RMIT Online

Graduate Certificate in Business Analytics

→ Turn analytics into action

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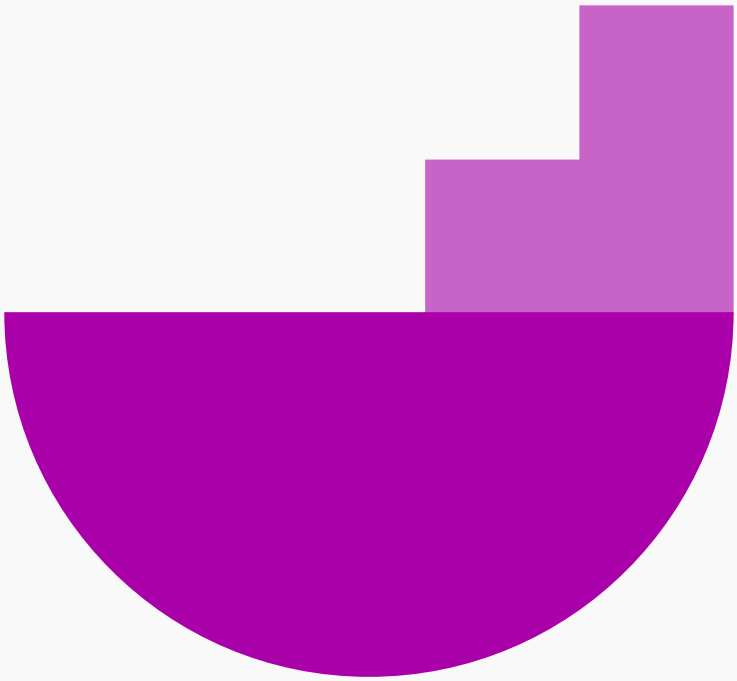


Are you ready for the future?

Data is just data. It's what we do with it - how we use it to make decisions - that counts.

But today, making decisions based on intuition is no longer enough to be competitive.

In a world where more than 2.5 quintillion bytes of data* are created each year, businesses are increasingly seeking leaders who can turn data into decisions and business analytics into action.

Savvy decision-makers with analytical skills will have a critical advantage over their peers, across industries such as finance, health and medicine, general sciences, defence, agriculture and cybersecurity.

You can gain the in-demand skills to analyse, predict and recommend opportunities for improved business performance across a range of business functions with RMIT Online's Graduate Certificate in Business Analytics.

The increasing integration of analytics capabilities with business operations throughout various industries means that there is increasing demand for data science skills in non-IT areas.

*Source: Deloitte

“

For organisations looking to adapt in an uncertain climate, predictive and prescriptive analytics are critical tools. They identify where an organisation should focus its resources, in order to prepare for, respond to and overcome its most important challenges.

”

Kale Temple
Co-CEO & Co-Founder of Intellify

Industry Partner
Intellify

Why choose the RMIT Online Graduate Certificate in Business Analytics?

When you learn at RMIT Online, you will gain insights from global experts who are at the forefront of their field. You will also benefit from teachers who will inspire you with practical, relevant skills for the workplace you're currently part of or wish to join.

RMIT Online's Graduate Certificate in Business Analytics is designed to help aspiring decision-makers learn how to diagnose and evaluate business problems and opportunities, use concepts and techniques to inform decisions, and communicate those decisions to stakeholders.

You will learn how to:

- Analyse and synthesise various data from multiple sources to diagnose issues.
- Draw on data to identify, predict and recommend business solutions.
- Select and apply concepts and techniques in descriptive, predictive and prescriptive analytics to inform decisions and solve problems.
- Visualise and communicate findings and decisions for stakeholders.
- Justify the reasoning behind data-driven decisions.

Tool Partners

Solve problems by unlocking data

Become a leader in business analytics and learn how to effectively interpret and communicate data

Gain a competitive advantage more quickly

In as little as eight months, you can gain sophisticated analytical skills that you can apply to decision-making across a range of business functions.

