

Graduate Certificate of Commerce

➔ Kickstart a successful
career in business

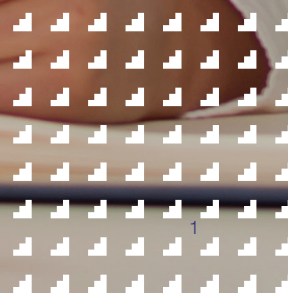
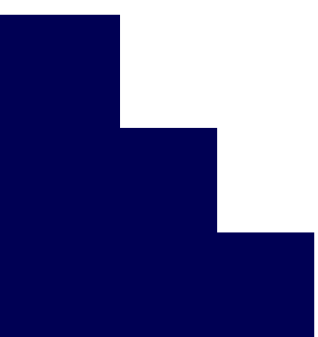
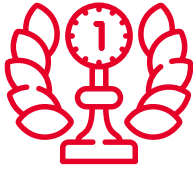




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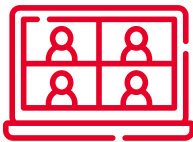
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Award-winning academics

Connect with world-class academics that are renowned industry leaders.



100% online — no on-campus commitments

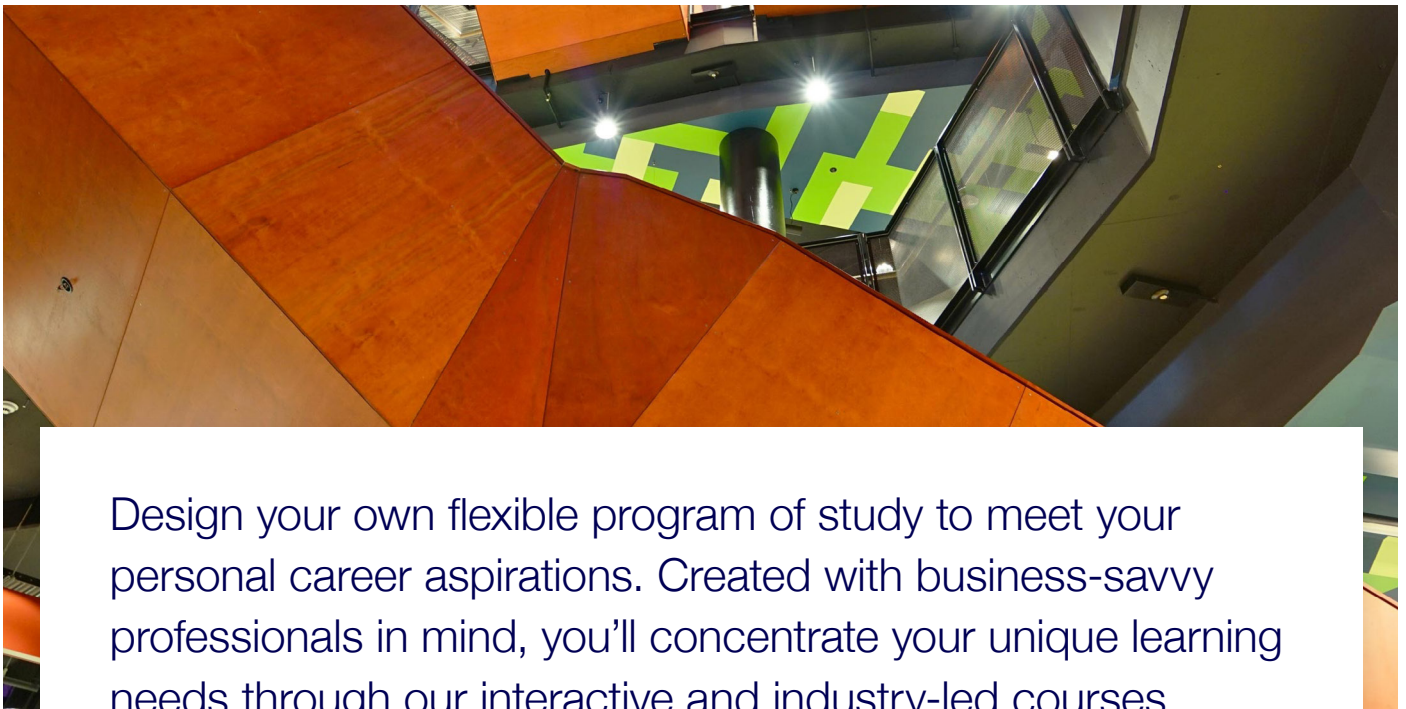
A fast-paced way to finish your degree without compromising the coursework or your career.



