



Graduate Certificate in Business Analytics (Domestic students)

Program code 3389	Admission requirements Any Bachelor degree or higher Relevant work experience (more)	Commencing in Trimester 1 and Trimester 2
Available at Nathan Campus, Online		Next start date Trimester 1, 2025 (more)
Duration 0.5 year full-time 1 year part-time		Applications close Monday, 10 February 2025 Apply Now
Credit points 40		
Indicative fee \$15,500.00* per year (more) * 2024 indicative annual fee		

About this program

Digital technologies are an integral and growing component for competitive advantage and effective business operations in the global marketplace. Managers and analysts require the skills and knowledge to leverage a professional profile in the increasingly pervasive digital economy. The era of digital business puts much greater emphasis on data-orientated tasks that enable business to measure, track and analyse business outcome in real time to support evidence-based decision making. These tasks feature data collection, some empirical data analysis and some strategic thought about the implications for business outcomes. There is a growing demand for skills that enable Business workers to harvest, analyse and develop strategic and timely Business insight from data trends. Many Businesses and public agencies are struggling with developing actionable Business intelligence based on the data available to them. Google nowadays processes over 40,000 search queries every second on average which means over 3.5 billion searches per day and 1.2 trillion searches per year worldwide. The next question is: what to do with this data? A knowledge of business analytics bridges the gap between data specialists and decision makers. It offers students a unique opportunity to place themselves at the forefront of the business decision-making process as they acquire a 'common language' understandable by both data scientists and business management. Through this program, students will develop solid intelligence in data usage, quantitative methods, business & management analytics.

Through this program, students will develop solid intelligence in data usage, quantitative methods, business & management analytics. The key objectives are for students to:

- Acquire the ability to make sense of business data, small and large, and make effective business management decisions.
- Identify data sources, visualise their applications to generate appropriate data management strategies, and spot data trends through state-of-the-art analytical tools.
- Forecast and Perform predictions on data sets using an industry standard software tool set.
- Gain the skills and knowledge needed to support digital business activities in an international environment.

Code	Program title	Campus	Intake
3306	Graduate Certificate in Business	Gold Coast, Nathan, Online	Trimester 1, Trimester 2 and Trimester 3
3389	Graduate Certificate in Business Analytics (this program)	Nathan, Online	Trimester 1 and Trimester 2
5632	Master of Business	Gold Coast, Nathan, Online	Trimester 1, Trimester 2 and Trimester 3

Note: Progression through this program suite is dependent upon satisfying admission requirements.

My attendance during the program

Attendance information

This Graduate Certificate will be offered part-time at Nathan and Online. It can be completed full-time in Trimester 2 only.

What are the fees?

Fee-paying postgraduate (domestic) students

Indicative annual tuition fee

The indicative annual tuition fee is calculated based on a standard full-time study load which is usually 80 credit points.

The indicative annual tuition fee is based on current conditions and available data and should only be used as a guide. These fees are reviewed annually and are subject to change.

Tuition fees

- A fee-paying postgraduate student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee for students who commence their program prior to 2014 is charged according to the approved program fee for the trimester in which the student commenced the program.
- The tuition fee for students who commence their program from 2014 onwards is charged according to the approved program fee for the trimester in which the student is enrolled.

Program fees for the Graduate Certificate in Business Analytics (3389)

Fees for this program can be found on the Programs and Courses website in the "Overview and fees" section. Select your commencing year to view your fees.

Tuition fees for your degree program

- [Calculating tuition fees](#)

Changing programs

If a postgraduate student changes to a different program they will be subject to the approved program fee for the trimester in which they are enrolled.

Further information

- [Calculating your EFTSL](#)
- [Fees and Charges Procedure](#)
 - [Fees and Charges Schedules](#)
- [Higher Education Loan Program \(HELP\)](#)
- [Financial help and support](#)