

## Bachelor of Business

- ➔ Future-proof your career with a Bachelor of Business. Delivered 100% online, customise your degree by choosing majors, minors, and courses to develop digital, hybrid skills and tackle the future of work.

### INDUSTRY PARTNERS:



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## DETAILED COURSE OVERVIEW

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## Who this program is for

Our Bachelor of Business is ideal for:

- **Early-mid level professionals** who are either working full, or part-time, looking to gain the relevant business skills and knowledge to future proof and pursue a successful career in business.
- **Mid-level professionals**, who are either working full or part-time, looking to gain proficiency in business fundamentals, successfully navigate business teams, and fill in knowledge gaps within their career.



87.2% of business graduates who studied 'business and management' found employment in 2017.

(GRADUATE CAREERS AUSTRALIA'S (GCA) ANNUAL AUSTRALIAN GRADUATE SURVEY (AGS), 2018)

24% of all job ads in 2019 looking for business skills specifically ask for a bachelor's degree

(BURNING GLASS, 2021)

Approximately 65% of management roles seeking 0-5 years of experience require a Bachelors Degree

(BURNING GLASS, 2021)



# Why study Business?

Globalisation and advancements in technology are revolutionising the way we live and the methods in which businesses operate. How can you step up and lead in this era of rapid change and drive impact in your role or organisation?

No matter where you're at in your learning or career journey, our Bachelor of Business will equip you with in-demand digital and industry relevant skills to tackle the future of work.



## PROGRAM LEARNING OUTCOMES:

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- Explain your role as a local, national and global citizen and be able to apply these perspectives in business contexts.
- Integrate business knowledge, social intelligence and ethical decision-making in ways that are inclusive and culturally appropriate to produce outcomes that are impactful, sustainable and fair.
- Analyse complex challenges and formulate innovative solutions in real-world contexts.
- Reflect on and continuously progress your own professional development, enhancing your intellectual agility and adaptability as tools for success in ever-changing business contexts.
- Coherently articulate technical and conceptual business knowledge that is both contemporary and interdisciplinary.

## PROGRAM DURATION

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- 3 years full time, 6 years part time.
- You can change, pause, or accelerate your course load throughout your degree, but will be required to complete your studies within 10 years.
- Expect 10-12 hours study per week, per course, with each term comprising of 10 weeks.
- Next intake January, April, July, and October.



## Why study business with us?



### Flexibility in learning

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With the flexibility to customise your degree, you're able to study a choice of majors, minors, or a unique combination of courses that align to your personal or professional interests and ambitions. Designed 100% online, you won't be locked into sitting through traditional lectures or tutorials. Have full control over your study and change, pause, or even accelerate your program to suit your needs. Study anywhere, anytime around your work and life commitments.



### Graduate with a career-focused degree

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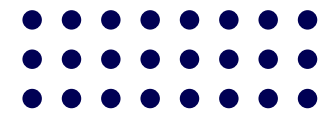
Our Bachelor of Business is focused on sustainable, high growth disciplines to future-proof your career. With an emphasis on research, analysis, and problem solving, you'll delve into ideation, solution generation, and testing. Partnering with some of the industry's most iconic brands, gain confidence in your industry-relevant and best practice skills and graduate with a highly recognised degree with employers.



### Learn vital interdisciplinary skills

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Step away from a traditional business degree and gain hybrid skills that extend into other areas outside of business, such as IT or business analytics, and open the doors to diverse career opportunities with a breadth of knowledge.



# The online learning experience

Never feel like you're studying alone with our online learning student support, here to help you every step of the way. Troubleshoot any problems easily, from enrolment till your day of graduation. With a fully online learning experience, flexibly study around your work or life commitments with our personalised student experience tools, designed to keep you on track and set up for success.



## Online facilitator

You'll study in a small cohort of around 25 students under the expert guidance of an Online Facilitator who has industry experience and academic qualifications in your field of study. This gives you opportunities to ask questions, get feedback, engage with peers, and connect to how things work in industry.

## Student support

Our Student success team will be there to help you from the moment you join us, through onboarding webinars, phone calls, online resources, study coaching, and more. Rest assured that you'll get the support you need, when you need it.

## Onboarding for success

You'll get access to an onboarding module that prepares you for online study journey. This onboarding module will have helpful study tips, academic skills, insights, and information about key tools and services available to you. By completing this module, you'll be set up for success in your studies.

## Personal learning profile

All our students are encouraged to engage with our personal learning profile tool, which has been informed by the latest educational research. Understanding your personal learning profile will give you insights into your strengths and opportunities you have on your learning journey.

## Active learning

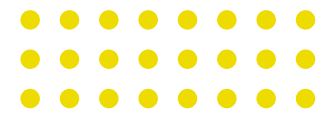
Each course is designed using our best practice learning design approaches for active learning. Active learning, such as games, case studies, scenarios, and interactive content, benefits your study because you apply new knowledge, practice new skills, and are better prepared for your assessments. Students in active learning courses are shown to be more successful.

## Portfolio

You'll get access to your own learning portfolio that you can build on throughout your degree. Research shows that students who use a portfolio as part of their study can more easily articulate and showcase their achievements, develop deeper learning, and have a better sense of themselves as learners.

## Progress insights

Each course provides you with a visual indicator to show your progress through the course. Seeing your progress helps you plan, manage, and navigate your study time and learning activities for your own study success



# Why study with RMIT Online?



## Flexible online learning

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The freedom of learning online means you can study, whenever and wherever you want.

## Real world skills

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Our project-based assessments mean you'll roll up your sleeves and create a project for real a world business scenario, allowing you see the immediate impact of your learning within your life, role, or organisation.

## Full time support

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Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

## Industry connected

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We combine the forces of a leading technology university with high profile industry partners to ensure you're job ready, learning practical skills that align with industry best practice.

## Propel your career

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Online undergraduate programs receive the same qualification as on-campus – without putting your life on hold.

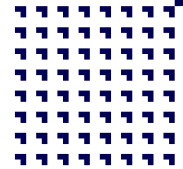
## Future focused

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With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



# Fee summary



## 2026 indicative fees

In 2026, the annual student contribution amount (tuition fee) you will pay for a standard year of full-time study is between AU\$4,738 to AU\$17,399.

### Additional expenses

- Student services and amenities fee (SSAF): AU\$373 maximum fee for 2026.
- Other items related to your program, including field trips, textbooks and equipment.

### Annual fee adjustment

Amounts quoted are indicative fees per annum, and are based on a standard year of full-time study (96 credit points). A proportionate fee applies for more or less than the full-time study load. Fees are adjusted on an annual basis and these fees should only be used as a guide.

### Defer your payment

You may be eligible to apply for a HECS-HELP loan, which can be used to defer payment of up to the full amount of your student contribution fees. You may also be eligible to apply to defer payment of your SSAF through the SA-HELP loan scheme. Learn more about fees for [undergraduate study](#).

### Paying your fees and applying for refunds

For information on how to pay your fees or how to apply for a refund, please see [Paying your fees and applying for refunds](#).

## Fee assistance

### HECS-HELP Loans

The Australian Government provides financial assistance via the [HECS-HELP](#) loan scheme, which allows eligible students (such as Australian citizens or holders of an Australian permanent humanitarian visa) to defer payment of up to the full amount of their student contribution.

### SA-HELP Loans

You may be eligible to apply to defer payment of the Student services and amenities fee (SSAF) through the [SA-HELP](#) loan scheme. If you use SA-HELP, the amount will be added to your accumulated HELP debt.

### How does a HELP loan work?

If your FEE-HELP and/or SA-HELP loan application is successful, the Australian Government will pay RMIT, on your behalf, up to 100% of your fees. This amount will become part of your accumulated [HELP](#) debt.

You only start repaying your accumulated HELP debt to the Australian Government once you earn above the minimum income threshold for repayment, which is set each year by the Australian Government (this also applies if you are still studying).

The Australian Taxation Office (ATO) will calculate your compulsory repayment for the year and include this on your income tax notice. For more information about loan repayment options see

[Commonwealth assistance \(HELP loans\) or Study Assist](#).

### Additional expenses

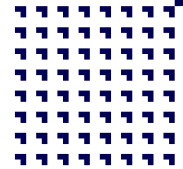
In addition to tuition fees, you will be charged an annual [student services and amenities fee \(SSAF\)](#), which is used to maintain and enhance services and amenities that improve your experience as an RMIT student. The SSAF is calculated based on your enrolment load and the maximum fee for 2026 is \$373.

For more information about calculating your actual SSAF see [Paying SSAF](#). You may also be required to purchase other items related to your program, including field trips, textbooks and equipment. These [additional fees and expenses](#) vary from program to program.

*\* Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.*



## Fee summary (continued)



### Commonwealth Supported Places (CSP)

You may be eligible for a CSP position as part of enrolment into this program. A CSP means part of your fees are paid by the government and the remaining part is paid by you; known as a student contribution. For full details on CSP including eligibility requirements, click [here](#)

If you are offered a Commonwealth supported place, your tuition fees are subsidised by the Australian Government. Your share of the fee (student contribution) is set on an annual basis by the government and is determined by the discipline areas (bands) of your individual enrolled courses, not the overall program.

#### How much can I expect to pay for my Commonwealth supported place?

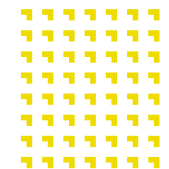
The Australian Government has introduced changes to university funding and student contribution fees under its [Job-ready Graduates Package](#). The fees in the table apply to students commencing their program in 2026. Fees for continuing students are available at [fees for Commonwealth supported students](#). Each course (subject) falls into a band. The band determines the student contribution amount for the course.

Amounts listed in the table below are based on a standard, full-time study load (96 credit points per year) with all courses in the same band. A proportionate fee applies for more or less than the full-time study load or for enrolment in courses (subjects) from a combination of bands. You can learn how to calculate your exact tuition fees for units from different bands at [Fees for Commonwealth supported students](#).

#### Maximum student contribution amount for Commonwealth supported places in 2026 for commencing students:

STUDENT CONTRIBUTION BAND BY COURSE (SUBJECT)	MAXIMUM ANNUAL STUDENT CONTRIBUTION AMOUNT (PER EFTSL) IN 2026
Education, Postgraduate Clinical Psychology, English, Mathematics, Statistics, Nursing, Indigenous and Foreign Languages, Agriculture	\$4,627 per standard year \$578 per standard (12 credit point) course
Allied Health, Other Health, Built Environment, Computing, Visual and Performing Arts, Professional Pathway Psychology, Professional Pathway Social Work, Engineering, Surveying, Environmental Studies, Science, Pathology	\$9,314 per standard year \$1,164 per standard (12 credit point) course
Dentistry, Medicine, Veterinary Science	\$13,241 per standard year \$1,655 per standard (12 credit point) course
Law, Accounting, Administration, Economics, Commerce, Communications, Society and Culture	\$16,992 per standard year \$2,124 per standard (12 credit point) course

# Admission requirements



## Entrance requirements

If you are looking for the on-campus version of our Bachelor of Business [here](#).

