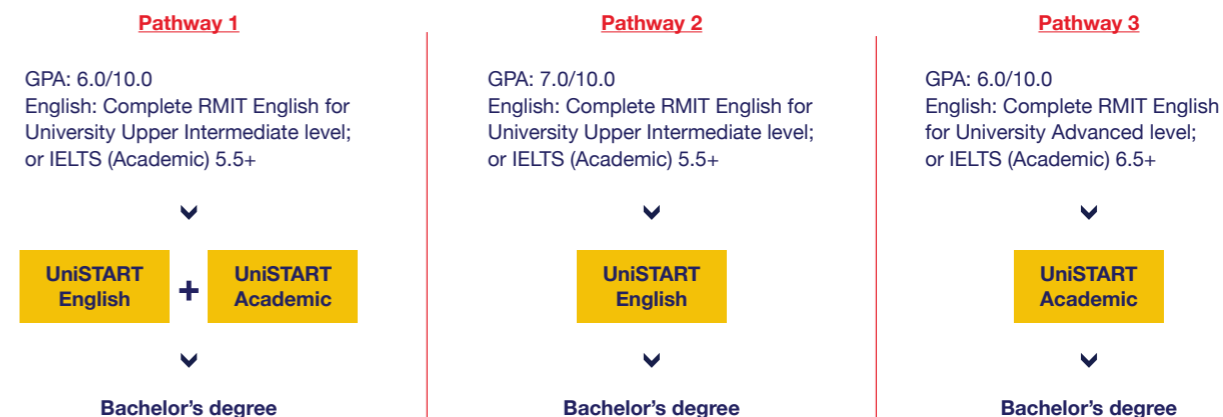
UniSTART provides a tailored pathway for transitioning into university if you do not meet the entry requirements.

If you do not meet the English requirement to enter an undergraduate program, you will need to complete the necessary English courses.

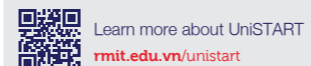
If you do not meet the academic requirement, you will enter UniSTART Academic, where you will develop practical skills in areas such as critical thinking, communicating, reading and writing as part of the introductory pathway course *Learning to Learn at a Global University*.

Before transitioning into a degree program, you will then need to complete the course *Introduction to Business and Management*.

	Courses	Duration
UniSTART English	English for University Pre-Advanced	10 weeks
	English for University Advanced	10 weeks
UniSTART Academic	Learning to Learn at a Global University	12 weeks
	Introduction to Business and Management	



Note: The academic courses in UniSTART are non-award courses, with no credit going toward an undergraduate degree.



Learn more about UniSTART
rmit.edu.vn/unistart

Eligibility



Vietnamese education system

	Undergraduate programs	UniSTART Academic
Academic requirements	Upper Secondary School Graduation Diploma with a minimum GPA of 7.0/10.0, or equivalent, for Year 12.	Upper Secondary School Graduation Diploma with a minimum GPA of 6.0/10.0, or equivalent, for Year 12.
English requirements	Successfully complete RMIT Vietnam's English for University - Advanced level or complete one of the following English proficiency tests: <ul style="list-style-type: none"> IELTS (Academic) 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) 58 (no communication band below 50) C1 Advanced (formerly known as Cambridge English: Advanced (CAE)) or C2 Proficiency (formerly known as Cambridge English: Proficiency (CPE)) 176 (no less than 169 in any component) 	

International Baccalaureate (IB) Diploma

	Undergraduate programs	UniSTART Academic
Academic requirements	International Baccalaureate Diploma with a minimum of 25 points. (Aggregate scores include bonus and penalty points.)	International Baccalaureate Diploma with a minimum of 24 points. (Aggregate scores include bonus and penalty points.)
English requirements	International Baccalaureate Diploma with one of the following: <ul style="list-style-type: none"> English A1 or A2 with a minimum score of 4 at Higher Level (HL) or Standard Level (SL); or English B with a minimum of 4 at Higher Level (HL) or a minimum of 5 at Standard Level (SL) 	

