

# Creating the Largest Business School in the Asia Pacific Region



# Who Are We?

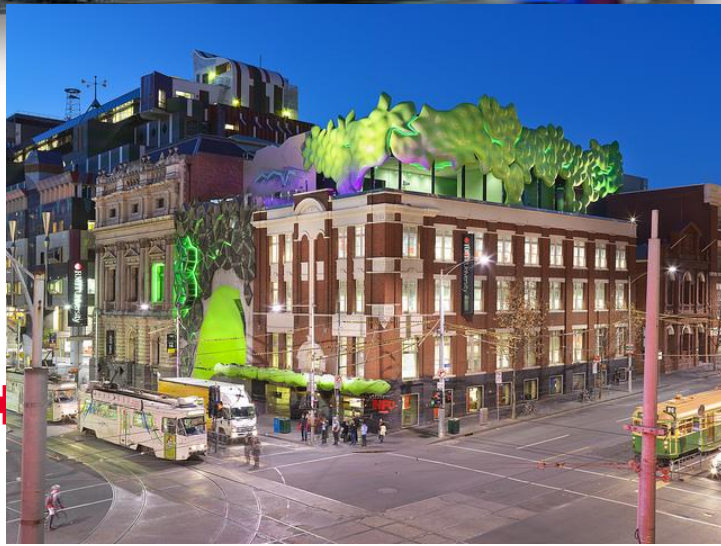
**Joanne Austin,  
Director Planning & Resources**



**Maddie Sandall,  
Associate Director Students & Programs**

# Our session today:

- **RMIT and the College of Business**
- **Global Operations and Governance**
- **Challenges**
- **Opportunities**
- **Managing Change across Countries**







—  
**This is RMIT**

<https://www.youtube.com/watch?v=EmBqEPILP2s>

# Using your devices...

[Pollev.com/2019ecofin](https://Pollev.com/2019ecofin)

"Tell us in one word about your challenges working globally"

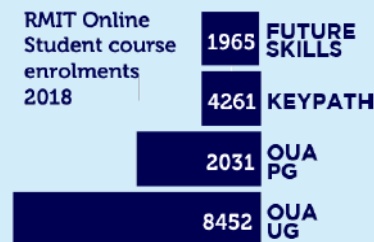
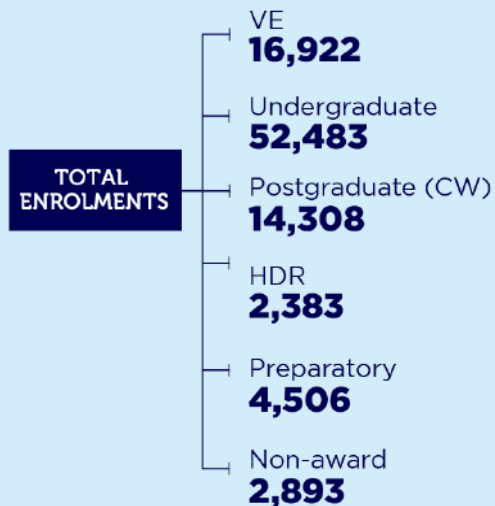
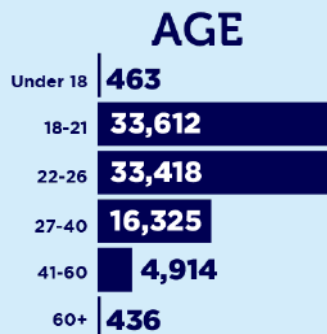
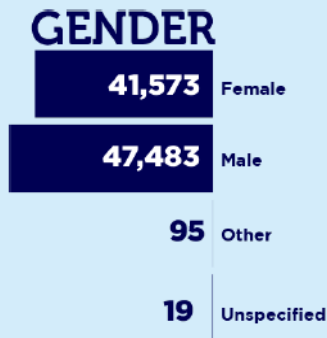
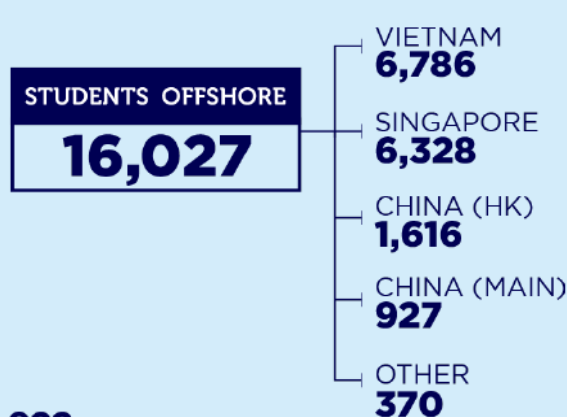
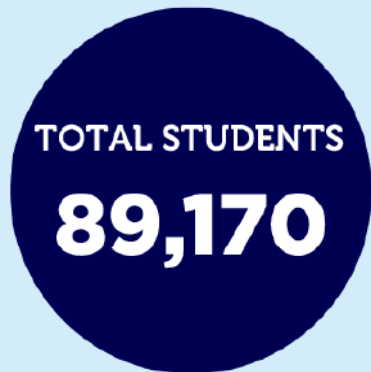
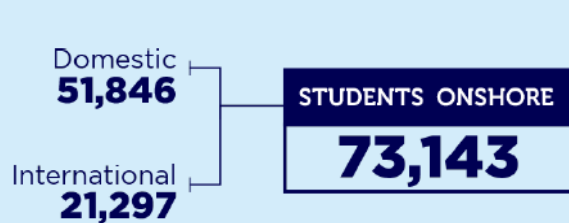
# Using your devices...