### Admissions

You must have successfully completed an Australian Year 12 (or equivalent qualification).

### Prerequisites

Victorian Certificate of Education (VCE) units 3 and 4: a study score of at least 30 in English (EAL) or at least 25 in English other than EAL, or equivalent studies.

### Guaranteed ATAR

This course has a Guaranteed ATAR of 70 (excluding adjustment factors). This means that if you receive an ATAR equal to or above this and meet the course pre-requisites, we will guarantee you an offer in this course.

If you receive an ATAR below this guarantee, you may still receive an offer, depending on the availability of places in this course and whether you are eligible to receive any adjustment factors.

### Rankings and adjustment factors

Entry to this program is competitive. Eligible applicants are

ranked and selected in order of merit based on their academic achievement plus any adjustment factors. Adjustment factors include [equity access schemes](#) and/or subject adjustments.

We will consider your entire academic record to determine your eligibility for entry. The highest level of education you have previously completed will usually determine how you are ranked.

For more information regarding adjustment factors and Selection criteria by applicant type, please refer to the '[Rankings and Adjustment Factors](#)' section of the on-campus program.

View the [ATAR profile](#) and selection rank from students offered a place in this program wholly or partly on the basis of ATAR in the most relevant recent intake period.

Adjustment Factors only available to applicants whose highest qualification is a completed year 12 subject to eligibility:

### Subject adjustments

- A study score of 25 in any Business, any Information Technology, any Mathematics or Psychology equals 1 aggregate point per study.
- A study score of 35 in any English equals 2 aggregate points per study.
- Overall maximum of 8 points.

Adjustment factors available to all category types subject to eligibility:

### Equity access schemes

- [Equity access schemes](#) take into account personal information and location, difficult circumstances, disadvantaged financial background and disability or medical condition that may have impacted on an applicant's most recent academic performance.
- Find out more about the [eligibility requirements](#) for each Special Entry Access Scheme and RMIT access categories.
- If you are applying through VTAC you should apply for the [Special Entry Access Scheme](#). If you are applying directly to RMIT you should apply for RMIT Access. The system will prompt you to do this during your application.

### Elite Athlete Program

The [RMIT Elite Athlete Program](#) supports eligible elite and emerging athletes to achieve sporting and academic excellence, allowing students to balance the demands of both their studies and their athletic responsibilities.

## Entrance requirements (cont.)

### Aboriginal and Torres Strait Islander peoples

The [Indigenous Access Program](#) supports your application to RMIT through an informal interview process where you will receive help from the Ngarara Willim Centre. Additional consideration will be given if you have relevant life, work, education or training experience.

### Selection criteria by applicant type

#### I am an applicant with recent secondary education (current or within the past two years)

Entry to this degree is competitive. Eligible applicants are ranked and selected in order of merit based on their academic achievement. You will be ranked on your ATAR plus any adjustment factors.

*Please note: the RMIT Online offering is not available for current year 12 applicants. Current year 12 applicants must apply for the face-to-face program via [VTAC](#). All other applicants may apply directly to this program via this website.*

#### I am an applicant with Vocational Education and Training study

We will consider your entire academic record to determine your eligibility for entry. The highest level of education you have previously completed will usually determine how you are ranked. Successful completion of any Australian Diploma or Advanced Diploma (or equivalent) will meet the minimum entry requirements for this course.

OR

### Special Tertiary Admissions Test (STAT)

You may satisfy the academic requirements by completing the STAT multiple choice. If you are applying to RMIT as an applicant with vocational education training, you may sit the [STAT multiple choice](#) if you:

- are 19 years of age or over as of 1 January in the year in which you will start your studies, and
- have not been enrolled in secondary studies for at least two years, and
- have no prior secondary school (Year 12), VET studies, HE studies or relevant work experience that can be considered for entry, or these do not meet the minimum academic requirements for the program.

STAT results are valid for two years prior to the commencement of study and can be used to meet Year 12 English prerequisites. You are still required to meet all other program prerequisites or equivalents. Learn more about [RMIT STAT results](#) including minimum STAT scores required to meet prerequisites.

#### I am an applicant with Higher Education study

Entry to this program is competitive. Applicants are ranked and selected in order of merit based on their academic achievement, e.g., GPA (including any adjustment factors). We will consider your entire academic record to determine your eligibility for entry. Previous fail grades in similar courses may affect your eligibility.

- successful completion of an Australian higher education diploma (or equivalent overseas qualification); or
- successful completion of at least four courses (subjects) at an Australian associate degree (or equivalent) and no double-fail

in any required course of the receiving degree; or

- successful completion of at least two courses (subjects) at an Australian undergraduate level (or equivalent) and no double-fail in any required course of the receiving degree.

OR

### Special Tertiary Admissions Test (STAT)

You may satisfy the academic requirements by completing the STAT multiple choice. If you are applying to RMIT as an applicant with higher education study, you may sit the [STAT multiple choice](#) if you:

- are 19 years of age or over as of 1 January in the year in which you will start your studies and
- have not been enrolled in secondary studies for at least two years and
- have no prior secondary school (Year 12), VET studies, HE studies or relevant work experience that can be considered for entry, or these do not meet the minimum academic requirements for the program

STAT results are valid for two years prior to the commencement of study and can be used to meet Year 12 English prerequisites. You are still required to meet all other program prerequisites or equivalents. Learn more about [RMIT STAT results](#) including minimum STAT scores required to meet prerequisites.



## Entrance requirements (cont.)

### Personal Statement

If you have been excluded from a program due to academic progress you are encouraged to submit a personal statement outlining the strategies you will adopt to ensure academic success.

If you are applying to RMIT through VTAC you can complete and submit the VTAC personal statement via your online VTAC account. If you are applying direct to RMIT you can upload your completed personal statement via your online direct application.

### I am an applicant with Work and Life Experience

Entry to this program is competitive. Applicants are ranked and selected in order of merit based on their academic achievement, e.g., Special Tertiary Admission Test (STAT) score (including any adjustment factors).

You must have successfully completed an Australian Year 12 (or equivalent qualification) and meet the stated prerequisites. Work and life experience does not provide any additional consideration for entry to this program. You may satisfy the academic requirements by completing the STAT multiple choice.

### Special Tertiary Admissions Test (STAT)

You may satisfy the academic requirements by completing the STAT multiple choice. If you are applying to RMIT as an applicant with work or life experience, you may sit the STAT multiple choice if you:

- are 19 years of age or over as of 1 January in the year in which you will start your studies and
- have not been enrolled in secondary studies for at least two years and

- have no prior secondary school (Year 12), VET studies, HE studies or relevant work experience that can be considered for entry, or these do not meet the minimum academic requirements for the program

STAT results are valid for two years prior to the commencement of study and can be used to meet Year 12 English prerequisites. You are still required to meet all other program prerequisites or equivalents. Learn more about RMIT STAT results including minimum STAT scores required to meet prerequisites.

### Credit and recognition of prior learning

If you have undertaken relevant prior study or learning, you can apply for this to count towards your current RMIT program. For more information about RMIT's credit policies, click here.

### Additional Information

\*ATAR refers to the lowest selection rank to which an offer was made (including consideration of any adjustments) for current and recent Year 12 applicants.

RMIT Online is committed to providing transparency to the admissions process. In line with this commitment, we provide you with information that will help in making informed choices about your undergraduate study options. Find out more about RMIT's commitment to admissions to RMIT.

## English language

Local and international students are required to provide current evidence of English language proficiency for admission to RMIT University. You can provide your results from one of these three options:

- An accepted English language proficiency test, or
- An accepted English language provider, or
- A recognised Australian or international qualification.

For detailed information on English language requirements and other proficiency tests recognised by RMIT, visit the English language requirements and equivalency information.

## Australian Student Visas

RMIT's Online Bachelor of Business does not meet Australian student visa requirements. For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit rmit.edu.au

# Glossary of terms

Here's a list of key terms that you'll encounter throughout the upcoming program overview and detailed course overview sections of this brochure. We recommend you understand these terms, and may need refer back to this glossary where required.

**Award:** A qualification that will be conferred on a student upon successful completion of an award program.

**Bachelor degree:** A bachelor degree gives you the theoretic and practical knowledge and skills for professional work. Bachelor degrees are considered undergraduate qualifications, and in Australia are considered Level 7 under the Australian Qualifications Framework.

**Capstone:** A final course until that you must complete at the end of your program. This practically based capstone course integrates outcomes of your self-directed journey and is where you will complete your employer-ready portfolio.

**Census:** This is your key enrolment and HELP loan application deadline. It's important, because if you miss the census date you might have to pay for study that you don't want or need to do.

**Course:** A unit of study with specified learning outcomes that may be a component of a program. A course is generally 12 credit points.

**Course coordinator:** Your course coordinator ensures your course is run to the highest standard. They are the academic experts who wrote and developed most of the course content. They are here to assist and oversee how the course runs including but not limited to assessment moderation and grades release, publishing results, and reviewing extension requests for approval.

**Commonwealth Supported Place (CSP):** A CSP is a subsidised higher education place that is subsidised by the Australian Government. This means part of your fees are paid by the government and the remaining part is paid by you. This is known as your 'student contribution'.

**Credit points:** A measure of study load that will be represented by a numerical value that must be assigned to a course.

**Experiential learning:** Experiential learning refers to the process of learning through experience, and more narrowly defined as learning through reflection on doing. This course will focus on practically applying the skills you've gained into various tasks and projects. You'll work on a virtual industry project and demonstrate industry-ready skills upon completion of the program.

**Major:** A series of eight or more courses in an area of specialisation within a bachelor degree program.

**Minor:** A series of four courses in the same subject or area of specialisation.

**Program:** A curriculum of study that will provide a structured approach for you to achieve defined learning outcomes and may lead to one or more awards and must have at least one program offering. At RMIT Online, a program is made up of multiple courses.

**SSAF:** A Student Services and Amenities fee based on your enrolment load, which is used to maintain and enhance services and amenities that improve your experience as an RMIT Online student.

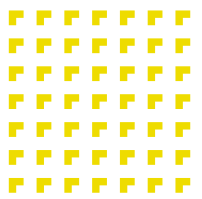
**Student success advisor:** provides personalised non-academic study support and will equip you with study tips and online resources. They also offer advice and referral to the relevant RMIT services, ensuring you receive responses and outcomes in a timely manner. They will be your #1 RMIT supporter throughout your studies.