Globally-relevant coursework

Learn to effectively apply knowledge in a globalised marketplace.

Program overview



Design your own flexible program of study to meet your personal career aspirations. Created with business-savvy professionals in mind, you'll concentrate your unique learning needs through our interactive and industry-led courses.

Graduates may choose to work in fields such as general management, marketing, project management, logistics and supply chain, finance and human resources, or across industries, with the benefit of having studied multiple disciplines and understanding the interrelation between them in a real-world context.

The program courses include:

- Key Concepts in Human Resource Management
- Professional Human Resource Management Practices
- People and Organisations
- Employment Law
- Marketing Management
- Consumer Behaviour

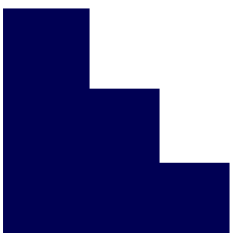
- Marketing Communication Strategy
- Marketing Research
- Supply Chain Principles
- Business Analytics
- Supply Chain Modelling and Design
- Business Project Management
- Managerial Finance
- Financial Statement Analysis

[View the program structure on page 10](#) →

The RMIT Online student experience



- A flexible student experience allows you to utilise 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 our 'study concierge' 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 qualification without compromising your life or career trajectory.



What you can expect from each course



Initial communication

Students can use the online forum to introduce themselves to each other and course instructors. This is where students can form 'study groups' and find information about course topics, teachers, readings, assignment key dates and grading considerations.



Learning content format

Learning materials consist of a variety of components, including video, text-based content, animations and more. Each week's content is presented and linked to learning objectives, as well as overall course goals. This provides an environment where students can monitor their progress and prepare for upcoming topics and concepts.



Synchronised study sessions

With at least one per seven-week course, these sessions bridge gaps between the content and student comprehension, and are scheduled well in advance to facilitate student planning. Times are rotated to accommodate students in multiple time zones. These sessions are also recorded and available for review purposes.



Ongoing support and re-enrolment

Each student will have a dedicated advisor to help guide and motivate you through coursework, enabling you to manage your study/work/life balance, and help keep you informed of re-enrolment for upcoming study periods. This one-on-one support continues through to graduation.



Discussion boards

The discussion boards are open throughout the duration of each course, helping to promote critical thinking and interaction. Instructors use tagging/reply features to ensure that all students get 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

While you will have no formalised on-campus exams, all RMIT postgraduate programs include rigorous assessments in the form of case studies, reports, online discussion, interaction and engagement. This ensures that all learning is valuable, authentic and applicable to your work immediately. There may be some tests, quizzes or other online assessments, however, you will not have to attend traditional on-campus examinations.



Discover RMIT online

Explore the RMIT online learning environment and get an insight into what your course and assessments will be like using Discover RMIT Online.

[Sign up today](#)

Program details

Fees

2025 tuition fees are \$4,200[^] per course, totalling \$16,800[^] for 4 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

4 courses | 8 months intensive part-time*

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

Nested qualifications

Upon successful completion of the Graduate Certificate you may continue on to further study at masters level.

The Graduate Certificate is an entry pathway to the Master degree for some students.

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:

GC104KP16 - Graduate Certificate of Commerce

*Completion time dependent on individual study path and course availability. Please speak to a Student Advisor for more information.