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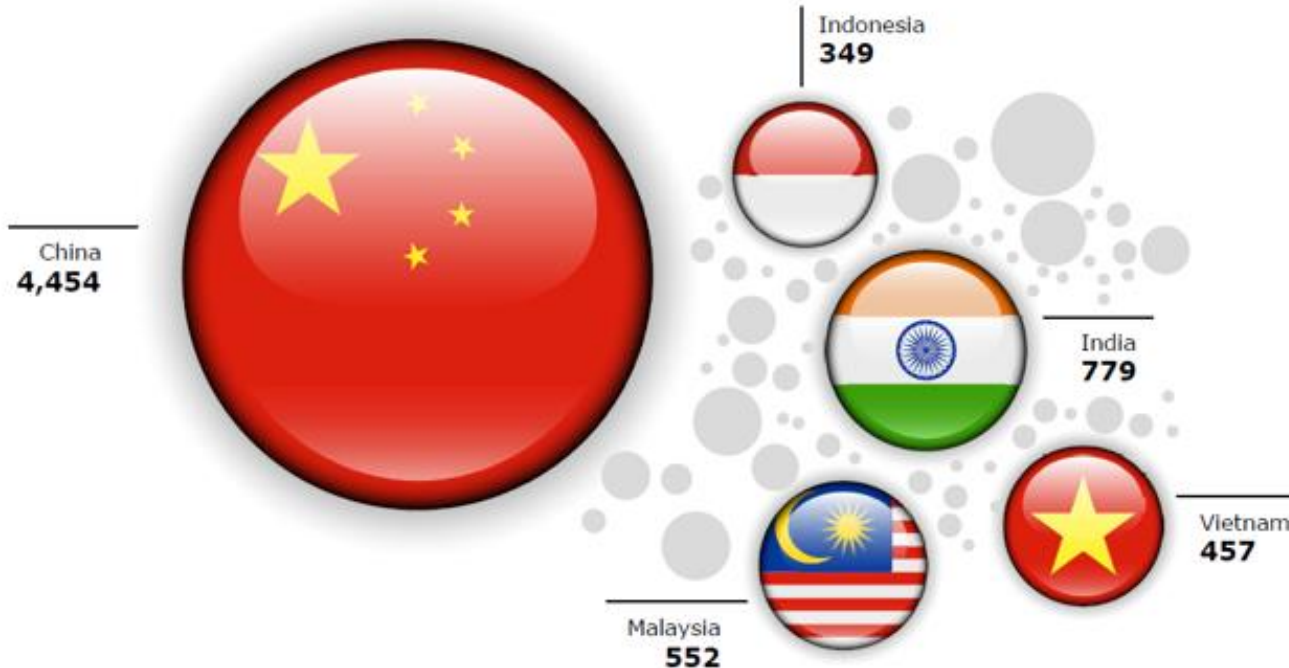
"Tell us the size of your University in enrolments"



# Our community



# ...and at RMIT 75% of our international students come from five key Asian nations...



# Interesting data facts



- **RMIT is the 2<sup>nd</sup> largest university out of 39 universities in Australia by enrolments (head count) – 89,170**
- **The CoB is the largest Business school in Australia – 29,387 enrolments** (comparing Field of Education – Management and Commerce)
- **The CoB has the largest undergraduate cohort in Australia – 20,548 enrolments**
- **Based on enrolments the CoB alone is larger than 12 other entire Australian universities**

Source: uCube – Australian Government.  
Department of Education and Training. 2017 data.