**Tutor/online facilitator:** A facilitator for your learning in the online environment. This could be through driving your engagement and conversation through discussions, hosting weekly webinars, and providing you with feedback and feed forward on your assessments so that you can adequately prepare for the next assignment.

**Onboarding webinar:** A live video session hosted by the Student Success team before your first study term begins. The purpose of this webinar is to outline key information you need to be aware of, support services available through RMIT, and study tips that will enable success in your program.

**Webinar:** A live online video session hosted by your Online Facilitator where they will share their industry experiences, guide you through the course material, and prepare you for upcoming assessments. Your Online Facilitator will inform you of webinar dates and times, and recordings will be available after each live session if you're unable to make it.

For other definitions of key academic dates, please see our [FAQs](#), under 'What do each of my key dates for my program mean?'



# Program overview

Our flexible Bachelor of Business means that you can customise your degree and study a number of majors, minors, or a unique combination of courses to align to your personal and professional aspirations.

This program contains 24 courses that can be undertaken through a variety of different study loads. Please reach out to our [Student success team](#) if you need additional support.

For example:

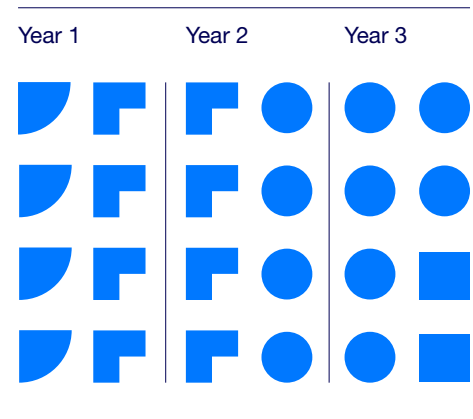
- If you choose to do a full-time study load, you'll complete eight (8) courses per year (2 per term) for three (3) years or;
- If you choose to study part-time, you may choose to complete four (4) courses per year (1 per term) over 6 years.
- Or, you can choose a study load that aligns to your personal situation and take longer to study your degree if you need to.

A couple of things to note:

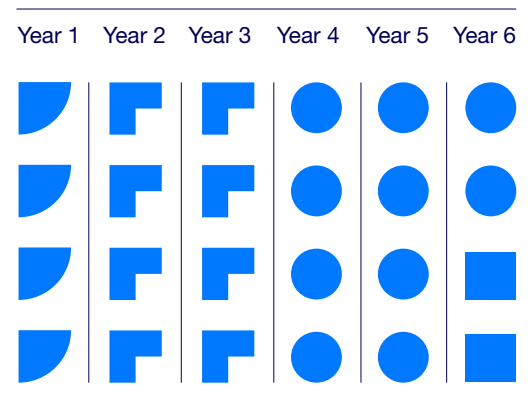
- You must complete the Bachelor of Business within a maximum period of ten (10) years.
- While there is no order that you must complete the courses that make up this program, you must complete the four (4) Foundational courses within the first eight (8) courses of your program.
- For the last course of your program, you'll complete the Business Folio as your final course.
- There may be prerequisites or a sequence of courses that you'll need to study if you choose specific majors/minors. Please refer to the Detailed course overview (pages 25-56) for more detail.
- Have questions? You can find answers to this program's frequently asked questions [here](#)



FULL-TIME







PART-TIME



\*Major / minor allocation recommendation only.

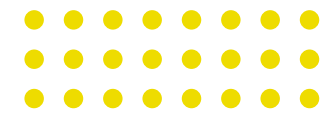
## KEY

-  Foundational Core courses
-  Major Disciplines
-  Minor Disciplines
-  Application of Knowledge & Skills



A step-by-step flow of how you could choose the twenty four (24) courses within this Bachelor of Business program:





## MAJOR / MINOR (OPTION 1):

### Marketing

Effectively capture your audience's attention, communicate your product or company's value, and successfully convert and retain customers with our Marketing major/minor. With a focus on current and future-focused digital marketing, learn how to optimise your channels by understanding buyer behaviour, marketing research, customer experience (CX), marketing analytics, and more.

If you choose to do Marketing as your major, you'll need to complete all the following eight courses.

MAJOR	COURSE TITLE	COURSE TITLE
	Marketing Principles	Digital Marketing
	Buyer Behaviour	Strategic Marketing
	Marketing Communication	Applied Brand Management
	Market Research	Product Innovation and Management



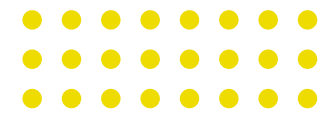
Corequisites and prerequisites for the Marketing major:

**MKTG1050 Buyer Behaviour:** corequisite of MKTG1025 Marketing Principles. **MKTG1041 Marketing Communication:** prerequisite of MKTG1025 Marketing Principles. **MKTG1045 Market Research:** prerequisite of MKTG1025 Marketing Principles. **MKTG1415 Digital Marketing:** prerequisites of MKTG1025, MKTG1050, MKTG1041. **MKTG1071 Strategic Marketing:** prerequisites of MKTG1050, MKTG1041, MKTG1045.

If you choose to do Marketing as your minor, you must complete the following four courses:

MINOR	COURSE TITLE	COURSE TITLE
	Marketing Principles	Marketing Communication
	Buyer Behaviour	Market Research

For further details on the courses that make up this major/minor, please refer to the Detailed course overview (pages 25-32).



**MAJOR / MINOR  
(OPTION 2):**

## Management and Change

Learn how to tackle complex and conflicting issues, successfully inspire and lead teams, and make robust business decisions with our Management and Change major/minor. Develop vital business skills in strategic thinking, ethical and socially responsible decision making, as well as managing cross-cultural teams. With a focus on innovation, gain confidence in your ability to drive effective change in VUCA (volatile, uncertain, complex, and ambiguous) environments.

If you choose to do Management and Change as your major, you will need to complete all the following eight courses.

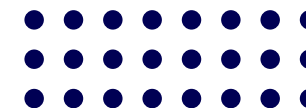
MAJOR	COURSE TITLE	COURSE TITLE
	Work in Global Society	Innovation Management
	Organisations	Strategy
	Managing Change	Global Corporate Responsibility
	Leadership	Organisational Experience

If you choose to do Management and Change as your minor, you must complete the following four courses:

MINOR	COURSE TITLE	COURSE TITLE
	Work in Global Society	Managing Change
	Organisations	Leadership

For further details on the courses that make up this major/minor, please refer to the Detailed course overview (pages 33-40).





**MAJOR / MINOR  
(OPTION 3):**

## Human Resource Management

Maximise your company or team's most valuable resource — humans, to ensure that your organisation achieves success through people. Improve employee performance in alignment to the key strategic objectives, and create a positive workplace culture that responds to both organisational and human needs. Focus on sustainable work practices and policies and employee health, safety, and wellbeing.

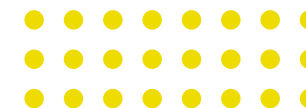
If you choose to do Human Resource Management as your major, you will need to complete all the following eight courses.

MAJOR	COURSE TITLE	COURSE TITLE
	Human Resource Management	Employment Relations
	Human Resource Development	Work, Health, Safety, and Wellbeing
	International Human Resources Management	Negotiation and Conflict Resolution
	People Analytics	Managing People for the Future

If you choose to do Human Resource Management as your minor, you must complete the following four courses:

MINOR	COURSE TITLE	COURSE TITLE
	Human Resource Management	International Human Resources Management
	Human Resource Development	People Analytics

For further details on the courses that make up this major/minor, please refer to the Detailed course overview (pages 41-49).



#### MINOR OPTION:

### Business Analytics

Learn how to interpret and present information and drive data driven decisions with our Business Analytics minor. Drive powerful analysis, build data visualisations, and effectively forecast business decisions using data modelling. Establish yourself as a strong business graduate with hybrid capabilities with this in-demand skillset.

If you choose to do a Business Analytics minor, you must complete all four (4) of the following courses.

MINOR	COURSE TITLE	COURSE TITLE
	COURSE TITLE	COURSE TITLE
	Introduction to Business Analytics	Business Data Management
	Advanced Business Analytics	Supply Chain Analytics

For further details on the courses that make up this major/minor, please refer to the Detailed course overview (pages 50-52).

#### MINOR OPTION:

### Business and Technology

Effectively leverage technology to underpin organisational success. Understand how developments in technology helps solve complex problems, improve decision making, customer service, marketing, resource management and more. Drive growth and improve efficiency, and gain insight into contemporary business practices around business analytics, artificial intelligence (AI), technological innovation, and issues surrounding cybersecurity.

If you choose to do a Business and Technology minor, you must complete all four (4) of the following courses.

MINOR	COURSE TITLE	COURSE TITLE
	COURSE TITLE	COURSE TITLE
	Introduction to Cybersecurity Governance	Introduction to Enterprise Artificial Intelligence
	Legal Considerations and Big Data Project	Blockchain for Business

For further details on the courses that make up this major/minor, please refer to the Detailed course overview (pages 53-56).

## Why study online?

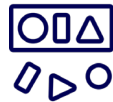


Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.



Become industry connected as you learn from renowned academics with extensive industry experience.

Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.



Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.



Get personalised support that keeps you motivated on the road to success.

Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.



Graduate with a globally recognised degree.



## Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university. By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.



The Australian Red Cross is a non profit organisation that brings people and communities together in times of need and builds on community strengths. By mobilising the power of humanity, the Australian Red Cross provides disaster support, assists the needs of people coming to Australia seeking safety, and advocates for laws that protects humanity in war.



Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.



Creativity is in Adobe's DNA. Adobe's game-changing innovations are redefining the possibilities of digital experiences. Adobe connects content and data and introduces new technologies that democratise creativity, shape the next generation of storytelling, and inspire entirely new categories of business.



Medibank is a leading private health insurer, with more than 45 years of experience delivering better health to Australians. Medibank looks after the health cover needs of more than 3.7 million customers through the Medibank and ahm brands, and distribute travel, life and pet insurance. In addition, Medibank provides a range of health services in Australia including mental health support, preventative and better integrated primary, care and after-hours health support.



The Bachelor of Business sits within RMIT's College of Business and Law (CoBL). CoBL's vision is to deliver trusted business education, research, and practice for viable, responsible, and fair futures. This new Bachelor of Business aims to provide students with the flexibility and breadth to study how and what and they want, as well as offer transferable skills and practice-based experiences.



EY exists to build a better working world, helping to create long-term value for clients, people and society, and to build trust in the capital markets. Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.



