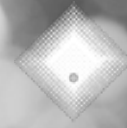


**STUDY ONLINE
WITH VU IN INDIA**



**VICTORIA
UNIVERSITY**

MELBOURNE AUSTRALIA



**BACHELOR OF
BUSINESS WITH
A SPECIALISATION
IN MARKETING**

STUDY ONLINE WITH VU IN INDIA

At Victoria University (VU), we've always done things differently. We are a young university with a long, rich history and a strong commitment to providing high quality, accessible education. We currently have more than 40,000 students enrolled on campuses in Melbourne, Australia and beyond.

Throughout our history, VU has boldly innovated and reimagined the university experience, from strengthening our industry partnerships to revolutionising the way we teach. Quality education can change your life, and expanding access to it is central to all that we do at VU.

We're very excited to take the next step in redefining learning experiences by bringing 100% online VU courses to students in India. With the rapid transformation of higher education in India, now is the perfect time to bring our innovative educational approach to you, in a more flexible, more affordable online format.



“

FROM THE AWARD-WINNING VU BLOCK MODEL OF TEACHING TO OUR STUDENT AND CAREER SUPPORT NETWORK, WE ARE COMMITTED TO YOUR SUCCESS.

”

PROFESSOR ADAM SHOEMAKER
Vice-Chancellor and President,
Victoria University



**NO.77 IN THE WORLD'S
TOP UNIVERSITIES AGED
UNDER 50**

THE Young University Rankings
2022



**HIGHER EDUCATION
AWARD FOR TEACHING AND
LEARNING EXCELLENCE**

Australian Financial Review 2021



**RANKED TOP 3%
OF UNIVERSITIES
WORLDWIDE**

Times Higher Education
World University Rankings 2023

WHY VU?

Victoria University (VU), based in Melbourne, Australia, is a world-class university, celebrated for its inclusive environment, industry connections and innovative approach to education. As an Australian public university, VU offers internationally recognised qualifications, highly valued by employers worldwide.

When you choose VU, you choose a university that boldly embraces a new way of learning. Our unique study model and flexible online degrees will equip

you with the industry-relevant skills, knowledge and qualifications to kick-start your career.

As an online student with VU, you'll benefit from the award-winning VU Block Model, a smarter style of higher education. You'll focus on one subject at a time, in small, interactive classes, a teaching method that increases focus and flexibility has significantly improved student engagement and results.

While VU's main campuses are located in Australia, the University has pioneered the delivery of transnational education and is one of the largest providers of Australian qualifications overseas. With a history dating back over a century, we support over 40,000 students and 270,000 alumni based in Australia and beyond.



BENEFITS OF ONLINE STUDY

Earning a high-quality degree shouldn't mean sacrificing your work, family obligations or social life. As an online VU student in India, you can gain a bachelor degree from the comfort of your home, with a range of exciting benefits and opportunities, including:

- ◆ affordable tuition fees, with no extra expenses for housing or travel
- ◆ flexibility, with 24/7 access to our user-friendly learning platform
- ◆ relevant curriculum, developed by Australian experts and adapted for an Indian audience
- ◆ expert Indian instructors, with deep subject and industry knowledge
- ◆ online resources and strong peer and community support.

“

IT WAS PERSONALLY SATISFYING CONNECTING AND COLLABORATING WITH A RANGE OF INDUSTRY PROFESSIONALS. MANY HAVE BECOME VALUABLE WORK CONTACTS, SOME EVEN LIFELONG FRIENDS AND CAREER MENTORS.

”

MAXWELL GRATTON
VU graduate



WHY STUDY MARKETING?

Specialising within your degree gives you a competitive edge and allows you to explore your interests to a deeper level. Build on your foundational business skills with specialised skills and knowledge.

By specialising in Marketing, you'll graduate with the skills and industry-relevant knowledge to succeed in an evolving marketplace where customers' needs are continually changing. With project-based learning and real-world examples, you'll master the latest digital marketing tactics and tools, including SEO, influencer marketing and media metrics.