# RMIT College of Business



# We're big and we're global



29,387

Students



1,208

Staff



7

Research  
priorities

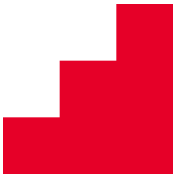
44% of our  
students  
are  
offshore or  
online



7

Schools

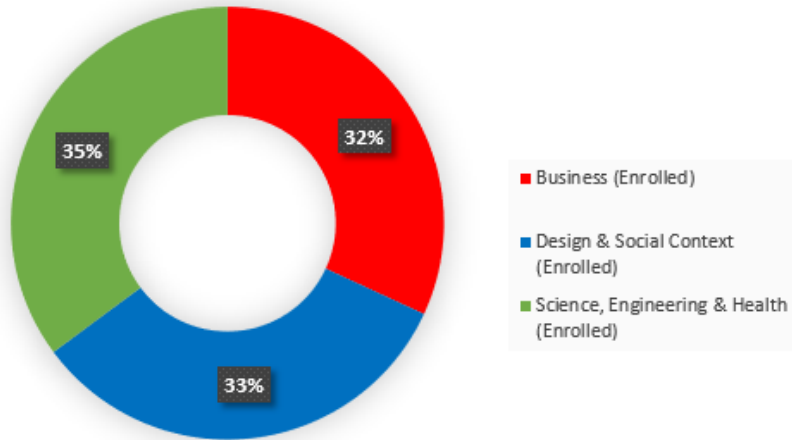
- Accounting
- Business IT & Logistics
- Economics, Finance & Marketing
- Graduate School of Business & Law
- Management
- Vocational Business Education
- Business & Management (VN)



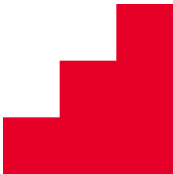
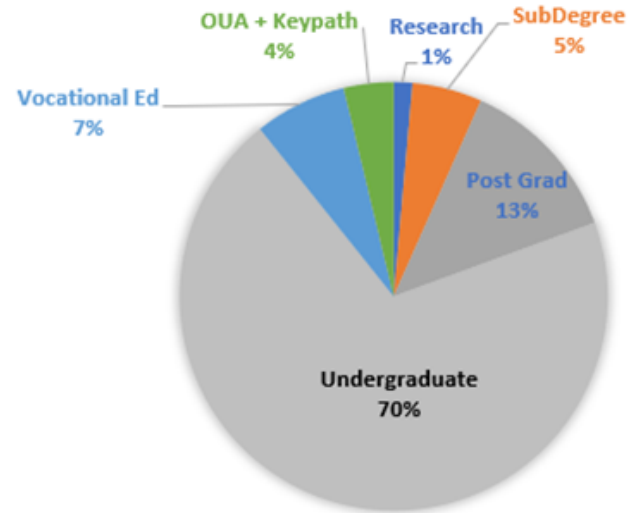
# Total EFTSL by College and by Program



RMIT University  
Total EFTSL Enrolments by College, 2018



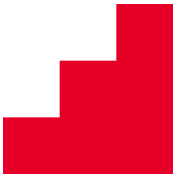
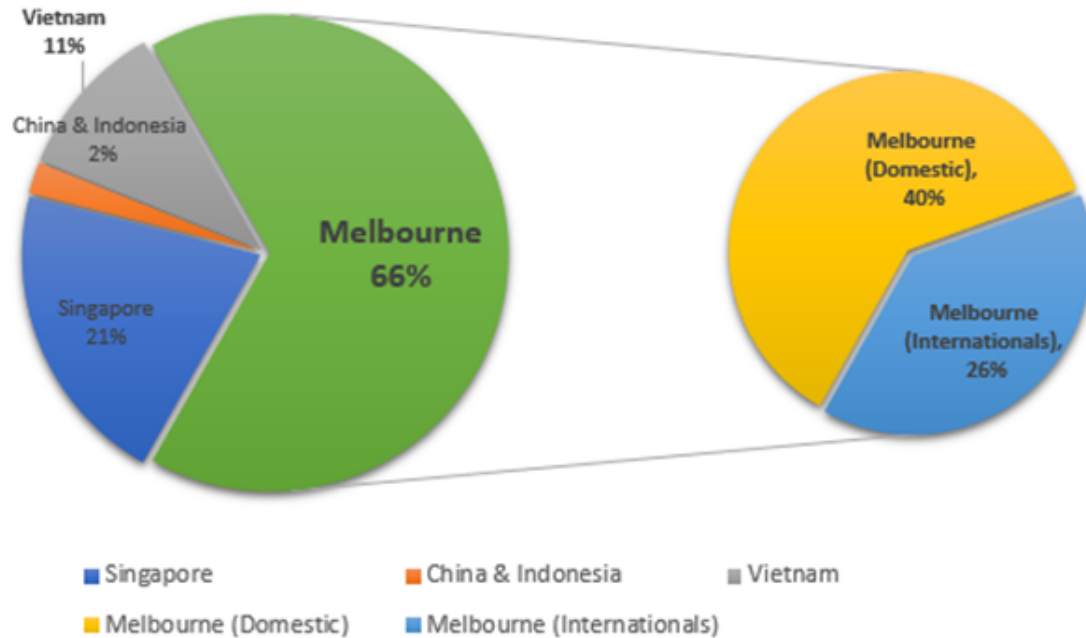
COLLEGE OF BUSINESS - AT A GLANCE, 2018