**Dr Jonathan Boymal**  
Program Director

Dr Jonathan Boymal is Head of Teaching and Learning at the College of Business and Law and an Associate Professor of Economics. With over 23 years' of educational leadership in online, face-to-face, and international education, Jonathan is committed to learning in real-world contexts, ensuring graduates are equipped with the personal and professional capabilities that are highly valued in industry and transferable to emerging worlds of work.



**Jennifer Morinaka**  
RMIT Online

Jennifer Morinaka leads the Student Success team at RMIT Online to ensure you are supported throughout your time with us. The Student Success Advisors are your first point of contact for non-academic support, and are available to assist you with one-to-one coaching, tips on how to successfully study online, free study resources as well as advice on how to access RMIT services linked to wellbeing, careers, and more.



## How to get started

Enrolment in our Bachelor program is easy. Apply now and speak to a Student Enrolment Advisor today and we can get the wheels moving.

### STEP 1 Chat to a Student Enrolment Advisor

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Our Student Enrolment Advisors have all the information you will need to choose the best course for you. They can even coach you through the enrolment process over the phone. You can call our Student Enrolment Advisor during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

### STEP 2 Send us your documents

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All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

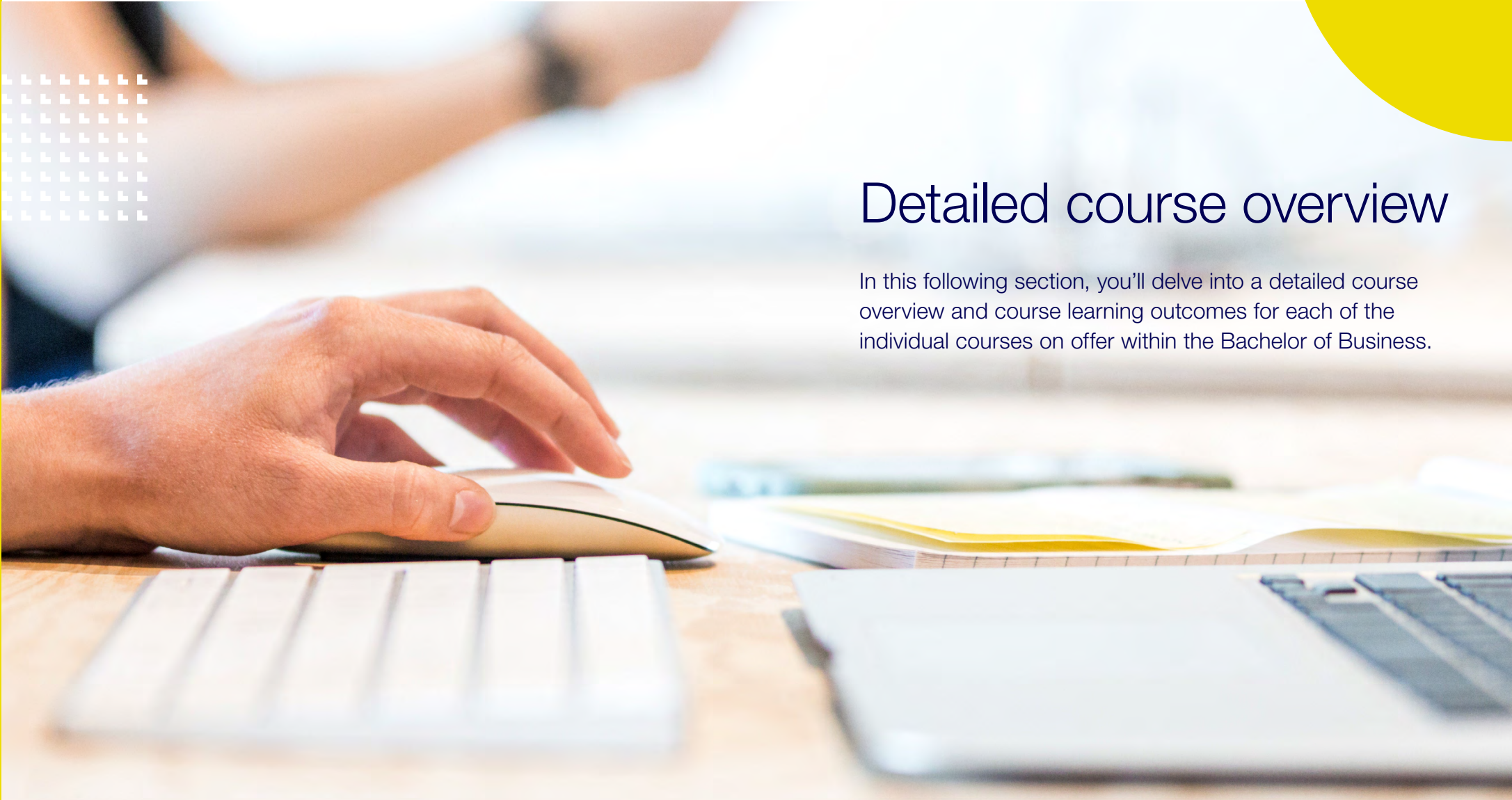
### STEP 3 Wait to hear from us!

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If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit [online.rmit.edu.au](https://online.rmit.edu.au)

\*Further information: Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application.





## Detailed course overview

In this following section, you'll delve into a detailed course overview and course learning outcomes for each of the individual courses on offer within the Bachelor of Business.

Foundational core course:

## Understanding the Business Environment

(BUSM2562)

### PROGRAM COURSE 01

#### Course overview

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In this course, you will develop a practical overview of environments in which business operate and be introduced to the multi-dimensional relationship between the various business disciplines and their contribution to business and society. You will explore the external environments facing businesses, particularly the technological, social, cultural, legal, regulatory and economic dimensions that influence economic activity. You will also investigate the internal environment facing a business, including the role of entrepreneurs, managers, workers, and customers, amongst others. You will then examine the environment for international firms and explore the political, social and economic configurations that impact the development of international business and cross-border commerce.

This course incorporates the development of graduate skills for business professionals, including communication skills, critical and creative thinking skills and interpersonal skills.

This course will introduce and begin to embed practices relating to BBus\_GradFolio, an eportfolio that is integrated throughout the Bachelor of Business curriculum and a requirement of capstone close to the conclusion of the program.

#### Learning outcomes

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- Understand how business is affected by the many different types of environments in which it operates.
- Identify the main features of the international business environment and its main institutions.
- Analyse how different theories relevant to business apply to different components of the business ecosystem.
- Identify the different modes of engagement with international markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate.
- Use multiple perspectives to interpret and analyse real problems in a global business environment.
- Produce a personal, reflective Bachelor of Business eportfolio documenting achievement of the program learning outcomes and for the purpose of future careers and employability skills.

Foundational core course:

## Business Decision Making

(BUSM2567)

### PROGRAM COURSE 02

#### Course overview

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Advances in information technology have provided organisations access to vast amounts of data. A fundamental challenge facing organisations is how to best make use of this data. At the same time, business decisions are often undertaken with incomplete information or under conditions of uncertainty and ambiguity.

This multidisciplinary course will enable you to understand how data can be harnessed to inform managerial decision making. You will be shown how managers can identify, obtain and analyse both financial and non-financial data in order to make more informed business decisions. You will be introduced to data-driven decision making through the application and interpretation of analytical techniques and models in the context of real-world problems, as well as how the results of data analysis can be communicated effectively to facilitate organisational decision making.

You will then examine how a range of psychological, cognitive and social factors, including certain biases, can impact the decision making of business managers. Recognising the impact of these psychological factors and understanding the importance of being adaptable in your own thinking will support you in making informed business decisions wherever your career takes you.

This course incorporates the development of graduate skills for business professionals, including communication, problem solving and data analysis skills.

This course will also introduce and begin to embed practices relating to Business Graduate Folio, an e-portfolio that is integrated throughout the Bachelor of Business curriculum and a requirement for the capstone close of the program.

#### Learning outcomes

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- Describe and implement a structured approach to generating meaningful insights and informing ethical decision making in business.
- Demonstrate the role of data and data analytics for decision-making in business organisations.
- Select, apply, analyse and evaluate the results of data analyses, analytical models and other business tools in a socially intelligent manner.
- Apply digital literacy skills to communicate the results of data analyses and analytical models in written and visual forms to support organisational decision-making.
- Evaluate a range of behavioural factors and demonstrate how they influence decision makers.



Foundational core course:

## Business in Society

(BUSM2572)

### PROGRAM COURSE 03

#### Course overview

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Business has an urgent need to reconsider the way it interacts with and contributes to society. In this course you will identify and evaluate major contemporary global challenges and trends impacting society and explore business opportunities for driving sustainable innovation. A major focus will be a critical appreciation of stakeholder theory and how this theory frames integrative thinking across a range of business disciplines, including strategic management, finance, accounting, human resource management, marketing, law, economics and public policy. You will also covers two important areas that stakeholder theory has helped to shape and define: business ethics and corporate social responsibility.

In addition, the course invites you to reflect on your strengths, talents and what success means to you. You will conduct an environmental scan of professional worlds and engage with various reflection and feedback methods to situate yourself within these worlds. As a result, you will begin to develop of sense of your professional sense that can contribute to positive changes in the world. This will be structured in the context of a reflective portfolio that communicates your vision and emerging professional self to various audiences. As a future business professional, this will equip you to deal with the unexpected, shape your own life and contribute to the well-being of others.

This course incorporates the development of graduate skills for future-ready business professionals, including social and cultural awareness, integrating multiple perspectives and ways of knowing, awareness of self, personal and professional effectiveness and learning how to learn.

#### Learning outcomes

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- Analyse and question major global or national social, political, environmental or environmental issues facing the world today in the context of business citizenship.
- Understand how businesses can develop solutions to respond to increasing demand for sustainability, transparency and good governance.
- Articulate perspectives on the future of work and workforce trends, and their implications for various industries.
- Self-reflect and begin to identify a global mindset towards becoming a responsible global citizen, including values such as responsible leadership, integrity and ethical behaviour.
- Self-reflect to identify personal strengths so as to begin to develop a personal and professional brand and identity.

Foundational core course:

## Integrated Perspectives on Business Problems

(BUSM2577)

### PROGRAM COURSE 04

#### Course overview

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This course examines the accelerating relationship between government, business, law and the third sector to deliver social (including environmental) value in communities and the way in which this drives social innovation.

In this course, students are given the skills to start to develop the ability to investigate and analysis complex situations, innovate, problem solve, manage projects and communicate effectively, including foundational research skills.