Program structure

The Graduate Certificate of Commerce program requires the completion of:

One
SPECIALISED 4-COURSE
sequence

OR

A combination of
any four courses from the
Specialisations below

Specialisations and courses:

SPECIALISED 4-COURSE

SPECIALISATION:
Supply Chain and Logistics Management

Supply Chain Principles

Business Analytics

Supply Chain Modelling & Design

Business Project Management

SPECIALISED 4-COURSE

SPECIALISATION:
Marketing

Marketing Management

Consumer Behaviour

Marketing Communication Strategy

Marketing Research

SPECIALISED 4-COURSE

SPECIALISATION:
Human Resources Management

Key Concepts in Human Resource
Management

Professional Human Resource
Management Practices

People and Organisations

Employment Law

SPECIALISATION:
Business Finance

Managerial Finance

Financial Statement Analysis

+ Complete any two courses
from any of the Specialisations

[Full course descriptions can be found from page 13](#) →

Entry requirements



To be eligible for the Graduate Certificate of Commerce, you must have:

- an Australian bachelor degree or equivalent in any discipline from a recognised tertiary institution*, **or**
- five years' full-time work experience.

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](#), or
- 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's Online Graduate Certificate of Commerce 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.

*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.

Your new career starts here!



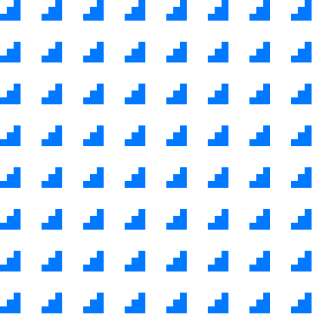
Get in touch with one of our Student Enrolment Advisors today to guide you through the process of starting your online degree.

Further information

 studyonline.rmit.edu.au

 Call 1300 701 171

Book a 15-minute chat today



Course descriptions

Specialisation: Supply Chain and Logistics Management

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Supply Chain Principles

Course overview

Supply chain management extends the study of logistics beyond the boundaries of a single organisation. It places particular emphasis on the interfaces between the 'chain' or 'network' of enterprises engaged in moving products, services and information—from suppliers through intermediaries to end users and/or consumers.

The overarching framework around which the course content is organised is the supply chain management performance and capability continuum, which has three critical components—namely operational excellence, supply chain integration and collaboration, and virtual supply chains.

This course aims to introduce you to the basic concepts and principles of supply chain management and logistics, with a focus on the aforementioned framework. You will explore the development of supply chain principles using inventory management, just-in-time and e-supply chain techniques. The issues of integration, coordination and collaboration across organisations and throughout the supply chain will be addressed and discussed using case studies.

Learning outcomes

On successful completion of this course, you will be able to:

- Explain and apply the key concepts of logistics and supply chain management in public and private sector to ensure effective and efficient management of an organisation;
- Build leadership skills in leveraging resources, capabilities and competencies of a group to critically analyse situations and develop solutions to problems;
- Develop and apply effective interpersonal skills and communication techniques in working as a team to solve real-world problems in supply chain management; and
- Conduct research work to extend supply chain knowledge.



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

On successful completion of this course, you will be able to:

- 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; and
- Examine and apply appropriate analytical techniques and methods to inform responsive, evidence-based decision-making to improve performance.



Supply Chain Modelling and Design

Course overview

Explore the key theories and practices in design and management of logistics systems. This course covers specific areas of distribution, warehousing and transportation, forecasting, inventory control, process management (including lean six-sigma), logistics/supply chain integration and logistics/supply chain performance indicators. The application of analytical techniques and mathematical models will be discussed and explored.

Case studies will be used to demonstrate the nature of decision-making problems managers and practitioners face in logistics and supply chain management in contemporary business environments. Upon completion, you will be prepared for logistics management positions in manufacturing, warehousing, transportation and distribution firm.

Learning outcomes

On successful completion of this course, you will be able to:

- Analyse and apply the theories and practices of logistics systems in logistics management;
- Develop supply chain and logistics systems to improve the management of logistics and supply chain management;
- Use mathematical models to solve problems in logistics in contemporary business environment; and
- Communicate effectively to a range of audiences in both written and oral forms and work effectively with others in a team.



Business Project Management

Course overview

This course examines project management across a range of disciplines including information technology, supply chain management and logistics and information management.

You will gain practical knowledge and build an understanding of project management tools, techniques and processes, while also appreciating the importance of effective project management skills across a wide range of industries. The course provides you with the opportunity to develop key project management processes and act as an active team member, project team leader or a manager of a small- to medium-sized project.