# Students by Location



College of Business  
Total EFTSL by Location, 2018

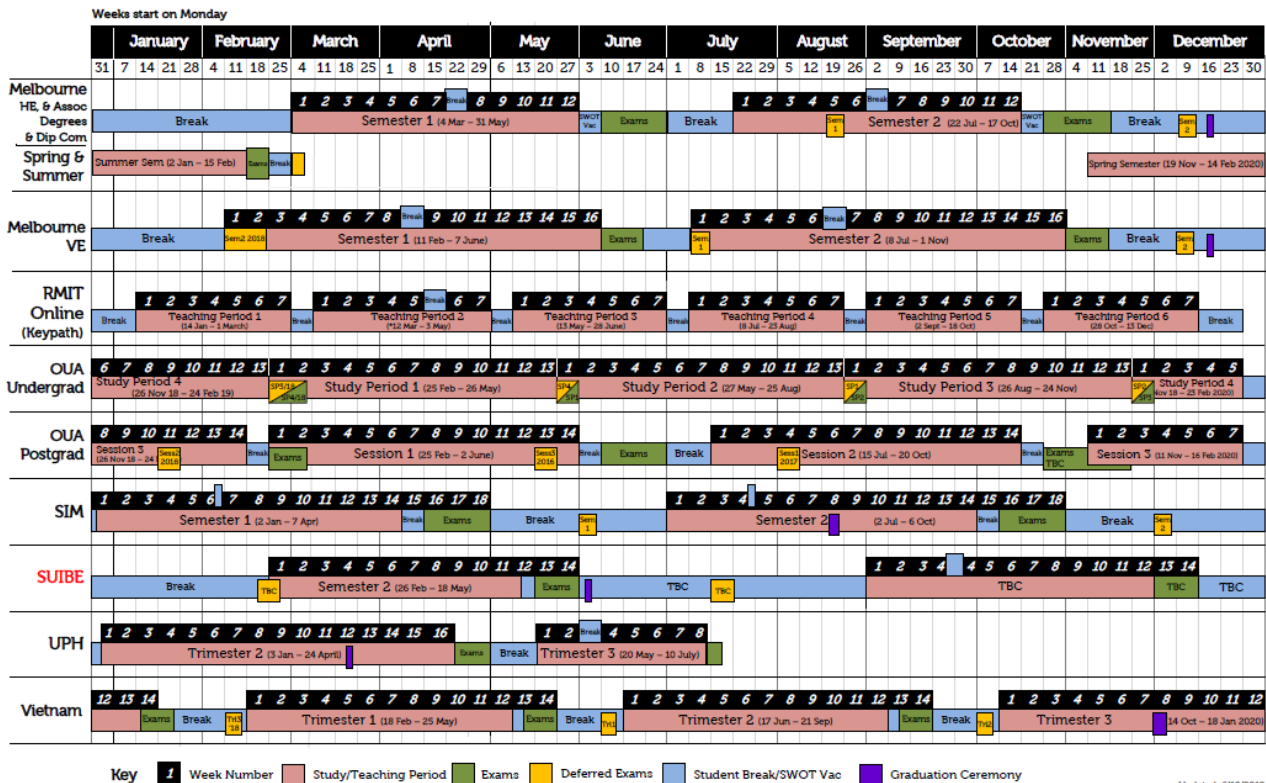


# We're complex ... year round operation



## 2019 Academic Calendar - Summary

College of Business (all Locations & Modes)





