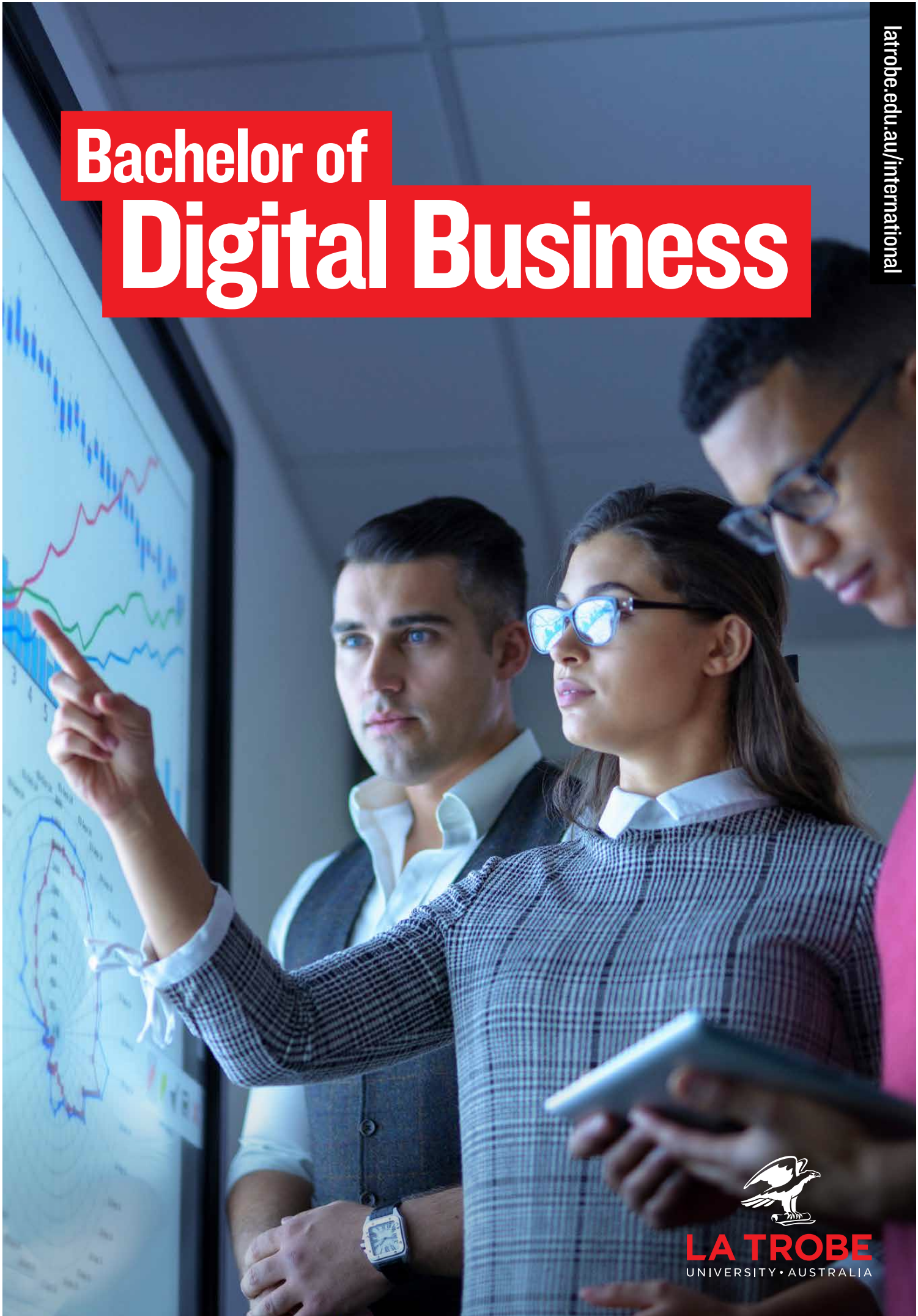


Bachelor of Digital Business



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

Premium industry partner

La Trobe is proud to partner with:



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

⁴ 2018 undergraduate cohort. Graduate Outcomes Survey (GOS) 2018.

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 WORLDWIDE³

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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