The course covers fundamental concepts and key developments in what has become a complex social purpose eco-system. The course introduces an understanding of changes across what was formerly seen as a distinct social sector to examine the cross-sectoral social purpose developments that includes traditional organisational structures of Charities and Not For-Profits, Business and Government, but also new and emerging 'hybrid' structures and programs.

The course will further explore how social, economic and environmental problems embedded in society are being addressed through social innovation in business entrepreneurship, enterprises and cross-sector collaboration. It looks at why the traditional boundaries between government, business and the social sector have become blurred and fluid and what that means for the capacity to deliver new forms of social impact.

In this course, students learn through problem based learning: solving an authentic business problem, including identifying an audience for their project, developing a project plan and considering solutions.

#### Learning outcomes

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- Integrate and apply foundational multi-disciplinary theory, frameworks, skills and techniques to define and address a problem or an opportunity.
- Demonstrate business problem-solving skills in the context of solving an authentic business problem.
- Identify stakeholders and position the proposed research in relation to fields of expertise or practice.
- Reflect and document personal strengths so as to begin to develop a personal and professional brand and identity.
- Demonstrate foundational business research knowledge and skills in the context of solving an authentic business problem.
- Produce an output in chosen forum to communicate integrated business perspectives in coherent and compelling ways.

Core course:

## Business Internship

(BUSM4471)

### PROGRAM COURSE 05

#### Course overview

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This course is a 12 credit point opportunity to immerse yourself in work-integrated learning, working in a partner organisation in an area relevant to your future career. Partner organisations may be from a diverse range of industries and sectors, including private industry and not-for-profit organisations. This course is particularly relevant to students completing either the Study & Work minor, or the Bachelor of Business Professional Practice program.

In this course, you are expected to work around 120 hours in total. This can be undertaken at one time, for example 3-4 weeks full-time, or spread across a period of time, for example, this may be 1-2 days per week for 8-12 weeks.

While completing a Business Internship, you will have access to academic mentoring, and specialised career and personal development opportunities through the College of Business and Law's Professional Practice Academy.

#### Process / Requirements

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After enrolment and before commencement of the internship, the following must be completed:

- You are responsible for securing your own internship.
- The position must be approved by the Course Coordinator.
- A WIL Agreement must be completed by you, the host organisation, and RMIT University.
- The internship and associated documents must be recorded in the university's InPlace WIL system.
- International internships must be registered through RMIT Global Mobility's Mobi system.
- Assessment requirements should be read and understood prior to commencing your internship

#### Learning outcomes

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- Curate and present evidence from your Bachelor of Business portfolio to reflect your suitability for a specific work opportunity.
- Integrate and apply your previous RMIT studies to current business practice, through guided experiential learning in a business context, under supervision and/or with support.
- Demonstrate professional capabilities, such as the ability to work effectively with others, adhere to professional workplace norms and expectations, and to incorporate feedback and personal reflection into their work sequences.
- Build on your personal narrative, and showcase and communicate enhanced employability skills using evidence from your internship.

*Business Internship is an optional course. This course is an application of knowledge course that includes a virtual industry project, preparing you with industry-ready skills upon completion of the program. While not mandatory to complete your degree, we recommend that you complete this course after having completed you major(s) or minor(s).*

Core course:

## Business Graduate Folio - Capstone Course

(BUSM2582)

Marketing (major/minor):

## Marketing Principles

(MKTG1025)

### PROGRAM COURSE 06

#### Learning overview

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This capstone course is a final course until that you must complete at the end of your program. This practically based capstone course integrates outcomes of your self-directed journey and is where you will complete your employer-ready portfolio.

### PROGRAM COURSE 07

#### Course overview

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Marketing Principles is an introductory course and provides an overview of the marketing process, its underpinning concepts, and the practical tools used by marketers to implement marketing strategies and campaigns. Through lectures, tutorials and assessment tasks you will explore the theory and practice of marketing through real world applications. You will also review the importance of marketing to future business viability and how each person in an organisation can contribute to the marketing process. Marketing Principles offers insights into the field of marketing, putting into context the role of marketing in an organisation, and how you may interface with marketing in your role.

#### Learning outcomes

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- Examine the underlying philosophy of the marketing concept, its role as a business function and its relationship with other business functions.
- Identify and analyse the impact of key trends in the external and internal environments on marketing-related activities of organisations.
- Analyse the marketing process and determine how various elements of the marketing mix work together to put the right product in the right place in a professional context.
- Develop effective marketing strategies to achieve organisational objectives.

Marketing (major/minor):

## Buyer Behaviour

(MKTG1050)

### PROGRAM COURSE 08

#### Course overview

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This course introduces the theory of buyer behaviour and relates it to the practice of strategic marketing decisions. The models of buyer behaviour and related theories drawn from psychology, anthropology, social and behavioural sciences are taught with particular emphasis on the consumer decision making process. The course covers why individuals make certain purchasing decisions; what products and services they buy; how they buy them; the frequency with which they buy them; and the decision process in these situations.

#### Learning outcomes

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- Construct, assess and devise marketing strategies drawing on theories of buyer behaviour in consumer markets.
- Analyse the role of the consumer as a communicator, a purchaser, a user, and a disposer to understand consumer decision making processes.
- Solve consumer research problems within a diverse range of consumption practices to inform marketing decisions.
- Develop reports that critically analyse consumer research data and provide recommendations.
- Collaborate and communicate effectively with marketing professionals and other colleagues to manage and support projects.



Marketing (major/minor):

## Marketing Communication

(MKTG1041)

### PROGRAM COURSE 09

#### Course overview

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This course will equip you with a general understanding of the process of building brand equity through integrated marketing communications. With a prime focus on key components of marketing communications, such as advertising, various supplemental aspects are also considered. These activities are related to theories of communication and buyer behaviour with the aim of developing a practical understanding and contemporary application.

#### Learning outcomes

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- Outline the theory of integrated marketing communication as a process of developing brand equity, using applicable models and planning tools.
- Differentiate the various components of the marketing communications mix and evaluate their role in contributing to synergistic marketing activities.
- Formulate and populate key criteria to inform managerial planning from a communications perspective.
- Design ethical and responsible communication strategies appropriate to selected products and scenarios, utilising feedback where possible to action improvement.
- Evaluate media channels to formulate contextually appropriate marketing strategies and communication pathways.
- Demonstrate skills in business communication in written and/or verbal forms, including forming and managing collaborative networks to achieve outcomes.

Marketing (major/minor):

## Market Research

(MKTG1045)

### PROGRAM COURSE 10

#### Course overview

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The Market Research course is designed to give you a very practical understanding of how market research is conducted and managed for optimal results. You will learn about the stages of market research – from problem definition to the reporting on results – with a particular focus on learning how to use the most common market research tools. You will develop the capability to effectively plan and manage market research projects as well as conduct basic data analysis. The course also aims to provide a foundation for higher-level subjects requiring quantitative and qualitative analysis.

#### Learning outcomes

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- Explain market research theories and concepts to colleagues and use this knowledge to design research studies in response to managerial problems.
- Compare and contrast a range of common market research tools in order to evaluate the most appropriate tool for a unique research question.
- Design and implement a research tool in response to a client brief within a team or individually.
- Summarise a market research project and reflect on constructive feedback to improve the summary.
- Develop a report that critically analyses market research data and provides a recommendation.

Marketing (major):

## Digital Marketing

(MKTG1415)

### PROGRAM COURSE 11

#### Course overview

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The accelerating pace of technological change coupled with increasingly mobile lifestyles and the commensurate explosion of media platforms has transformed marketing strategy and practice. Digital marketing fosters customer value creation and enhanced marketing strategy. In this course you will explore a range of digital tools that support marketing strategy and tactics including social media, viral marketing, display and search ads, inbound marketing, search engine optimization, and mobile/wireless technologies. This course will also introduce you to web analytics used to monitor and measure the effectiveness of a company's digital strategy.

This course includes a Work Integrated Learning (WIL) experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/or community is integral to your experience.

#### Learning outcomes

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- Evaluate the implications of digital technology on buyer behaviour, marketing strategy and customer relationships.
- Assess various digital tools and technologies and identify the most appropriate tool(s) to support specific marketing objectives and strategies.
- Demonstrate an understanding of the theory and frameworks that inform the development of digital strategy.
- Design and measure the effectiveness of digital marketing campaigns.
- Demonstrate skill in the communication of digital marketing concepts and strategies.

Marketing (major):

## Strategic Marketing

(MKTG1071)

### PROGRAM COURSE 12

#### Course overview

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Strategic Marketing provides you with an experience which will give you the opportunity to critically reflect on and consolidate what you have learnt in this program.

In this course you will further develop theory and concepts that have been covered in previous marketing courses and apply them to a real-life business situation. You will be introduced to the principles of strategy and learn how to take advantage of market opportunities to generate sustainable business growth. Additionally, you will formulate and assess strategies and business models with regards to relevant organisational contexts.

This course provides you with a capstone experience, which will give you the opportunity to integrate, critically reflect on and consolidate what you have learnt in your program.

#### Learning outcomes

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- Identify problems and questions in relation to contemporary strategic marketing and be aware of strategies to investigate them.
- Critically evaluate advanced strategic tools, concepts and theories and understand the complexities associated with the application of these in marketing practice.
- Reflect on your own professional practice in light of evidence from research to become a more flexible and creative thinker.
- Apply marketing theory in business settings and broader social contexts with intellectual curiosity.
- Adapt your knowledge in relation to marketing theory and /or practice to be a more effective strategic problem solver.
- Work on complex multidisciplinary projects in collaboration with others with minimal supervisory oversight.

Marketing (major):

## Applied Brand Management

(MKTG1080)

### PROGRAM COURSE 13

#### Course overview

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This course builds on concepts introduced in the foundational marketing courses, and provides additional theories and frameworks for managing brands in marketing. Branding is the strategic consequence of good marketing because it involves building a reputation about your business in a way that differentiates the value you promise consumers as superior to that of competition.

In this course, you will learn about how brands are built, why they fail or succeed over time, using real-world brands and relevant theories. You will apply these concepts and frameworks in creating your own business and developing a branding strategy for your new business. You will therefore develop practical skills that are important for marketing practitioners, including the ability to communicate ideas and decisions clearly, concisely, and logically, as well as to collaborate effectively with others to scope, plan, and manage brands.

#### Learning outcomes

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- Conduct research and critically evaluate the environment in which a brand operates to identify implications for brand management.
- Apply brand management and marketing theories and frameworks to design effective brand management initiatives and strategies that address marketing challenges.
- Communicate effectively in a range of business contexts using a variety of media.
- Plan, develop and implement brand management projects.
- Apply and integrate brand management theories and practices in authentic business contexts.