# Vision – AsiaPac university & business school



Singapore Institute  
of Management



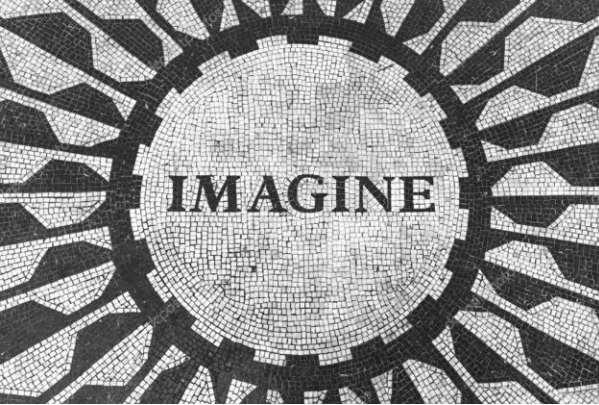
SUIBE, China



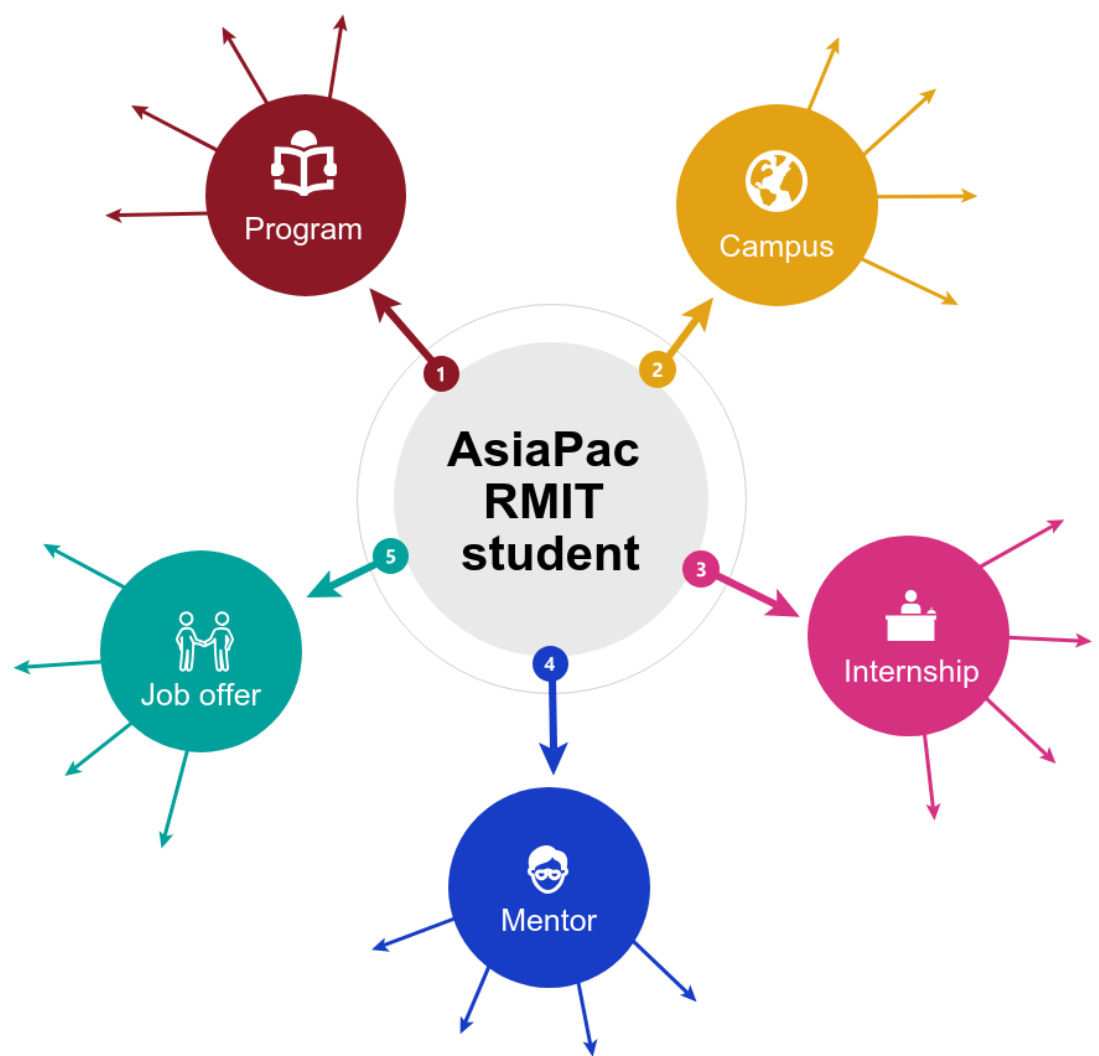
Ho Chi Minh City,  
Vietnam



Jakarta, Indonesia –  
BINUS



- Our new workforce
- Our new connected markets
- Global student offer
- Global mindset



# College of Business 2019 Plan



## College of Business 2019 Plan



### VISION

We get you ready for life and work

### MISSION

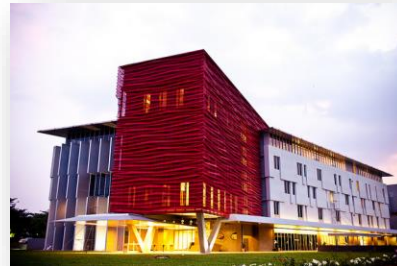
To deliver in a global context innovative, industry-engaged education and applied research connected to business

