



# Bachelor of Business



### Flexible options

Dive into an area of business that really excites you. With 14 majors to choose from, you can shape your career narrative.



### Industry connections

Work alongside respected organisations to solve real-world problems, building an impressive portfolio of work as you go.



### Active learning

With hands-on and immersive learning in Melbourne, bring your opinions and ideas to every class and take an active role in your learning.

**Code** BP343

**Duration** Full-time 3 years

**CRICOS** 106623K

## Overview

In today's fast-changing world, where new challenges and opportunities present themselves almost daily, business leaders need the confidence and skills to navigate uncharted waters.

The Bachelor of Business gives you both of these things, and so much more. Whether you're an aspiring disruptor or entrepreneur, or you're more focused on social impact or sustainability, this course prepares you to tackle whatever sparks your interest. Delivered in the heart of Melbourne, this degree will have you diving into projects that have strong ties to the real world.

Upon graduation, you'll possess an invaluable suite of skills – ranging from critical thinking and problem solving to social awareness and interpersonal relations – that will set you up for a successful and rewarding career.

You choose your path, and we'll provide you with rich and relevant learning experiences. Customise your degree with 14 majors to choose from, including:

- Blockchain Enabled Business
- Business Information Systems
- Business and Technology
- Economics
- Entrepreneurship
- Finance
- Financial Planning
- Global Business
- Innovation and Enterprise
- Logistics and Supply Chain
- Management and Change
- Marketing
- People and Organisations
- Social Impact



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## Career outcomes

As a Bachelor of Business graduate, you will be prepared for jobs that are growing or yet to be defined. Depending on the majors, minors and subjects you choose, you could work in emerging fields like nanotechnology, big data, data and business analytics, digitalisation, AI and automation, and the green and circular economies.

## Entry requirements

### Academic requirements

You must have successfully completed a qualification recognised by RMIT as equivalent to the Victorian Certificate of Education (VCE) with a minimum average of 65%.

Equivalent qualifications may also include completion of the RMIT Foundation Studies program or a recognised post-secondary diploma in the relevant discipline with the required grades.

### English language requirements

Completion of one of the following English proficiency tests:

- **IELTS (Academic)**  
minimum overall band of 6.5 (with no individual band below 6.0)
- **TOEFL (Internet Based Test - IBT)**  
minimum overall score of 79 (with minimum of 13 in Reading, 12 in Listening, 18 in Speaking and 21 in Writing)
- **Pearson Test of English (Academic) (PTE (A))**  
minimum score of 58 (with no communication band less than 50)
- **Cambridge English Advanced (CAE)**  
minimum of 176 with no less than 169 in any component.



## Contact us – we're here to help

Our friendly RMIT staff can answer any questions you may have. Scan the QR code and add WeChat to speak to them directly. Get help with courses, application and registration, fees and scholarships, student support services and more.

Follow RMIT's social media to stay informed about university news.



Wechat



Weibo



Little Red Book





# 商学学士学位课程



## 灵活的专业选择

深入探索真正让你跃跃欲试的商业领域。设有 14 个主修专业方向可供选择，学生可以塑造自己的专属职业生涯。



## 紧密的行业联系

前往商誉卓著的机构实践学习，跟随资深人士解决现实问题，收获丰富而宝贵的学习经验。



## 积极的学习体验

在墨尔本深度融入学习环境，动手积累经验，在每堂课上积极表达自己的观点和想法，在学习过程中充分发挥个人主动性。

课程代码	BP343	学制	3 年（全日制）	CRICOS 代码	106623K
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## 课程简介

当今世界日新月异，新的机遇和挑战不断涌现，必须具备十足的信心和娴熟的技能才能穿越未知领域，成为商界领袖。

我们的商学学士学位课程不仅能赋予你这两样“必备法宝”，还能赋予你更多关键本领。无论你想成为颠覆行业的独角兽、大展宏图的企业家，还是希望更多地关注社会责任，成为可持续发展的先行者，本课程都能让你做好准备，充分拓展个人兴趣领域。授课地点位于墨尔本市中心，学生将紧密联系实际，深度参与前沿项目。

毕业时你将掌握一整套宝贵技能，从批判性思维、问题解决能力，到社会意识和人际关系技能，为未来成功奠定坚实基础，展开回报丰厚的职业生涯。

你根据个人兴趣选定学习方向，我们将根据你的选择针对性地提供丰富的相关学习体验。定制学位课程时，有 14 个主修专业方向可供选择，包括：

- 区块链业务
- 商业信息系统
- 商业与信息技术
- 经济学
- 创业学
- 金融学
- 财务规划
- 全球贸易
- 创新与创业
- 物流与供应链
- 管理与变革
- 市场营销
- 人事与组织
- 社会影响

## 就业方向

作为商学学士学位课程的毕业生，你既可以入职前景大好的热门行业，也可以进入尚待开拓的新兴领域。比如纳米技术、大数据、数据与商业分析、数字化、人工智能与自动化、绿色循环经济等领域，都在选择范围之内，具体则取决于你选择的主修、辅修专业方向和科目

## 入学要求

### 学术要求：

学生必须完成维多利亚州教育证书课程（VCE），且平均成绩不低于 65%；或具备 RMIT 认可的同等学力。

“同等学力”也可以是完成 RMIT 预科课程或获得认可的相关学科的大专文凭课程，且达到成绩要求。

### 英语语言要求：

通过以下任意一项英语水平测试：

- 雅思（学术类）：总分不低于 6.5 分（单项不低于 6.0 分）
- 托福（网考 - iBT）：总分不低于 79 分（单项分别不低于：阅读 13 分，听力 12 分，口语 18 分，写作 21 分）
- 培生英语测试（学术类）（PTE (A)）：不低于 58 分，沟通技能不低于 50 分。
- 剑桥英语：剑桥高级英语（CAE）：不低于 176 分，单项不低于 169 分



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