Marketing (major):

## Product Innovation and Management

(MKTG1092)

### PROGRAM COURSE 14

#### Course overview

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The development of new products, including goods and services includes significant risk. This course draws on industry experiences and academic research to give you a balanced view of theory versus practice in the management and successful commercialisation of new products. The course highlights the importance of product innovation, especially for companies wanting to regain and retain competitive advantage within their industry. The new product development process will be covered with reference to past new product successes and failures. The course also considers the planning, development and implementation of new products within the context of a competitive and dynamic marketing environment, the fast pace of technology development, the convergence of industries and the increasing sophistication of the consumer. The course aims to instil a passion for innovative products whilst providing skills to examine the likely market success of these products.

This course includes a Work Integrated Learning (WIL) experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/or community is integral to your experience.

#### Learning outcomes

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- Use appropriate theoretical frameworks and models to evaluate product innovation situations and develop options and recommendations for new product investments.
- Recognise the important relationship between marketing strategy choices and new product development decisions in an organisation and apply these in new product choices.
- Understand the role of the marketer in developing new product development strategy and the ways in which they motivate others in the organisation to contribute to the process
- Source and critically analyse information about the market environment to make product development decisions
- Apply tools to foster creative idea generation, concept formation and product launch strategies.
- Analyse and evaluate the strengths and weaknesses of the new product development process in an organisational context to improve its effectiveness and efficiency.

Management and Change  
(major/minor):

## Work in Global Society

(BUSM4558)

### PROGRAM COURSE 15

#### Course overview

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This course focuses on the changing nature of work in an increasingly globalised economy and the theories employed to understand work and its transformation. Work is central to our society, organisations, economy, households and personal lives. We depend on work to make a living and it can provide us with a sense of meaning. Employers depend on workers for their knowledge and skills and to make profits. There has been a significant transformation in the nature of work in recent years with major implications for how business operates and how we live our lives. This course aims to provide you with knowledge of key issues influencing the experience of work and the factors driving new approaches to managing the workplace and work arrangements and the implications of these approaches for workers and the nature of work. The course examines a range of perspectives and theories to explain the transformation of work.

#### Learning outcomes

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- Demonstrate an understanding of the way in which the globalisation of economic exchange and production is reshaping the nature of work.
- Describe and explain the impact of changing legal and institutional arrangements and preferences on the regulation of work and employment.
- Critically examine and assess the impact of different management practices on workers and the nature of work.
- Develop analytical skills to identify, interpret and critical evaluate different conceptual and theoretical frameworks for understanding the transformation of work.
- Comprehend and apply different social science theories to understand contemporary work and employment issues.
- Value the ways in which employee interests and ideas can contribute to more socially responsible management practices.

Management and Change  
(major/minor):

## Organisations

(BUSM1094)

### PROGRAM COURSE 16

#### Course overview

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In this course you will learn to critically examine alternative approaches for analysing and interpreting organisations. The course adopts a multiple perspective and interdisciplinary approach which provides you with toolset to analyse organisations through different theoretical lenses and at different levels: systems, structures, social interactions and the individual. It develops organisational analysis and critical reasoning skills through the application and assessment of different perspectives to business case studies examined in the course. The course examines different knowledge assumptions and their implications and practical consequences for future managers.

#### Learning outcomes

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- Identify different analytical perspectives employed to understand organisations at the individual, social, structural and systemic levels.
- Interpret and apply these multiple perspectives to empirically analyse specific organisations and the contexts in which they operate.
- Draw on different analytical perspectives as the basis for a multidisciplinary approach towards organisational functionality, political and social relations.
- Evaluate knowledge assumptions and come to recognise their management implications and practical consequences.
- Assess and judge how organisational analysis can be used to engender solutions to organisational challenges that are socially responsible.

Management and Change  
(major/minor):

## Managing Change

(BUSM1202)

### PROGRAM COURSE 17

#### Course overview

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This course introduces a range of change models, and recent developments in change theory and research. It will develop your ability to manage both planned and unplanned change. It deals with change as a process and examines a range of strategies managers can use to successfully manage change. The course focuses on the skills needed to manage transitions and the psychological, structural and cultural issues people face when dealing with change.

#### Learning outcomes

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- Explain the relevance of a range of change management approaches and models to a variety of situations where appropriate.
- Identify and apply a range of skills relevant to the change management process.
- Articulate and demonstrate understanding of the management competencies needed in this area.
- Use diagnostic tools and models to explore underlying organizational and behavioural issues that may affect the change process.
- Display a clear understanding of the role of 'change agents' and its applicability in organisational settings.

Management and Change  
(major/minor):

## Leadership

(BUSM4177)

### PROGRAM COURSE 18

#### Course overview

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This course will introduce you to various theories and models of leadership and decision making in organisations. The course explores the psychological, behavioural, structural and cultural issues that leaders face when making decisions as well as develop your knowledge and skills required in various situations.

This course includes a Work Integrated Learning (WIL) experience in which your knowledge and skills will be applied and assessed through in a real or simulated workplace context and where feedback from industry is integral to your experience.

#### Learning outcomes

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- Critically evaluate the leadership and decision-making theories and models in various organisational situations.
- Examine and discuss current issues in leadership and decision-making models in a range of organisational settings.
- Integrate and apply leadership and decision-making theories and models in the contemporary workplace situations.
- Identify and analyse the social and ethical responsibilities related to the leadership and decision making.
- Use critical self-reflection and feedback of others to identify and act on opportunities for leadership development.



Management and Change (major):

## Innovation Management

(BUSM4550)

### PROGRAM COURSE 19

#### Course overview

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This course presents contemporary views of creativity, innovation and design and their importance within organisations and business that are increasingly characterised by risk and uncertainty. You will examine the need to manage these activities through the application of theory and the introduction of practices and processes to achieve sustainable competitive advantage. You will also explore the innovation imperative, creative problem-solving approaches, design thinking, innovation process management, and innovation performance measurement.

#### Learning outcomes

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- Explain the relationship between creativity, design and innovation and how it impacts business growth, sustainability and wealth creation.
- Explore factors that stimulate and inhibit innovation and creativity in individuals and evaluate these factors in teams and organisations.
- Distinguish characteristics of different types of innovation processes and justify your choice of application to specific business contingencies.
- Identify and critique organisational models of innovation management.
- Evaluate the characteristics that make innovative organisations successful and discuss how a business might emulate these traits.
- Demonstrate learning through presentation and communication skills in a variety of business and professional contexts.

Management and Change (major):

## Strategy

(BUSM3125)

### PROGRAM COURSE 20

#### Course overview

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This course explores the origins and development of business strategy, selected strategic paradigms, competing or alternative theoretical frameworks and their implications.

The course focuses on different perspectives to the role of strategy in organisational success, and examines concepts, theoretical frameworks and techniques that are useful in gaining knowledge of the strategic management process, with particular emphasis on strategic inputs, strategic actions (strategy formulation, and strategy implementation) and strategic outcomes.

#### Learning outcomes

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- Identify and describe the key components of the strategic management process and how it can be applied in organisations.
- Assess and judge strategic inputs, including the external and internal environment, strategic mission and strategic intent.
- Create a strategy including synthesising appropriate elements of business level strategy, competitive dynamics, corporate level strategy, cooperative strategies and international strategies.
- Apply selected theory and strategy frameworks to analyse practical strategy related issues in organisational contexts.
- Examine the relationship between strategic inputs, strategic actions (formulation, implementation and evaluation) and strategic outcomes to design a strategic plan.

Management and Change (major):

## Global Corporate Responsibility

(BUSM4687)

### PROGRAM COURSE 21

#### Course overview

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This course introduces you to contemporary theories about business responsibility in a global context, how these theories can be applied in practice, and the implications for management across a range of business functions.

In the last 20 years a series of corporate scandals and financial crises have brought the question of how to manage international business responsibly to the attention of leaders and communities across the globe. Industry leaders are increasingly looking for employees who can think innovatively about this challenge. This course will provide you with knowledge and a range of skills to do that. You will learn how taking social and environmental issues into account can contribute to core business models and strategy. You will also learn how to work with a range of stakeholders to improve outcomes throughout the value chains of international business. You will be exposed to new ways of understanding and governing the relationship between business and society.

Activities and assignments are designed to facilitate theory application and peer learning in a friendly, open atmosphere.

This course includes a Work Integrated Learning experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/or community is integral to your experience.

#### Learning outcomes

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- Articulate the core characteristics of responsible business management in a global context.
- Describe and appraise different definitions of responsible management.
- Identify and assess the key stakeholders in international business in different contexts.
- Propose ways to communicate and engage with international business stakeholders.
- Describe and evaluate ways in which accountability for managing international business responsibly can be enacted.
- Critically analyse the role of governments, business and civil society actors in the governance of business - society relations.

Management and Change (major):

## Organisational Experience

(BUSM4547)

### PROGRAM COURSE 22

#### Course overview

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This capstone course helps you to integrate, critically reflect on and consolidate what you have learned in your program. The purpose of the course is to integrate management theory and practice while equipping you with the practice-based knowledge and skills necessary to succeed as a manager in your chosen career. You will draw upon concepts, applications, tools including your broadened awareness of social, political, and environmental influences to identify and solve authentic business problems. The course will consolidate your understanding of management approaches to problem solving including strategy as well as ethical and socially responsible considerations. You will undertake business-focused research and apply academic knowledge and skills to produce a series of analytical reports to inform decisions made by business professionals. Your final piece of assessment will be completed in a team setting. When you graduate, you are likely to work on a team within a business organisation. Therefore, honing your research, analytical and presentation skills within a team environment is integral to your training in this capstone course. Importantly, this course features a Work Integrated Learning (WIL) experience. You will be asked to apply your knowledge and skills will be applied and assessed through a real or simulated workplace context. You will receive valuable feedback from industry on your work as well as academic feedback.

#### Learning outcomes

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- Apply broad theoretical and practical knowledge of management in real business situations.
- Identify the strengths and limitations of different management approaches in order to make informed determinations about when best to use them in different organisational contexts and situations.
- Develop applied skills to conduct industry and company research involving critically analysing and synthesising business information.
- Develop a disciplined and an integrative approach for analyzing organisations and their organisational environment for the purposes of formulating and implementing management strategy.
- Evaluate management approaches and alternatives through a collaborative process to solve business problems in ethical and socially responsible manners.
- Communicate business data through research analysis and report writing.

Human Resource  
Management (major/minor):

## Human Resource Management

(BUSM3119)

### PROGRAM COURSE 23

#### Course overview

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This course provides you with an overview of Human Resource Management (HRM) principles and strategies in the management of organisations. You will be introduced to several HR functions that will provide you with an understanding of the various ethical and socially responsible perspectives. HRM theories and models that explain the nature and significance of key HRM practices and HRM outcomes in organisations will be considered and assessed.