First qualification of its kind

Benefit from studying the only graduate certificate analytics program that focuses on building functional decision-makers through problem-solving.

The RMIT Online student experience

- A flexible student experience allows you to use study tools anywhere, anytime.
- Our cutting-edge learning environment means you don't have to be a computer whiz to use it.
- Industry-experienced academics are there to guide you every step of the way.
- Online doesn't mean you're alone – connect with fellow students to share ideas, organise study groups and for further support.
- One-on-one support and assistance from your personal advisor keeps you motivated and helps you reach your goals.
- Build your professional network through the connections you make while studying.
- Graduate with a globally-recognised degree without compromising your life or career trajectory.

What can you expect from each course?

Initial communication

Use the online forum to introduce yourself to other students and to your course instructors. You can also form study groups and find information about course topics, teachers, set reading, key dates for assignments and grading considerations.

Learning content format

You'll engage with a variety of learning materials, including video, text-based content, animations and more. Each week's content is presented and linked to learning objectives, as well as to overall course goals. This means you can monitor your progress and prepare for upcoming topics and concepts.

Synchronised study sessions

These sessions are available for you to review and clarify your understanding of the content. With at least one session per seven-week course, they are scheduled well in advance so you can fit them into your schedule. Times are rotated to accommodate students in multiple time zones and recorded so that you can watch them again.

Discussion boards

Discussion boards are open for the duration of each course, helping to promote critical thinking and interaction. Instructors use tagging/reply features to ensure that all students receive important program and course notifications. Discussions are created and moderated by the course instructor or section instructor and, depending on the course, are included in participation grades.

Assessment

All RMIT postgraduate programs include rigorous assessments in the form of case studies, reports, online discussion interaction and engagement. The aim is to ensure your learning is valuable, authentic and applicable to your work. With RMIT Online, you will not have any traditional, on-campus exams. However, you may have tests, quizzes or other online assessments.

Program details

Fees

2025 tuition fees are $4,200^ per course, totalling $16,800^ for four courses.

See our fees page for further information. Fees are listed in Australian dollars and apply to 2025 only. Fees are adjusted on an annual basis; these fees should only be used as a guide.

^ Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

Program intakes

Six intakes annually.
(January, March, May, July, August and October).

Program duration

Graduate Certificate in Business Analytics | 4 courses | 8 months intensive part-time.*

Each course is seven weeks in duration and requires a minimum of 15–20 hours of study per week.

*Subject to elective availability.

Ready to apply?

We recommend speaking with one of our Enrolment Advisors before applying for this program. Alternatively, you can apply by logging in and following the instructions in the Application Portal. To ensure you select the right program in your application, please use the below program code:

GC193KP21 - Graduate Certificate in Business Analytics

Program Structure

4 Compulsory Courses

Core Courses

- Business Analytics
- Predictive and Prescriptive Analytics in Business
- Visualising and Communicating Insights in Business
- Digital Strategy

Entry requirements

Academic requirements:

- A bachelors degree or equivalent, or higher-level qualification, in any discipline from a recognised tertiary institution*; or
- An alternate entry requirement. If you don't have the formal bachelors or higher qualification listed above, you will be required to submit a curriculum vitae (CV) if you have the following: at least five years full-time experience working in an analyst or management role in business, information technology or information systems with a portfolio of evidence demonstrating analysis and report writing.
- International or offshore students may need an IELTS score of 6.5 or above.

*If your qualification was completed more than 10 years ago, you will need to provide evidence of ongoing professional work and/or professional development in the same discipline as the program for which you are seeking entry.