Marketers are in high demand in India and around the world. Here are a few reasons why creative, driven students are choosing to specialise in Marketing:

- ♦ Marketing is set to be the next big thing with an average salary of ~4,800,000 per annum for professionals. (in.talent.com)
- ♦ Remote jobs in marketing increased by 177% in 2021. (LinkedIn)
- ♦ There is a projected 10% growth in employment for marketers by 2030. (Statista)

VU graduates are change-makers and innovators in their fields. With a specialisation in Marketing, you'll be ready to take on the challenge of roles including:

- ♦ market analyst
- ♦ marketing communications officer
- ♦ marketing manager
- ♦ brand strategist
- ♦ social media marketing officer.



COURSE OVERVIEW

Put your creativity to use with an exciting and rewarding career in the fast-paced world of marketing. Our 100% online Bachelor of Business with a specialisation in Marketing combines core units, such as leadership, digital business and communication, with subjects designed to help you break into the world of marketing.

Through the use of practical learning exercises and real-world case studies, you'll graduate as a savvy marketer ready to connect brands and services with target markets. Gain the digital skills needed to thrive in today's globalised marketing landscape, and master data analysis, research and branding to lead strategies in any industry.

VU's Marketing specialisation is accredited by the Australian Marketing Institute, enabling you to access a range of benefits to help kick-start your career.



CURRICULUM

As an online student with VU, you'll experience the award-winning VU Block Model, a smarter, more engaging way to study, where you focus on one subject at a time over four-week 'blocks'.

Studying in small, interactive classes, you'll focus deeply on each topic without the stress and distraction of multiple subjects at once. The VU Block Model has improved student engagement and achievement since it was introduced in 2018.

Year One of your Bachelor of Business will focus on core subjects, meaning you'll finish the first year with a Higher Education Diploma in Business (Enterprise). In under 12 months, you'll have a strong qualification to add to your CV as you continue to work on your degree.

For the full degree, you will complete 24 units of study (288 credit points), including 10 core business units, 8 marketing units and 6 elective units from other VU business specialisations.

What is a unit?

A full course is made up of several smaller topics or subjects. These are referred to as 'units'. Most courses have compulsory 'core' units, as well as optional units.

Credits

'Credit points' are the value that each unit contributes towards your course. Most units at VU are worth 12 credit points. You will need to complete the required course credit points to graduate.

UNITS WITHIN THIS DEGREE SPECIALISATION

Year One

My Business Future	VBE1013
Ethics & Sustainability	VBE1014
Economic Concepts and Application	VBE1009
Marketing Theory and Practice	VBE1010
People and Organisations	VBE1011
Financial Literacy and Decision Making	VBE1008
Business Data Analytics and Visualisation	VBE1012
Business Law	VBE1006

Year Two

Innovation and Entrepreneurship	BMO2005
Strategic Consumer Insights	BHO2008
Marketing Research	BHO2285
My Professional Brand	BSK2001
Brand and Innovation	BHO2007
Integrated Marketing Communications	BHO2265

Two elective units chosen from the Management and Innovation, Human Resource Management and Supply Chain and Logistics Management specialisations.

Year Three

Service Design and Marketing	BHO3001
Workplace Learning	BSK3001
Professional Business Project	BSK3000
Digital Marketing	BHO3004

Four elective units chosen from the Management and Innovation, Human Resource Management and Supply Chain and Logistics Management specialisations.

FINANCING AND SCHOLARSHIPS

Finances shouldn't hold you back from getting a degree and starting your career. That's why VU is offering our degrees online in India with market sensitive pricing, in local currency and with flexible payment options.

To learn more about our fee structure and what scholarships you may be eligible for, contact our advisors:

☎ +91 9899262430 (M-F 9 am - 9 pm)
✉ students@indiaonline.vu.edu.au

START YOUR JOURNEY WITH
VU WITH MONTHLY PAYMENTS
STARTING AT

₹19,632

OPT FOR
FLEXIBLE EMI AT

0%
FINANCING

AVAIL MERIT
SCHOLARSHIPS UP TO

45%



FLEXIBLE LEARNING TO BUILD YOUR DEGREE

Our higher education courses are taught through our award-winning VU Block Model. An innovative and internationally recognised teaching and learning model, it has a proven track record of academic and career success for our students.