The course explores the importance of managing human resources effectively within organisations and their increasingly competitive environments. This course includes a work integrated learning (WIL) experience in which your knowledge and skills will be applied and assessed in a real workplace context and where feedback from industry and/or community is integral to your experience. Following the desire and necessity of real-world business firms in managing effective teams to solve complex issues, more weight has been attributed to group works. Therefore, the majority of the course's requirements will be addressed cooperatively by team members.

Assessment tasks 1 and 2 are focused on HR challenges that a company is facing. These two tasks constitute 60% of the total marks and will be conducted in a team. Students will receive feedback from both the teaching staff and the industry partner. Specific time will also be allocated in class, towards the end of the semester, to reflect on the WIL activities undertaken within the course (WIL de-brief session).

#### Learning outcomes

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- Critically evaluate and apply theories and models of HRM that explain the nature and significance of key HRM practices and HRM outcomes as they relate to diverse organisational contexts.
- Critically analyse and apply the emerging strategic role that HRM plays in a changing business environment and workplace to maintain current policies and procedures.
- Analyse and align HR systems and processes to leadership strategies and objectives in contemporary organisations to promote best practice in HR performance.
- Identify and evaluate key organisational approaches to improving HR outcomes for both the organisation and its employees.
- Critically analyse employee-employer issues using relevant ethical and legal processes and approaches to solve problems.
- Evaluate and develop socially and sustainable practices to emerging HRM challenges by applying both theoretical and practical knowledge of HRM in real business situations.

Human Resource  
Management (major/minor):

## Human Resource Development

(BUSM1137)

### PROGRAM COURSE 24

#### Course overview

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The aim of this course is to facilitate the learning of concepts and practices related to human resource development (HRD). The course will emphasise the role of HRD in operationalising corporate strategy and in the creation and management of organisational knowledge. You will learn about contemporary adult learning and HRD theories. You will learn how to integrate this knowledge when undertaking the analysis, design, implementation and evaluation of effective HRD interventions in organisations.

#### Learning outcomes

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- Differentiate between human resource development (HRD) and other human resource management functions.
- Explain and apply significant concepts and theories underpinning HRD.
- Develop skills in identifying HRD needs and in designing, implementing and evaluating HRD programs.
- Explain the strategic importance of HRD in the success of organisations within the context of social and environmental pressure.
- Critically analyse and evaluate contemporary HRD practices.
- Effectively communicate practical and innovative strategies in relation to career development and professional practice.

Human Resource  
Management (major/minor):

## International Human Resource Management

(BUSM2449)

### PROGRAM COURSE 25

#### Course overview

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This course will give particular attention to the practice of human resource management in international companies, and the challenges facing such companies in managing human resources across national borders. You will also examine how cultural and organizational context affect international HRM practices and compare international HRM policies and practices in different country contexts. The course will provide you with the theoretical and practical understanding of the many of the ethical challenges that present to organisations to manage employees in a global context. You will also gain understanding of the cross-cultural aspects of HR policy and practice and the implications on global and local employees and business.

#### Learning outcomes

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- Critically assess the impact of cultural differences and institutional factors in international HRM.
- Evaluate the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, and development, compensation, and industrial relations.
- Demonstrate an understanding of the issues, opportunities and challenges pertaining to international HRM.
- Evaluate HRM related social, cultural, ethical and environmental responsibilities in a global context.
- Contrast and compare international HRM concepts/theories in selected countries and international organizations.



Human Resource  
Management (major/minor):

## People Analytics

(BUSM1228)

### PROGRAM COURSE 26

#### Course overview

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This course focuses on contemporary theoretical and practical issues confronting managers, employees and Human Resource practitioners on managing performance in diverse workplace situations. The course adopts a holistic view of managing people's performance in organisations, including: various factors involved in the performance management process; practical skills for performance improvement; and future trends of performance management for contemporary organisations. You will be encouraged to take an integrated approach that links performance to the organisation's strategy. You will engage in issues related to culture and diversity in workplace performance and review practices in light of emerging trends in performance management.

#### Learning outcomes

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- Identify and implement effective human resource practices to foster a working environment to encourage and support employees to meet organisational performance standards.
- Evaluate and implement appropriate performance management strategies relevant to various organisational contexts.
- Critically evaluate performance management effectiveness to ensure the implementation of organisational strategic objectives.
- Apply effective managerial skills to improve people's performance in broad organisational contexts considering the impact of culture and diversity in workplace.
- Review and analyse performance management approaches around current and emerging trends.

Human Resource Management  
(major):

## Employment Relations

(BUSM1080)

### PROGRAM COURSE 27

#### Course overview

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This course provides you with an introduction to the nature of employment relations; it examines how governments, unions, employees, employers and employer groups shape the employment relationship at national and organisational levels. The course will introduce you to the nature of employment relations in a local context and will also explore differences in approaches to employment relations in other selected countries.

#### Learning outcomes

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- Apply broad knowledge of employment relations key theories, practical principles and approaches to contemporary ER issues in diverse contexts.
- Analyse and evaluate institutional and regulatory considerations in managing organisational employment relations.
- Evaluate the role of trade unions or non-union representatives in representing employee interests in organizational contexts.
- Communicate employment relations concepts in diverse contexts.
- Analyse key differences in employment relations in selected countries to inform organisational policy and practices.

Human Resource Management  
(major):

## Work, Health, Safety and Wellbeing

(BUSM3122)

### PROGRAM COURSE 28

#### Course overview

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This course introduces you to the key concepts and practices related to the management of workplace health, safety and wellbeing. A multidisciplinary approach is taken, which explores the contributions of disciplines including law, sociology, industrial relations and expert technical approaches, to understanding and addressing occupational injury, disease and wellbeing. The course explores contemporary issues and debates in the field and the regulation of workplace health, safety and wellbeing.

#### Learning outcomes

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- Analyse and apply the key concepts underpinning contemporary WHS theory, systems and practice within organisational contexts.
- Analyse and apply the contribution of multiple disciplines to the understanding and resolution of WHS.
- Investigate and evaluate risk management principles and frameworks.
- Communicate WHS data and concepts to professionals and non-professionals in diverse contexts.
- Evaluate and articulate knowledge of wellbeing issues in the workplace.

Human Resource Management  
(major):

## Negotiation and Conflict Resolution

(BUSM1074)

### PROGRAM COURSE 29

#### Course overview

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An understanding of the role of negotiation is a basic skill required of industrial relations and human resource practitioners. This course introduces you to the practices and processes of negotiation and will guide you to analyse and evaluate concepts associated with negotiation, including ethics, power, gender and cultural diversity. The course will build upon your understanding of negotiation and will develop your skills through preparation and participation in negotiation simulations. The development of your negotiation, advocacy and research skills will be encouraged through the opportunity to analyse your participation in negotiation exercises and the team research project. You will negotiate and advocate a policy initiative, develop advocacy strategies and interact with industry experts. You will be introduced to the practices and processes of negotiation and advocacy used in organisations. This will build on your understanding of human resource and employment relations and assist you to apply a broader purpose of negotiation. You will be encouraged to reflect on your own practice, be an active learner, and take responsibility for your learning in relation to individual and team activities.

#### Learning outcomes

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- Evaluate and apply conceptual and practical knowledge to negotiation theory.
- Critically evaluate and reflect upon the planning strategies and outcomes appropriate for different kinds of negotiation context.
- Identify and analyse legal, social and ethical parameters within which the parties negotiate issues.
- Demonstrate an understanding of the processes of negotiation and advocacy in terms of the role of the HR practitioner, unions and other stakeholders.
- Identify, evaluate and develop ethical, equitable, socially and culturally responsible solutions to emerging employment relations and human resource challenges.
- Effectively communicate practical and innovative solutions whilst being accountable, responsible and reflective re. individual and team learning and professionally appropriate practice.

Human Resource Management  
(major):

## Managing People for the Future

(BUSM2616)

### PROGRAM COURSE 30

#### Course overview

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A professional or manager working in human resource management (HRM) and related areas must understand how theory can help to explain and predict complex 'real-world' phenomena. Only with this understanding is it possible to propose a strong, evidence-based argument for a particular initiative or solution to people and organisation challenges, particularly in the face of plural, often conflicting interests. Drawing on foundation knowledge and skills acquired in earlier courses in the People and Organisation major, this capstone course will further develop your capabilities, and prepare you for professional employment.

#### Learning outcomes

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- Engage, individually and collectively, in framing, researching, analysing, and proposing robust solutions to complex people and organisation challenges.
- Demonstrate high level applied skills in essential aspects of managing people in organisations.
- Design or improve HRM policy, practice or methods, to effectively address plural interests in organisations.
- Reflect upon and explain how contemporary professional standards, ethics and values can and should guide their own future HRM practice.

Business Analytics (minor):

## Introduction to Business Analytics

(ISYS3446)

### PROGRAM COURSE 31

#### Course overview

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Business analytics has been increasingly used in organisations to inform responsive, evidence-based decision-making for improving business performance. Modern organisations that fully leverage business analytics are able to reveal business value from the data and gain competitive advantages over rivals.

This course introduces the concepts, fundamentals and tools of business analytics. You will learn to critically examine how business data can be used to drive decision-making and actions through the application of business analytics techniques and tools required for descriptive analytics, predictive analytics, and prescriptive analytics. You will also develop and evaluate techniques and tools required for business analytics to inform decision-making within organisations.

#### Learning outcomes

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- Explain how business analytics can be used to drive decision-making in organisations.
- Evaluate relevant business data and pre-analyse the data to the exact specifications and variables.
- Apply appropriate business analytic techniques and tools, to inform responsive, evidence-based decision-making.
- Justify the effectiveness of business analytics techniques and tools in informing decision-making in different context.

Business Analytics (minor):

## Advanced Business Analytics

(ISYS3449)

### PROGRAM COURSE 32

#### Course overview

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The growth in organisations' ability to collect large amount of data present challenges of unlocking value from such data. Organisations that are capable of unlocking insights from business data are able to improve the decision-making, inform the strategy, thus achieve sustained competitive advantages.

This course is designed to equip you with the advanced models, methods, and tools required for a deep understanding of the latest business analytics techniques. Artificial intelligence, machine learning, heuristics and patterns matching are introduced to cater for the need of the business analytics in modern organisations for unlocking value from business data. Different business problems are chosen to illustrate the effectiveness and applicability of these business analytics techniques.