United Kingdom General Certificate of Education (GCE) A Levels

	Undergraduate programs	UniSTART Academic
Academic requirements	Minimum 7 points for 3 A Level subjects. Points calculated as follows: A=5, B=4, C=3, D=2 and E=1.	Minimum 4 points for 2 A Level and 1 AS Level subjects. Points calculated as follows: A=5, B=4, C=3, D=2 and E=1.
English requirements	Successfully complete one of the following: <ul style="list-style-type: none"> UK IGCSE: C/4 or better in English – First Language or English Literature, or B/6 or better in English – Second Language; or UK GCE A Levels: Achieve minimum C in an A Level subject that is taught and examined solely in English (excludes language subjects and mathematics and music) 	

American education system

	Undergraduate programs	UniSTART Academic
Academic requirements	High School Diploma with a minimum GPA of 2.5/4, or equivalent; and one of: <ul style="list-style-type: none"> a minimum SAT score of 1500 (out of 2400); or 1060 (out of 1600); or a minimum ACT composite score of 21 	High School Diploma with a minimum GPA of 1.0/4, or equivalent.
English requirements	Achieve minimum of C grade, or equivalent in an English subject taken in final year.	

South Korea

	Undergraduate programs	UniSTART Academic
Academic requirements	Immumgye Kodung Hakkyo Choeupchang (Upper Secondary Certificate) with a minimum GPA of 75%.	Immumgye Kodung Hakkyo Choeupchang (Upper Secondary Certificate) with a minimum GPA of 60%.
English requirements	Same as the English requirements for Vietnamese education system.	



This document is prepared in 2021. It should be used for reference purpose only, is subject to change, and therefore could be adjusted at the actual time of application selection.

Note: Previous study and proficiency tests are recognised for two years from the completion date or test date to the program commencement date unless stated otherwise.

Where you have achieved more than one form of English language proficiency, only the most recent achievement will be considered in the admission decision.



Academic requirements by country
bit.ly/rmit-academicrequirements



English equivalency requirements
bit.ly/rmit-englishrequirements

Accommodation

On-campus residential facilities at Saigon South accommodate more than 100 students, offering a safe and comfortable home away from home. All apartments are fully furnished and air-conditioned, and residents have access to exclusive study spaces, kitchens and recreational areas.

Include

- Furnishing
- Air-conditioning
- The cost of utilities, including electricity and water
- Weekly services, including linen change (sheet and pillowcase)
- In-room wireless internet
- Wireless connectivity to the printing lab
- In-room safety box

Services and facilities

- On-site university management presence
- A kitchen, equipped with refrigerator, freezer, microwave oven, electric cooktop and rice cooker, on each floor
- Printing lab with wireless printers
- Recreation room with a television, board games and a pool table
- External courtyard with outdoor seating
- Laundry room with washing machine, dryers, ironing board and iron
- Access to university facilities, including the food court, sports centre and playing fields

How to apply live on campus



Apply
on the RMIT website



Receive
accommodation
offer letter



Accept
accommodation
offer



Make a payment
for security deposit



Receive
confirmation of room

The on-campus accommodation provides support for students to get familiar with life in Ho Chi Minh City. After a maximum of three semesters, students will be expected to move offsite to local accommodation.



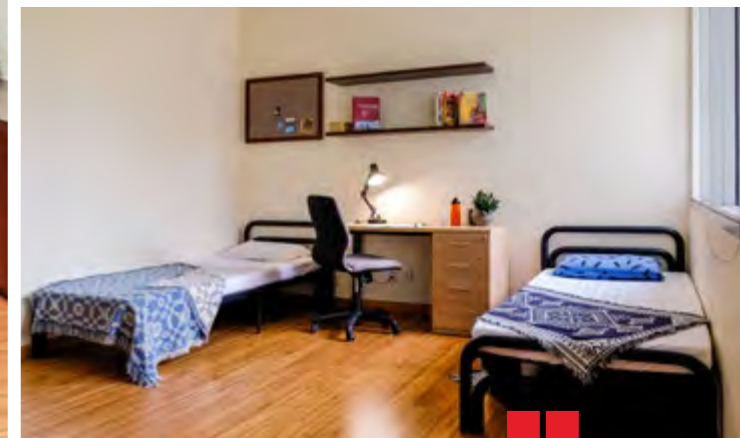
Learn more about accommodation and how to apply
bit.ly/Rmitaccommodation