The VU Block Model is different to other learning methods as it allows you to focus on one subject at a time, rather than studying multiple subjects at once.

This means you'll have more time to get to know your teacher and classmates, put theory into practice, apply your knowledge to real-world scenarios, and build the skills and confidence needed to enter your chosen career.

- ◆ As a new student, you may begin your course during the following blocks:
Semester 1: Block 1 and Block 3
Semester 2: Block 1 and Block 3
- ◆ Study one subject at a time, in four-week blocks.
- ◆ Get practical skills and industry experience that prepares you for the career you want.
- ◆ Learn in small classes where your voice is heard.
- ◆ Enjoy more flexibility for your social life, work, family and everything else that matters.

“

I'VE LOVED STUDYING UNDER THE VU BLOCK MODEL. IT MEANS WE COMPLETE ONE UNIT EVERY FOUR WEEKS SO IT'S EASIER TO FOCUS. IT'S ALSO GIVEN ME MORE TIME TO WORK IN BOTH MY RETAIL JOB AND MY VOLUNTEERING. THE SMALLER CLASSES ALLOW BETTER CONNECTIONS AND REALLY TRUSTING, RESPECTFUL DISCUSSIONS.

”

**VU FOURTH YEAR
UNDERGRADUATE STUDENT**
Bachelor of Social Work



FLEXIBLE LEARNING TO BUILD YOUR DEGREE

BUILD THE SKILLS YOU NEED

The practical, flexible VU Block Model allows you to build the skills you need for your career. We collaborate with industry partners to design career-focused courses so you can get to where you want to go.

CONNECT AND COLLABORATE



In interactive classes, you'll collaborate with your peers and get real-time feedback on your assessments as you progress. It's a way of learning that connects you to other students, to your teachers and to industry partners – and ultimately your chosen career.



FLEXIBLE AND ADAPTABLE LEARNING

Classes are small and collaborative with more online time with your teacher. There are also options to fast-track or pause your studies if life demands a break. The VU Block Model allows you to focus on one subject at a time through three hour classes, three days a week.