English language:

- International students are required to provide current evidence of English language proficiency for admission to RMIT University.
- You can provide your results from one of these three options:

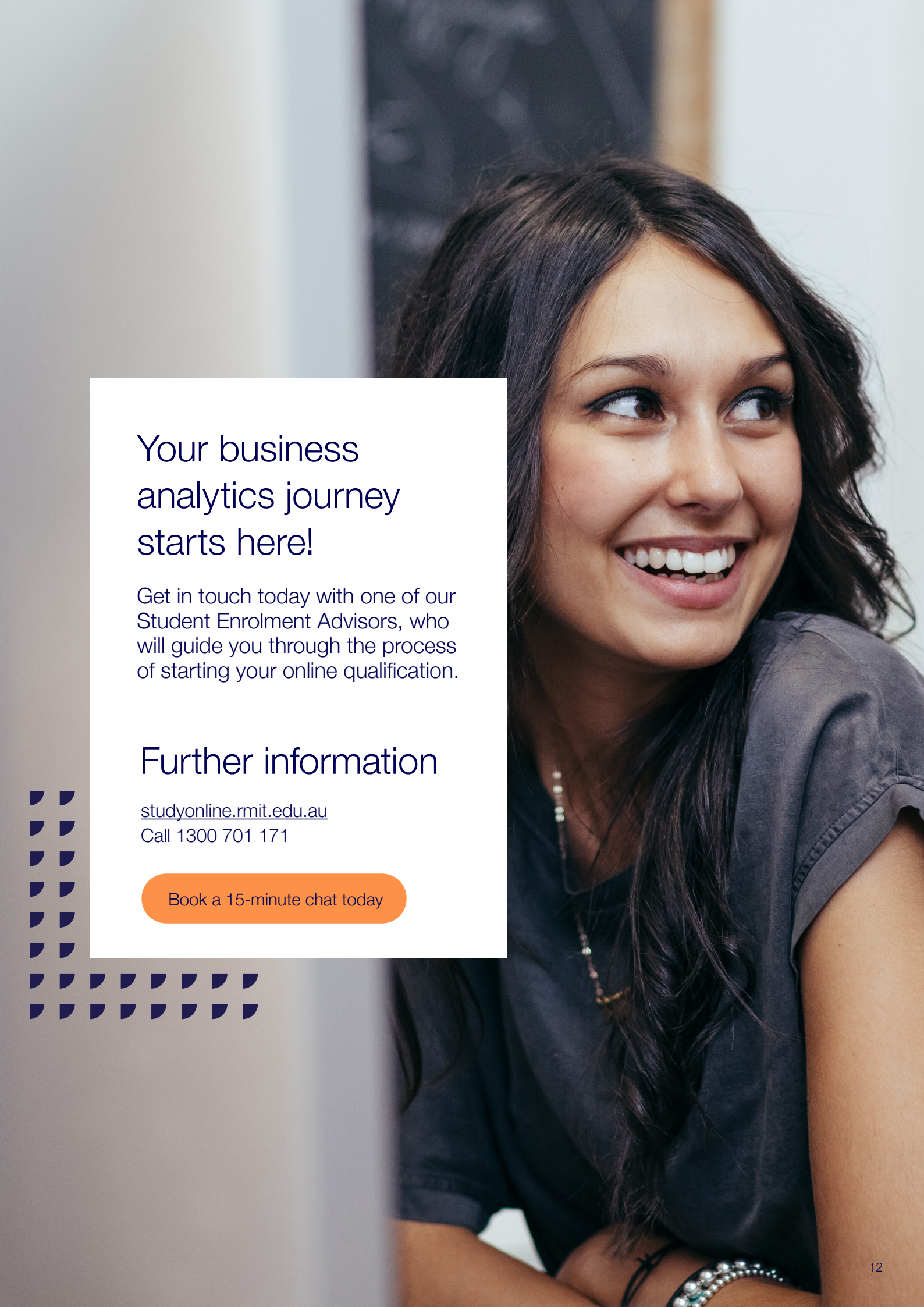
  - an accepted English language proficiency test;
  - an accepted English language provider; or
  - a recognised Australian or international qualification.

For detailed information on English language requirements and other proficiency tests recognised by RMIT, visit English language requirements and equivalency information.

Australian student visas:

RMIT Online's Graduate Certificate in Business Analytics does not meet Australian student visa requirements. For an Australian student visa, you must have an on-campus place in a program of study.