# Global Governance and Operations

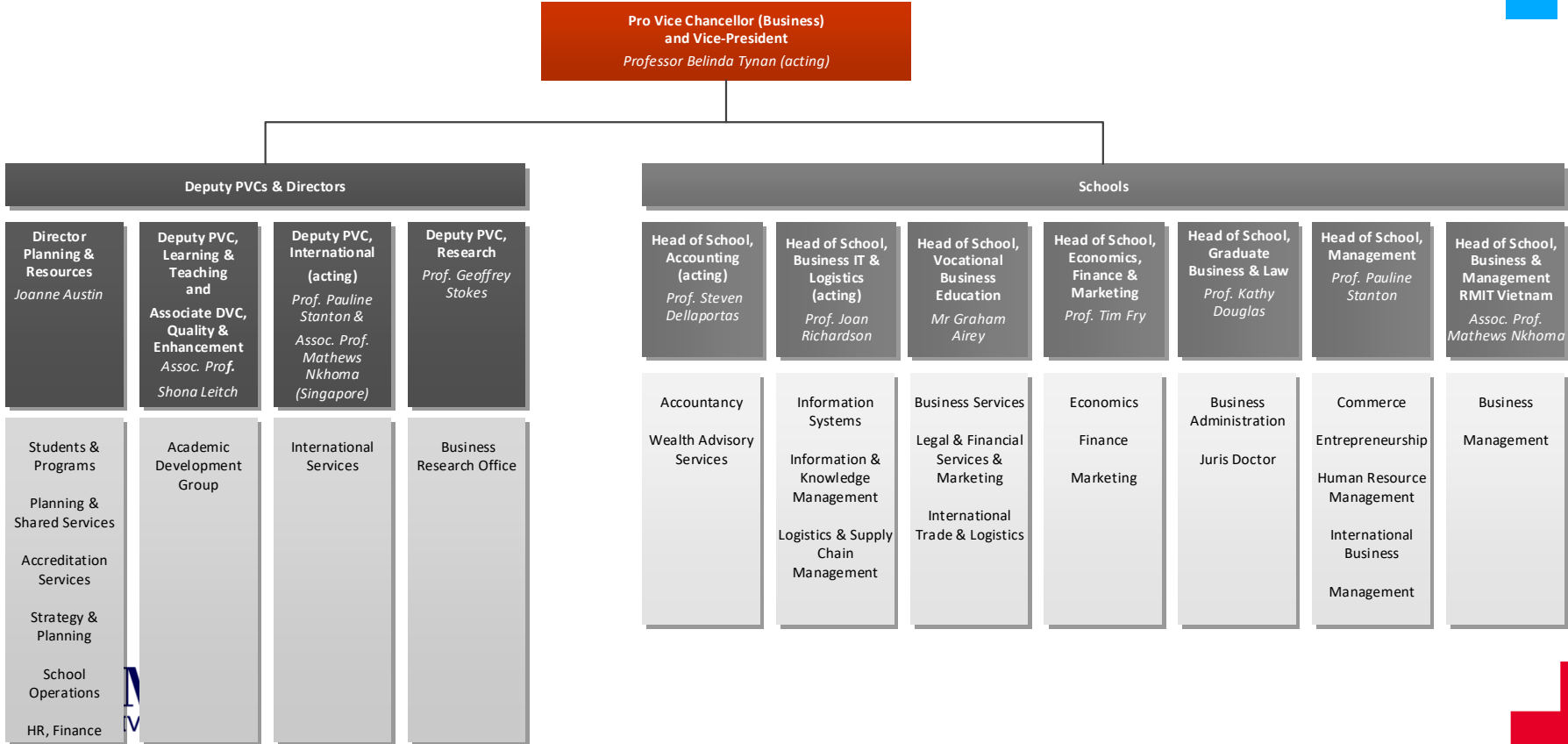
# Our Global Reach



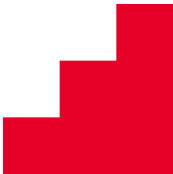
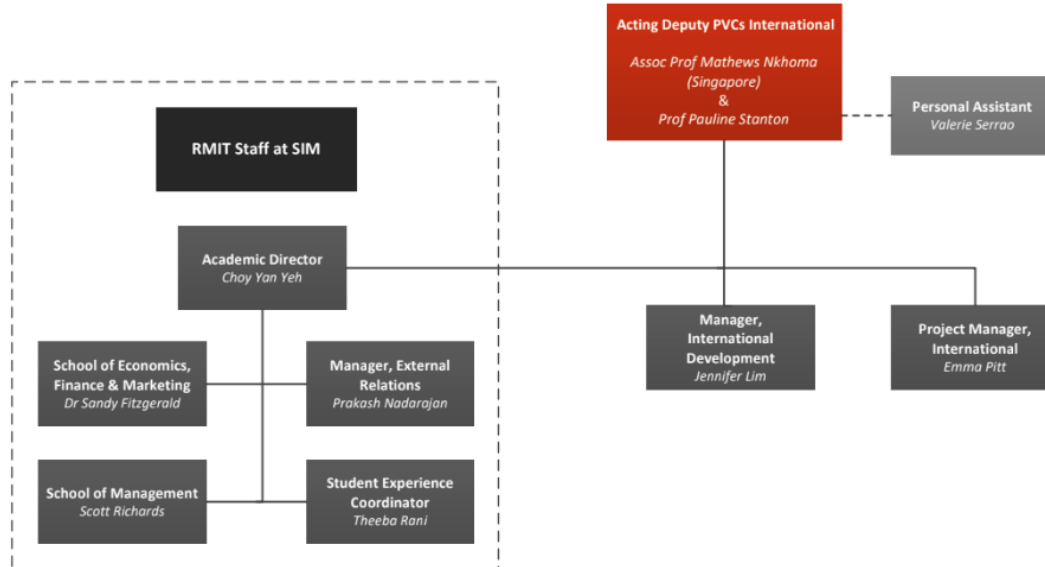
- **Partnership in Singapore - 30 years**
- **Partnership in China - 20 years**
- **RMIT Europe**
- **RMIT Vietnam**



