



GRADUATE CERTIFICATE IN BUSINESS

Whether you are looking to change career focus or develop your business knowledge, the online graduate certificate provides a world-class and convenient option to achieve your goals at Australia's number 1 university.*

What is it?

The Graduate Certificate in Business is an online course that provides introductory studies in a range of business disciplines including finance, accounting, economics, management and marketing.

Who is it for?

This graduate certificate is ideal for:

- › Early to mid-career professionals looking to add a business qualification to their skills portfolio and create greater scope for the future.
- › Recent university graduates looking to transition into a business career.

Upon completion of the Graduate Certificate in Business you will be eligible to apply for entry into an on-campus Master of Management program or Master of International Business. Credit may be granted for subjects completed as part of the Graduate Certificate in Business. You should ensure you have completed the correct subjects for credit towards your preferred specialisation or enquire for help with subject selection. (see: mbs.unimelb.edu.au/master-of-management-programs).

Program structure

The Graduate Certificate in Business is comprised of four foundation subjects.

Students will select four from a range of six x 12.5 credit point intensively delivered online subjects. Subjects can be done in any order. There are no pre-requisites.



4 subjects



6 months



100% online

Outcomes:

- › Become a critical thinker and problem solver. Develop solutions to business and commerce related challenges in large organisations or small business.
- › Become an effective decision maker in business and commerce.
- › Be knowledgeable in the core areas of management.
- › Be competent in critical evaluation of evidence.
- › Be clear in articulating management issues, ideas, theories, and solutions to a range of audiences.

Fees (\$AUD)

\$16,624

2021 Application deadlines

Term 1 applications close: 11 January 2021

Term 3 applications close: 21 June 2021

Contact the online team now

study-online@unimelb.edu.au or apply via:
mbs.unimelb.edu.au/gcb

Students taking the course from overseas are not required to have an international student visa.

Online Subjects – students can choose any four of the following:

- › **Accounting Analysis and Decisions**
This subject will help develop your capacity to prepare and understand accounting information, and the ability to apply that information to make informed decisions. It will give you a solid grounding in accounting, whether you are an employee wanting to upskill, a current employer, or a small business owner.
- › **Economics of Markets and Organisations**
A fundamental overview of microeconomic strategy, this subject will teach you to apply knowledge of supply and demand to a variety of business and management situations. You will learn to identify market types, apply economic models of business behaviour, and analyse and explain the implications of various measures of cost. This subject is valuable for anyone building a business or progressing ahead in their career.
- › **Empirical Methods for Business**
This subject provides an overview of the basic principles for applying statistics to decision-making. Designed for beginners, you will explore methods of collecting, presenting and analysing data. On successful completion you will be able to evaluate evidence to inform decision making and apply business forecasting methods.

Online Subjects (continued)

› Managerial Finance

This subject will teach you to apply basic financial mathematical techniques, analyse the environment, differentiate between forms of risk and recognise the fundamentals of capital budgeting. You will learn to consider important decisions faced by firms and by investors. You will gain fluency in the basic language and concepts of finance, equipping you to make core decisions faced by managers and investors.

› Business Analytics for Decision Making

Managers and decision makers regularly face problems in business. This subject focuses on developing your understanding of the wide variety of strategic and operational business problems in financial management, human resource management, marketing management, operations management and international business management. You will learn to apply a range of business analytics approaches to make informed decisions in the contemporary business environment.

› Value Creation Strategies

A fundamental role of organisations is to create value. This marketing unit will look at the strategic choices managers face in determining how best to create value for stakeholders such as customers, employees, shareholders, competitors, government and the broad community. This subject emphasises value creation as cross disciplinary, including strategy, entrepreneurship, marketing, HRM, supply chain management, and organisational design.

Studying online: Your top 5 questions answered.

1. Am I receiving the same quality of education online as I would in person?

Students in the Graduate Certificate in Business will learn from and connect with world class academics from Melbourne Business School, the same ones who teach our on-campus programs.

2. Will I have a chance to interact and engage with lecturers and other students?

The Graduate Certificate in Business has been designed to offer you opportunities for real-time interaction and feedback from your teachers and fellow students, including:

- › Regular live webinars and interaction through discussion forums
- › One-on-one opportunities to address specific questions and provide guidance about what is required of you in terms of participation and assessment.

The engaging and dynamic online learning platform allows you to connect with peers and academics across the globe and allows us to bring world experts directly to you, anytime, anywhere.

3. Will employers regard my qualification the same as one received on campus?

The certificate is academically equivalent to an on-campus course and you will receive the same qualification. Your university testamur will be the same as any student studying on-campus.

4. How much time will it take up?

The time commitment for full-time students completing the online graduate certificate is approximately **15–19 hours per week** per subject, including lectures/discussion forums and personal study time. You can also study the certificate part-time over 12 months.

Kate Gilkison

Intercultural Facilitator at
International Consultants Centre



“I chose the Graduate Certificate in Business (GCB), because I thought it would give me an overview of business as a whole and allow me to zero in on the areas I was most interested in. I already feel like my perspective has changed. It’s like someone has shone this light on aspects of life, that I can now look at through this new lens and understand why decisions are made the way they are.”

5. What if I need help?

Our dedicated online student support consultants are available via phone, email and live chat to provide the support you need, when you need it.

With help for everything from enrolment to technical support to workload management and health and well-being, we’ve got you covered.

The Learning Management System (LMS) is the university’s online learning classroom where you will access your subjects’ learning materials and resources, connect with academics and interact with peers via online discussions.

For more information

MELBOURNE BUSINESS SCHOOL

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Victoria 3010, Australia

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