#### Learning outcomes

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- Identify and explain advanced business analytics techniques and tools for complex business data analysis.
- Evaluate the effectiveness and applicability of the advanced business analytics techniques and tools in solving complex business problems.
- Research and investigate the emerging and global trends of business analytics tools and practices in industry.
- Apply appropriate advanced business analytic techniques and tools, to inform responsive, evidence-based decision-making.



Business Analytics (minor):

## Business Data Management and Analytics

(ISYS2421)

### PROGRAM COURSE 33

#### Course overview

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Databases are at the core of almost all information systems. This course introduces the key concepts involved in designing and building databases, within the context of business information systems. The course aims to equip you with the skills required to design and implement data-based solutions for problems commonly found in business.

#### Learning outcomes

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- Design database models to address issues commonly encountered in business. SFIA Codes include:
  - BSMO Business modelling (Level 2)
  - DTAN Database Fundamentals (Level 3)
  - PRMG Project management (Level 1)
  - DBAD Database Administration (Level 3)
- Given a set of business requirements, create a design for a moderately complex (up to twenty entities) database model. SFIA Codes include:
  - BSMO Business modelling (Level 2)
  - DTAN Database Fundamentals (Level 3)
- Express the design of database systems using relational models and entity relationship diagrams. SFIA Codes include:
  - DBDS Database Repository Design (Level 2)
  - BSMO Business Modelling (Level 2)
- Create a database system using graphical tools and data definition language. SFIA Codes include:
  - PROG Programming/Software Development (Level 2)
- Manage data in a database system by using data manipulation language (Structured Query Language). SFIA Codes include:
  - PROG Programming/Software Development (Level 2)
- Extract information from a database system using Structured Query Language. SFIA Codes include:
  - PROG Programming/Software Development (Level 2)

Business Analytics (minor):

## Supply Chain Analytics

(OMGT2146)

### PROGRAM COURSE 34

#### Course overview

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This course provides an introduction to quantitative methods that can be used in industry. You will acquire advanced spreadsheet and database modelling skills. The course will introduce static and dynamic models of supply chains and logistics systems. Specifically, it will apply transport and transshipment models to optimize supply chains.

The course will enhance your appreciation of logistics and the usefulness of mathematical and statistical models in solving logistics problems. You will learn to think systematically about the fundamental processes involved and to evaluate the performance of a supply chain as a system. You will also develop your critical thinking skills to the point where you are able to deliberate on contemporary issues in supply chain management.

#### Learning outcomes

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- Use selected concepts, principles and procedures related to supply chain management for effective decision making.
- Investigate various methods to assess logistics and distribution practices.
- Apply the tools and underlying principles of logistics to optimise operations in network models.
- Identify and evaluate the processes, tools and principles of logistics practices in the manufacturing and service sectors.
- Apply mathematical solutions to optimise supply chain networks and logistics problems.

Business and Technology (minor):

## Introduction to Cybersecurity Governance

(INTE2584)

### PROGRAM COURSE 35

#### Course overview

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The role of cybersecurity governance has become significantly important as businesses continue to experience digital transformation, changing business needs and models, ever-increasing cyber threats, and updated legal and ethical compliances. This course will focus on the policies, procedures, guidelines, techniques, and practices an organisation use to detect, protect, prevent and react to cyber incidents. This course will provide a broad understanding of the principles and good practices of cybersecurity governance, cybersecurity framework and standards that govern the development of strategies and policies in business organisations, the role, and responsibilities of different stakeholders, the design and implementation of metrics and key point indicators (KPIs) used in the governance process, and the management and protection of corporate information assets.

#### Learning outcomes

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- Develop an understanding of the cybersecurity frameworks and standards and be able to critically evaluate their usage in business contexts.
- Evaluate cybersecurity policies, guidelines, and techniques used in business organisations.
- Critically appraise cybersecurity policies and frameworks appropriate to organisational needs
- Critically analyse and develop strategies to protect business and information assets.
- Explain and reflect upon the ethical considerations and legal frameworks within which security decisions are made.
- Explain the usage of performance metrics and KPIs in cybersecurity governance.

Business and Technology (minor):

## Legal Considerations and Big Data Project

(LAW2605)

### PROGRAM COURSE 36

#### Course overview

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Big data, which includes personal profiling and predictive behavioural analysis, is widely used in a variety of businesses. For example, one application is to provide insights into buyer behaviour that can result in increased sales and better targeted marketing. However, big data research has implications concerning privacy, government regulation and international access, and increasingly, there are ethical criticisms of digital information gathering and profiling based on personal attributes.

This course will introduce the benefits and sensitivities of Big Data use and examine these from a range of organisational and stakeholder perspectives. This lens will then be applied to a range of applications and case studies in different business contexts.

#### Learning outcomes

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- Analyse the social implications of big data using real-world cases.
- Identify legal requirements regarding data protection, privacy and protecting individuals' rights.
- Discuss the impact of emerging technologies on big data governance with respect to minimising risks and maximising benefits.
- Suggest ethically considerate ways of using Big Data in specified business contexts.
- Evaluate the legal risks and financial rewards of an organisation's use of Big Data.

Business and Technology (minor):

## Introduction to Enterprise Artificial Intelligence

(ISYS3443)

### PROGRAM COURSE 37

#### Course overview

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Enterprise Artificial Intelligence (AI) is the strategic organisation wide use of AI technologies to transform decision-making to gain competitive advantage. AI has the potential to improve an enterprise in four areas: products, services, systems and processes. In this course, you will be presented with the opportunity to appraise and evaluate AI technologies and identify ways in which AI technologies can improve an organisation's products, services and processes. Further, you will be able to identify various stakeholders and their requirements in developing an AI business solution.

#### Learning outcomes

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- Critically appraise and evaluate various AI technologies and their application to business.
- Identify opportunities in which AI technologies can be used to improve an enterprise's products, services, or processes.
- Identify stakeholders and determine their requirements in order to design a high-level solution.
- Develop a simple Enterprise AI business solution to pitch to business executives.

Business and Technology (minor):

## Blockchain for Business

(ISYS3408)

### PROGRAM COURSE 38

#### Course overview

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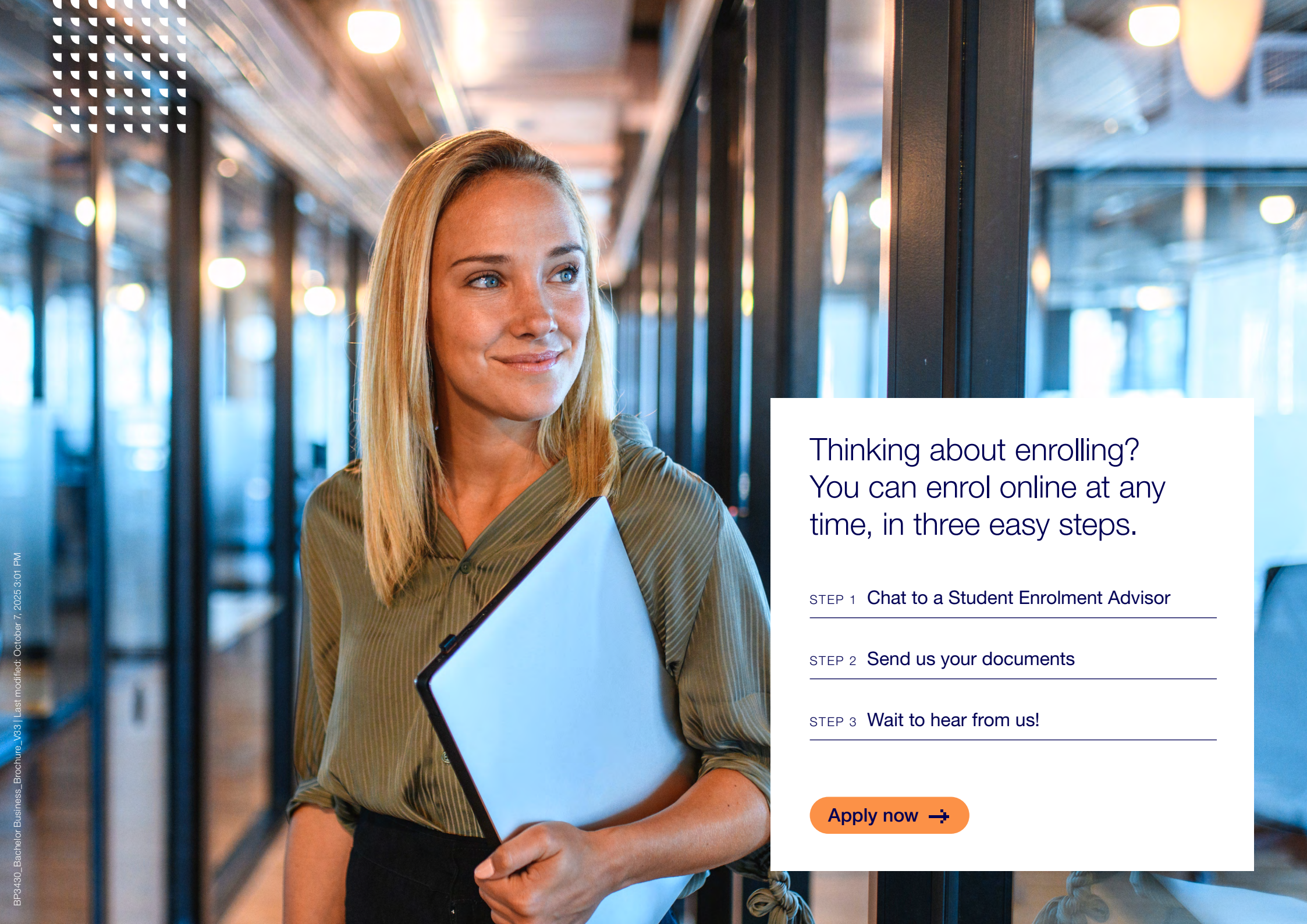
Throughout this course, you will gain an understanding of what blockchain is and how it is applied to organisations across a number of industries. Delving into the applications of blockchain in business, the course provides a more management-focused overview of implementing decentralised networks. Blockchain for Business will introduce various cryptocurrencies and distributed systems from a business perspective, analysing the ethical and security implications of adopting blockchain while also reflecting on business concerns surrounding security, governance and their impacts on blockchain implementation.

#### Learning outcomes

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- Analyse and discuss blockchain technology fundamentals as they apply to an information systems context.
- Critically evaluate the ethical implications of blockchain technology in business
- Analyse and propose strategic advice regarding blockchain implementation within business, across various industries.
- Evaluate the tools, technologies and underlying principles of blockchain within service sectors, to improve organisational performance.
- Research and reflect upon the challenges that business management and marketing functions face due to the rise of new technologies such as blockchain, cryptocurrencies and other emerging systems impacting organisations.





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