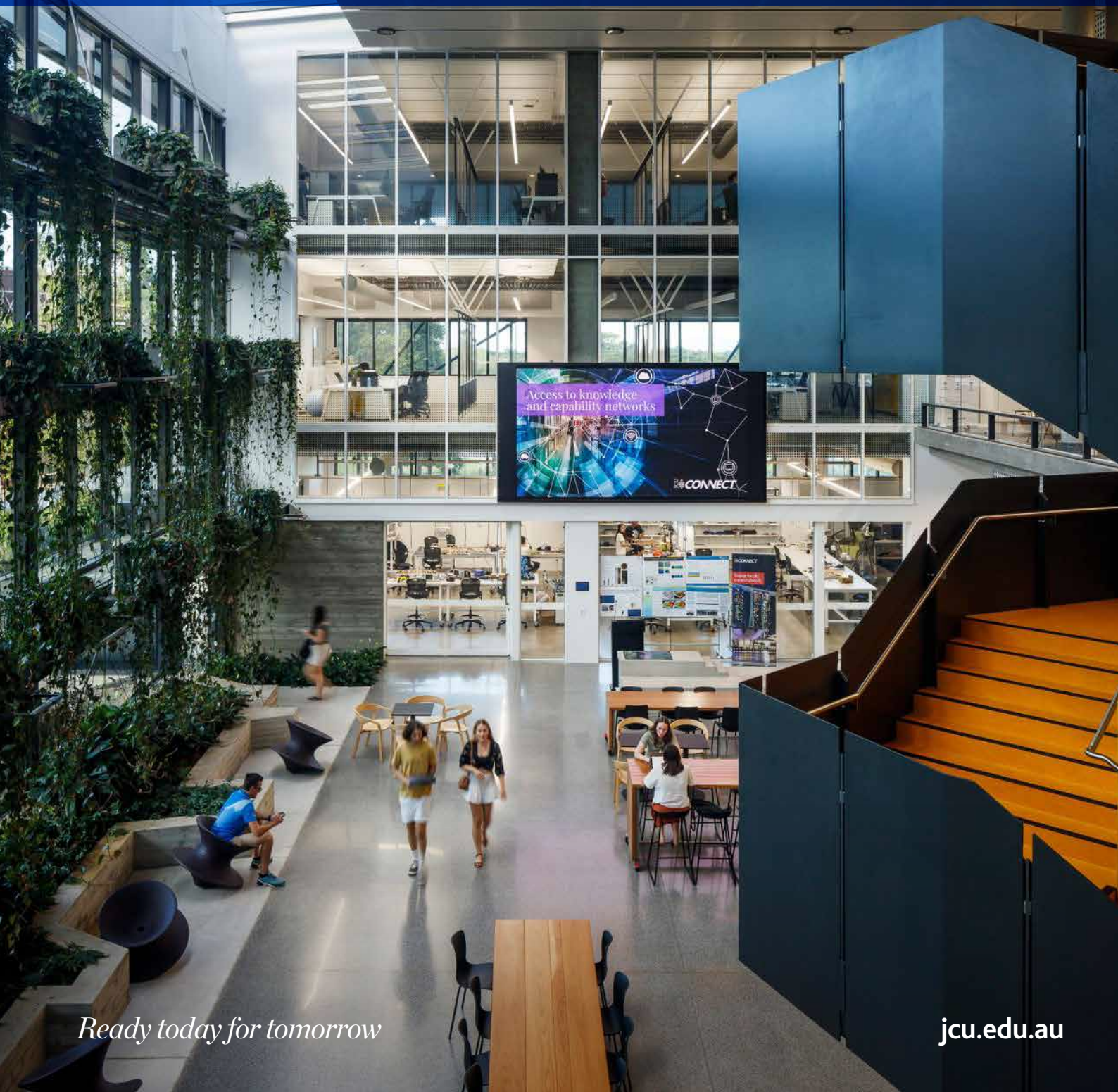


# Graduate Certificate of Business Administration



*Ready today for tomorrow*

[jcu.edu.au](http://jcu.edu.au)



# Why JCU?

## **A STUDENT EXPERIENCE LIKE NO OTHER**

- Access to world-class teachers
- Develop skills in state-of-the-art facilities
- Achieve exceptional employment outcomes
  - Benefit from small class sizes
  - Connect with professional networks
- Support through scholarships for merit and equity
  - Discover great accommodation options

## **WORK IN INDUSTRY**

Gain experience in a local business. JCU students deepen their knowledge by completing an internship or project sourced from industry.

## **PREPARE FOR SUCCESS**

Successfully transition to the workplace. A professional development program starting in the first year of study produces career-ready graduates. JCU Business is independently rated #1 in Queensland for full-time employment outcomes and median graduate salary\*.