# Global Governance

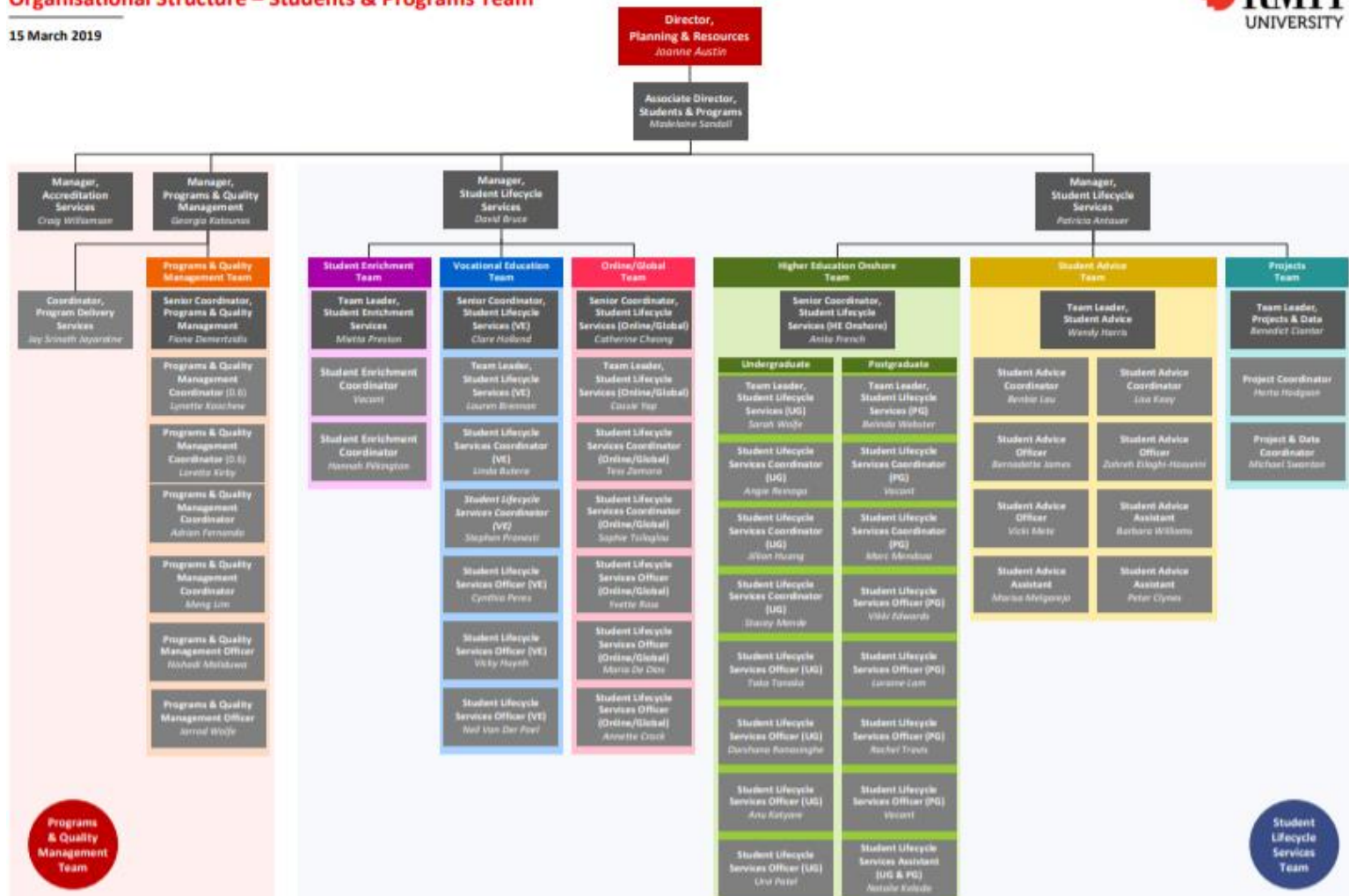


# RMIT staff in Singapore



# Organisational Structure – Students & Programs Team

15 March 2019





# Developing Global Mindsets

- **Ways of working**
- **New structures**
- **Governance**
- **Raise awareness**
- **Tools to support global operations**
- **Inclusiveness**



