

Graduate Certificate of Business Administration



JAMES COOK
UNIVERSITY
AUSTRALIA

Ready today for tomorrow

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 enhance your career prospects with JCU's Master of Business Administration (MBA). Develop contemporary managing skills and learn how to successfully analyse, plan and implement decisions in the workplace.

✔ Take advantage of the MBA's flexibility and tailor your degree to suit your professional needs or interests. Be exposed 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:

Locations:	Brisbane, Townsville
Commencing:	February, May, September
Duration:	8 months part-time
Prerequisites:	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



“Studying Business Administration is an important step for managers aspiring to advance their careers in a competitive labour market or to promote their own businesses. It allows for development of management skills across areas, such as people, marketing, financials, operations, innovation, entrepreneurship, and change.

Our students engage in learning that builds critical thinking, problem solving and collaboration. With four campuses across two countries, students explore the latest in business trends and management practices and experience exposure to global professional networks.”

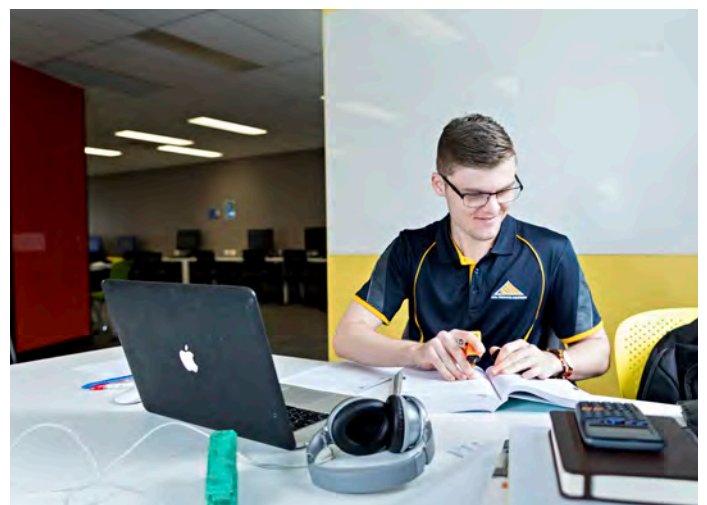
Associate Professor Josephine Pryce
COURSE COORDINATOR

Career Opportunities

JCU Business Administration graduates are diversely skilled and are 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, financial advisor, conflict resolution specialist, mediator, arbitrator, or conciliator.





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 Brisbane: 07 3001 4800

JCU Cairns: 07 4232 1000

JCU Townsville: 07 4781 5255

Freecall (within Australia): 1800 246 446

Email: enquiries@jcu.edu.au