## **BE READY TODAY, FOR TOMORROW**

Benefit from a multidisciplinary approach. JCU students develop a comprehensive understanding and can study subjects from a comprehensive range of discipline areas.

## **SUPPORT FOR YOUR SUCCESS**

Explore JCU's range of scholarships, grants and bursaries and discover the right financial assistance to achieve your goals.





# Graduate Certificate of Business Administration

✔ Gain fundamental, job-ready business and leadership skills with JCU's Graduate Certificate of Business Administration, or continue your educational journey on a clear pathway to JCU's Master of Business Administration (MBA). Select subjects to enhance management, analytical and decision making skills to implement in your current workplace.

✔ Take advantage of this short course to expand your professional interests or use as a taste tester for the MBA program. This award will expose you to a broad range of disciplines including economics, marketing and human resource management.

✔ Learn from leading business experts and benefit from an emphasis on modern governance and sustainable business practices. You will have the opportunity for real-world networking with highly-influential links to industry and government agencies.

## COURSE DETAILS:

<b>Locations:</b>	Brisbane, Townsville
<b>Commencing:</b>	January, May, September
<b>Duration:</b>	8 months part-time
<b>Prerequisites:</b>	AQF level 7 bachelor degree in any discipline; or 5 years business experience; or equivalent.

Please visit the [handbook](#) for a detailed outline of the course structure. Note: Information is for domestic students only

# Ready today for tomorrow

JCU's Business Administration degrees are designed to equip you to conduct business in an effective, efficient and sustainable manner. The Graduate Certificate of Business Administration offers four core subjects: management of people, accounting, international business and marketing. These four areas will give you a knowledge base of the main pillars of business administration and provide you with options for you to specialise in during further study.

As you study these four areas of business administration, you will learn how to critically analyse business-related knowledge and practice from both historical and contemporary perspectives. You will gain a key understanding of sustainable business practices and

performance methods and you will be able to apply both established concepts and innovative strategies to provide solutions to complex business and professional practice problems. You will have skills in financial management and accounting, navigating human relations and interpersonal management, marketing, investment evaluation and techniques, and directing international business influenced by political economies.

As a business administration graduate, you will be eligible for positions in management, consultancy, leadership and innovation, and in business and enterprise. The skills you will develop are applicable to many industries and fields of work.

## Progress your studies

Pursue your passion to a higher level through nested qualifications. You can use the Graduate Certificate of Business Administration as a pathway towards your [Master of Business Administration](#).

### Graduate Certificate of Business Administration

(12 CREDIT POINTS)

### Master of Business Administration

(48 CREDIT POINTS)

*“MBA is a wide-ranging and professional course, and the knowledge and skills gained can be applied to diverse global businesses. But the most important part of the MBA is the focus on critical thinking, which has given me the tools to keep learning throughout my whole career. Studying at JCU also enabled me to learn more about the regional development situation, which gave me the opportunity to target the best position to start my career.”*

**Weiqing (Jacky) Ni**

MASTER OF BUSINESS ADMINISTRATION ALUMNI





*“Pursuing a degree in Business Administration holds significant value for managers aiming to progress within a competitive job market or enhance their entrepreneurial ventures. This field facilitates the honing of managerial competencies spanning various domains, including personnel management, marketing strategies, financial analysis, operational efficiency, innovation, entrepreneurship, and organisational change.*

*Our MBA course fosters critical thinking, problem-solving abilities, and teamwork among students. With campuses located across four locations in two countries, our students have the opportunity to delve into contemporary business trends, gain insights into effective management techniques, and establish connections within international professional circles.”*

**Associate Professor Monica Jurin**

MBA ACADEMIC DIRECTOR

## Career Opportunities

JCU Business Administration graduates are diversely skilled and are sought-after in a wide range of industries.

Graduates pursue careers in various areas including economics, finance, human resource management, marketing, accounting, business law, and information technology.

You could work as a management consultant, marketing manager, market research analyst, investment banker, operations manager or financial advisor.





# Postgraduate coursework applications

Apply directly to JCU, either by a form you download, complete and return, or by using the [Online Application Portal](#).

Your application must reach us before the deadline for your course.  
your course.

## ENTRY REQUIREMENTS

Postgraduate courses will usually require completion of an appropriate undergraduate degree for entry. You'll need to include certified copies of qualifications and academic records with your application. For some programs, appropriate work experience or equivalent qualifications will be considered.

## FURTHER INFORMATION

To find out more, call 1800 246 446  
or contact the [Student Enquiry Centre](#).

## Contact us

JCU Townsville: 07 4781 5255

JCU Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

Email: [enquiries@jcu.edu.au](mailto:enquiries@jcu.edu.au)



[jcu.edu.au](http://jcu.edu.au)



**JAMES COOK  
UNIVERSITY**  
AUSTRALIA