# Managing Change – creating belonging with RMIT Vietnam



# Managing Change: Staff Engagement

- **Change Champions**
- **Task Force**
- **Staff Awards**
- **Research scholarships**
- **Staff from Singapore and Vietnam attend events in Melbourne**
- **International Women's Day**
- **Regular visits on both sides**



# Managing Change: Systems and Structures



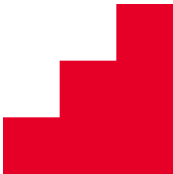
- **Pilot processes**
- **Research scholarships for PhD students**
- **Aligning structures**
- **Quick wins**
- **Shared comms**



# Challenges: Legal, Regulatory & Governance

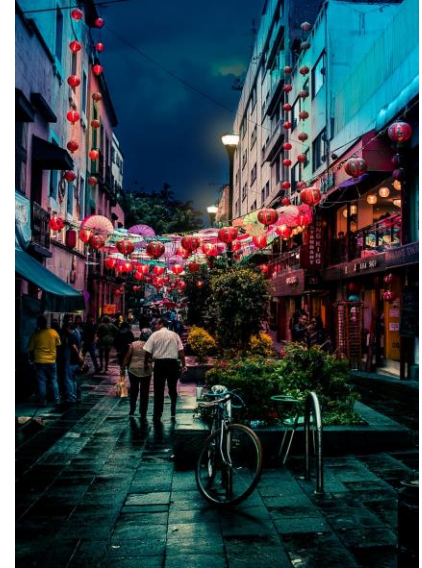


- OHS requirements
- Tax laws and budgets
- Recruitment of staff
- Course and Program changes



# Challenges: Cultural, Systems & Complexity

- **Belonging**
- **Different Systems**
- **Cultural differences**
- **Dates/ Holidays**
- **Course coordination globally**
- **Resourcing**



# Opportunities

- **Staff mobility**
- **Business Development: Internships across Asia**
- **Playbooks**



# Opportunities

- Shared ownership of programs
- Student Councils
- Student mobility
- Global experiences



Global  
Mobility



Global Leadership  
Programs



Digital Global  
Experiences

Global Experience  
Foundations



# Global Leadership Programs

Intensive opportunities from 1 day to 4 days.

Students explore leadership, address global challenges, work with diverse groups, grow cultural intelligence, and engage with 'industry' via experiential programs. Students have the opportunity to gain recognition for their new skills through RMIT Creds (micro-credential) badges

## GLOBAL LEADER EXPERIENCE (GLE)

Melbourne x3 | Hanoi x1

**91%** of students say our programme has helped them develop as leaders

**91%** of students say our programme has helped them broaden their networks

**87%** of students say our programme has helped them make better decisions

**88%** of students say our programme has helped them drive bold innovation



**308 Participants**

308 participated to date, target 550



**4 Days**

The challenge: "How do smart cities ensure they are inclusive?"

**1,048 micro-credentials awarded**



# LEADERSHIP FORUM

Melbourne, 27 Aug

Students engage with visionary leaders across multiple sectors, as well as unsung heroes who make change happen in their communities

**802**

Student  
Attendees

**5**

Leadership  
Workshops

**30**

Leadership  
Insights Sessions



# CITY CHALLENGE

Over 2 days, students tackle a major challenge set by the senior leaders of the city

**302**

Participants\*  
+30 alumni

Melbourne, 28-29 Jun, Homelessness

Ho Chi Minh City, 10-11 Oct, Innovative Cities

Singapore, 29-30 Nov, Inclusive Urban Spaces

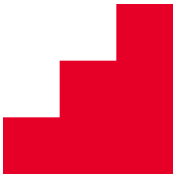


\*Numbers to date. Target 1,500 inc 150 alumni

# Initiatives with Global Partner Students



- **Fostering Sense of Belonging**
- **Strengthening Student Engagement**
- **Opportunities for industry connection**
- **Skills Development**





# The key to everything...



- Shifting our mindset to think about more opportunities and to think globally



[PollEv.com/2019ecofin](https://PollEv.com/2019ecofin)

"What stood out for you in our presentation?"

**To finish off....**

**Were you listening?**

**For a prize...!**

**What % of College of Business students study offshore and online**