For more details on RMIT's on-campus programs
→ visit rmit.edu.au



Your business analytics journey starts here!

Get in touch today with one of our Student Enrolment Advisors, who will guide you through the process of starting your online qualification.

Further information

studyonline.rmit.edu.au
Call 1300 701 171

Book a 15-minute chat today

Business Analytics

Course overview

This course introduces you to the concepts, fundamentals and tools of business analytics. You will critically examine how data can be used to drive decision-making through statistical and quantitative analysis, explanatory and predictive modelling and fact-based management. You will also develop, evaluate and analyse core analytic techniques and skills that are frequently applied in business. No matter what your business focus, you and/or your business will be a future user of analytics.

Learning outcomes

- Evaluate the key concepts of business analytics and assess the results generated to deliver positive outcomes.
- Outline the relationship of the business analytics process within the organisation's decision-making process.
- Access relevant business data and pre-analyse the data to the exact specifications and variables.
- Examine and apply appropriate business analytic techniques and methods to inform responsive, evidence-based decision making to improve performance.

Predictive and Prescriptive Analytics in Business

Course overview

This course introduces you to concepts and techniques using data in predictive and prescriptive analytics to make operational, tactical and strategic decisions in business. In this course you will go beyond descriptive analytics and build models that provide optional or realistic scenarios and predict outcomes. You will further develop prescriptive analytics, a type of data analytics that recommends decisions or a strategy. You will also learn how to interpret prediction outcomes, and their limitations and level of accuracy as well as communicating decisions and recommendations with ethical considerations.

Learning outcomes

- Justify the use of predictive and prescriptive techniques by identifying and addressing authentic problems in business.
- Develop and interpret predictive models for business scenarios using appropriate tools and techniques.
- Develop and justify prescriptive decision models for business settings using appropriate tools and techniques.
- Recommend and communicate data-driven decisions to stakeholders, acknowledging confidence levels and ethical considerations.

Visualising and Communicating Insights in Business

Course overview

Data visualisation and its communication are increasingly important in business analytics. The design of effective visualisations that communicate business insights extracted from data can support stakeholders for data-driven business decision-making. Understanding and evaluating different types of data is critical in determining the appropriate types of techniques for creating visualisation.

You will learn how to develop different types of visualisations from various data sources and craft your narrative for stakeholders' needs based on insights extracted from the visualisations.

Learning outcomes

- Apply concepts, best practices and ethical guidelines related to data visualisation and storytelling and propose appropriate visualisation techniques for synthesised data from multiple sources.
- Design insightful and engaging visualisations and craft evidence-based narratives to meet the needs and requirements of a target audience.
- Justify the selection of the appropriate visualisation techniques for different varieties of data.
- Critically analyse and evaluate different data visualisations and storytelling techniques that effectively visualise and communicate data in hand.

Digital Strategy

Learning outcomes

- Consult widely to identify and balance business priorities and leverage analysis to create data driven findings.
- Identify, manage and influence key stakeholder expectations through a range of communication and relationship management strategies.
- Demonstrate leadership capability through use of evidence-based approaches to communication, collaboration, project management and organisational capability development in a range of contexts.
- Provide leadership in designing sustainable enterprise business architecture solutions that consider holistic aspects of data and technology management including standards and practices for governance, storage, processing, analytics and visualisations.
- Use evidence-based, research informed best-practice approaches to evaluate, select and justify analysis solutions including algorithm selection and assessment.
- Use your specialist skills, leadership and domain knowledge to define, assess and evaluate business problems to articulate analytical needs and use contemporary research approaches to find creative relevant solutions and develop strategy.
- Critically reflect on your own ethical practice, and capacity to support your own and your teams continual professional development to become life-long learners.

Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the RMIT University website before submitting your application.

Prepared November 2022.

Further information

studyonline.rmit.edu.au
Call 1300 701 171

Book a 15-minute chat today

RMIT University CRICOS
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RMIT Registered Training Organisation
code: 3046