Explore the dorm with our virtual tour
bit.ly/RMITvirtualcampustour

Off campus housing

Students who want to live off-campus will need to arrange their own accommodation. RMIT International Student Support and Buddy team are more than happy to give you advice and assistance so you could find the right housing. (international.students@rmit.edu.vn)



Isuri Fernando
Current student

I love the 'dorm' life at Saigon South. Everyone living in the student accommodation gets along, and the staff there are very friendly, too. We often arrange movie nights so we can all hang out together and watch films. The campus has many good facilities, especially the library. The library has a great fiction section, along with excellent study resources.

Support for international students

Buddy Program

Prior to your arrival, RMIT will assign a buddy to you via email with full details of contact information. The Buddies will support you during your stay in Vietnam from the first day of arrival until the end of the semester.

Orientation Day

Orientation Day is often organised one week prior to the semester commencement, exclusively for new students to explore RMIT campus, services, resources as well as meet and get connected to senior students, lecturers and staffs, that includes:

- Collect student ID card and orientation kit;
- Learn about support services (housing advice, bank information, insurance; etc)
- Networking with other students
- Overview of RMIT online system and on-campus resources (Email, Intranet, Canvas, Online Enrolment system, Library, Safezone, etc)



Learn more about our support
bit.ly/rmit-international-students



RMIT Vietnam international students' Facebook group
bit.ly/international-students-group

Airport pick up service

RMIT Vietnam provides a free airport pick-up service for all new international students, you need to complete the registration form to let us know when you will arrive in Ho Chi Minh or Ha Noi.

Welcome dinner, city tour and cooking class

- An exclusive one-day trip around City center and surrounding districts
- Form a team of international master chefs, learn how to make traditional dishes and win the best taste of Vietnamese cuisine
- Welcome dinner with all fellow international students, buddies and RMIT staffs to make friends and networking



How to apply

At RMIT University Vietnam, there are three intakes each year:

FEBRUARY

JUNE

OCTOBER

Application process



Submit application



Receive letter of offer



Accept offer



Complete online enrolment



Start your program at RMIT University Vietnam!

Admissions at RMIT are on a rolling basis. As entry to some programs is competitive, students are strongly recommended to start the application process early.



See important dates for 2022
bit.ly/RMITimportantdates



Find out how to apply
bit.ly/RMITapplyforundergrad

Scholarships

RMIT Vietnam will offer more than **65** scholarships, at a total value of about **VND36 billion** in 2022.



Up-to-date scholarship information
bit.ly/rmitscholarship

Tuition

Payments are made each semester on a course-by-course basis.



Up-to-date fee information
bit.ly/rmittuitionfee

Get the full Melbourne experience!



If we don't have the program that you're looking for here at RMIT in Vietnam, you're bound to find it at RMIT in Melbourne, Australia!

Choose from more than 430-plus programs across a diverse range of study areas.

If you're interested in doing a full program at RMIT in Melbourne, you can consult with our staff here in Vietnam and submit your application directly through us.



Explore what's on offer at RMIT in Melbourne
bit.ly/RMITMelstudy



Architecture



Design



Information technology



Art



Education



Law



Biomedical sciences



Engineering



Media



Building



Fashion



Property



Business



Game design



Science



Communication



Health science



Social science

RMIT University CRICOS Provider Code: 00122A

RMIT UNIVERSITY VIETNAM

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