Bachelor of Digital Business
Become highly employable with this versatile degree

Our Bachelor of Digital Business gives you the skills you need for a flexible business career, now and in the future. You’ll learn the fundamentals of business and unlock the potential of technology and digital platforms to improve business performance.

Why study digital business?
- Be at the forefront of an exciting and lucrative industry.
- Help businesses gain a competitive advantage with innovative business models and customer insights.
- Get a versatile skill set that allows you to work in traditional and contemporary business settings.

Course overview
With a La Trobe Bachelor of Digital Business, you’ll develop skills in traditional and digital business to prepare you for a wide range of careers.
You’ll gain a blend of technical and practical business expertise across a variety of disciplines including marketing and commerce. You’ll also learn how to give business a competitive edge with digital business skills including digital marketing, digital analytics and business model innovation.
You’ll develop your entrepreneurial abilities in leadership, problem-solving and innovation, and you’ll graduate ready to help businesses identify commercial opportunities and gain a competitive edge.

Course details
Location/course code
Melbourne Campus (LBDB)
ATAR
65 (indicative only)¹
IELTS
6.0/6.0
CRICOS code
099387B
Intake
Semester 1 (March)
Semester 2 (July)
Annual tuition fee²
(A$)32 400
Duration
3 years full-time
Scholarships
Students who show academic or professional excellence may be eligible for scholarships, including the La Trobe College Excellence Scholarship which can help you receive up to a 25% reduction on your course fees.

‘La Trobe’s Bachelor of Digital Business is an excellent response to the constantly changing world of business. The skills and knowledge it teaches are what employers are looking for from graduates. I certainly would’ve studied the program had it been offered years ago.’
Cameron McIntyre
Chief Executive Officer,
carsales.com.au
La Trobe University Alumnus

Learn more
For information about prerequisites, scholarships and how to apply, visit: latrobe.edu.au/courses/bachelor-of-digital-business

1 ATAR is indicative only. Please refer to the website for current information
2 Fees are revised annually
3 Times Higher Education World University Rankings, 2019

Premium industry partner
La Trobe is proud to partner with:

Tableau

[Image of Cameron McIntyre]
Career outcomes

Be prepared for a career in a wide range of industries including advertising, marketing, digital media, international business, investment, banking and finance. Potential roles include:

- Business analyst
- Management consultant
- Digital business analyst
- Innovation consultant
- Market research analyst
- Business intelligence analyst
- Digital marketing manager
- Social media officer
- Multimedia developer

LA TROBE IS IN THE TOP 1.2% OF UNIVERSITIES WORLDWIDE\(^3\)

87.8% OF LA TROBE GRADUATES SECURE WORK WITHIN FOUR MONTHS\(^4\)
'The Bachelor of Digital Business is an imperative qualification to have to succeed in the business worlds of today and the future.'

Stuart Black
Retired Partner, Deloitte

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latrobe.edu.au/courses/bachelor-of-digital-business