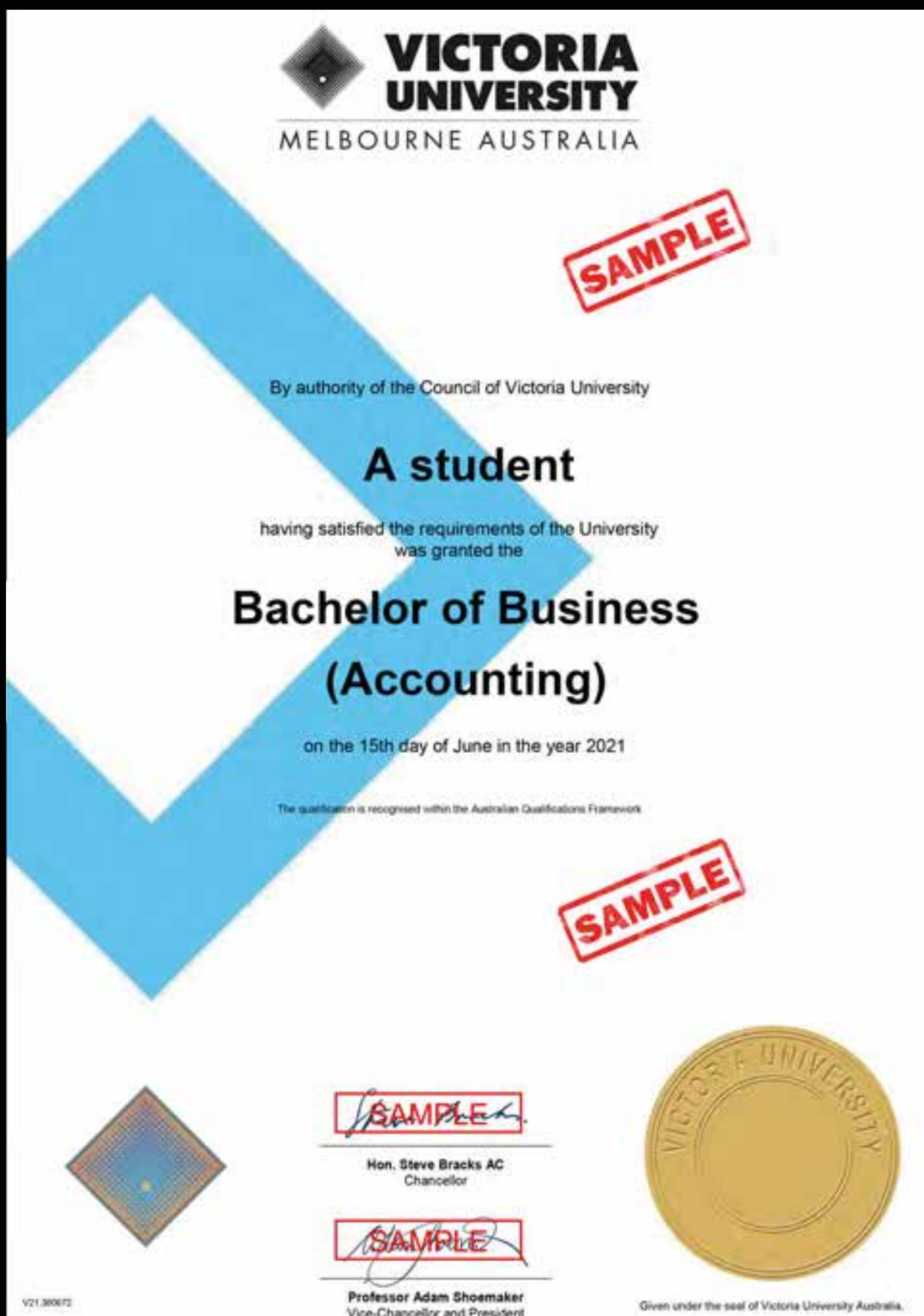
HOW VU BLOCK MODEL WORKS

↓ There are four entry points where students can start a course. The blocks for existing students to take their subjects are listed below.
* Summer and Winter blocks are not guaranteed to be offered every academic year.

SEMESTER 1				
SUMMER BLOCK* JAN – FEB (Optional)	 BLOCK 1 FEB – MAR (New student intake)	BLOCK 2 MAR – APR	 BLOCK 3 MAY (New student intake)	BLOCK 4 MAY – JUN
	ASSESSMENTS	ASSESSMENTS	ASSESSMENTS	ASSESSMENTS

SEMESTER 2				
WINTER BLOCK* JUL (Optional)	 BLOCK 1 JUL – AUG (New student intake)	BLOCK 2 AUG – SEP	 BLOCK 3 OCT (New student intake)	BLOCK 4 OCT – NOV
	ASSESSMENTS	ASSESSMENTS	ASSESSMENTS	ASSESSMENTS

SAMPLE VU DEGREE



HEAR FROM VU GRADUATES



“

LANDING IN A JOB IN MY DESIRED FIELD RIGHT AFTER FINISHING MY COURSE AT VU HAS BEEN ONE OF MY GREATEST ACHIEVEMENTS IN LIFE.

”

AMIT
Bachelor of Information Technology

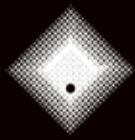


“

MY AMBITION IS VERY SIMPLE – TO DO WHAT I LOVE. I LOVE PROGRAMMING AND I WANT TO EXCEL AT IT, TO A GREATER EXTENT. I WOULD CERTAINLY RECOMMEND VU TO OTHER STUDENTS. IT CAN BRING OUT THE BEST IN YOU.

”

RENUKA
Diploma of Information Technology



VICTORIA UNIVERSITY

MELBOURNE AUSTRALIA



Get in touch with our team at
students@indiaonline.vu.edu.au



Visit:
indiaonline.vu.edu.au



Call us:
+91 9899262430