It also provides you with practical knowledge and understanding of project management processes based on the knowledge-base of the Project Management Institute (PMI), Project Management Body of Knowledge (PMBOK) framework and/or Projects In A Controlled Environment (PRINCE2) methodology.

Learning outcomes

On successful completion of this course, you will be able to:

- Critically examine project management processes described by the PMBOK and/or PRINCE2;
- Use a range of tools and techniques to develop, monitor and control projects;
- Develop the scope of work for a self-contained project to address an organisational or client's need;
- Review the key knowledge areas of project management and devise a well-structured project plan; and
- Interpret information and communicate effectively within the team and employ professional and change management skills to successfully manage the project.



Marketing Management

Course overview

This is an introductory course that examines marketing as both an activity concerned with managing specific variables related to the marketing mix and as a philosophy, guided by a consumer-orientation.

You will be encouraged to be an active learner throughout this course by evaluating customer needs and expectations and how that may affect marketing strategy for a particular business, product or service.

Learning outcomes

On successful completion of this course, you will be able to:

- Evaluate and synthesise information of customer needs and expectations from various sources and experiences;
- Compare and contrast the market segmentation and positioning strategy from both theorist and practitioner perspectives to critically appreciate the benefits;
- Use marketing mix tools to analyse marketing situation and position products for maximum competitive advantage in the marketplace;
- Demonstrate an awareness of ethical, social and cultural issues within a marketing context and their importance in the exercise of professional skills and responsibilities; and
- Develop multiple management skills including critical thinking, working in a group environment, oral and written presentation skills to be successful in marketing management positions.



Consumer Behaviour

Course overview

All organisations have consumers who seek, purchase, evaluate, use and dispose of products and services. This course provides the foundation for understanding the motivations and behaviours influencing customers, which is an essential prerequisite to the development of effective marketing and corporate strategy.

Various theories and concepts will be explored, critiqued and discussed through cases studies and real-world examples. You will work through different applications of consumer behaviour and recognise its critical role in marketing strategy development.

In the context of a decision-making model, this course will explore the internal, external and situational influences driving the what, where, when, why and how of consumer behaviour.

Learning outcomes

On successful completion of this course, you will be able to:

- Explore and compare the core theories of consumer behaviour in both consumer and organisational markets;
- Apply and demonstrate theories to real-world marketing situations by profiling and identifying marketing segments;
- Appraise models of consumer behaviour and determine their relevance to particular marketing situations;
- Apply and enhance abilities to input this knowledge in the marketing planning process—particularly in market segmentation, positioning and marketing mix development;
- Critique the theoretical perspectives associated with consumer decision making, including recognising cognitive biases and heuristics; and
- Apply analytical skills in assessing advanced literature in the field of consumer research and critically reflect on your personal writing practices as it relates to the evidence from research.



Marketing Communication Strategy

Course overview

This course enables you to approach marketing communications planning from a strategic perspective.

You'll develop a theoretical appreciation and practical understanding of contemporary concepts; in particular, communication techniques that lead to the establishment of strong brand equity.

Learning outcomes

On successful completion of this course, you will be able to:

- Outline the components of the integrated marketing communications planning process and demonstrate the strategic interaction between these aspects and their relationship to the marketing plan;
- Critically assess and apply integrated marketing communication theories and practices to identify appropriate target audiences, suitable objectives and contextually appropriate communication approaches that build brand equity;
- Design ethically appropriate creative messages that reflect suitable positioning and which affect (target audience) behaviour through interrelated marketing communication activities; and
- Evaluate markets in various forms in order to identify strategically appropriate communication channels that permit effective media utilisation and planning.



Marketing Research

Course overview

Marketing Research focuses on developing knowledge and skills that are practical in nature, yet grounded in theory. The overall objective of the course is to provide you with the capability to effectively plan and manage marketing research projects as well as conduct basic data analysis. The course also aims to provide a foundation for higher-level courses requiring quantitative and qualitative analysis.

You will concentrate on learning the theory behind applying appropriate tools and techniques, diagnosing suitable methods and approaches, and applying these to a contemporary workplace situation.

Learning outcomes

On successful completion of this course, you will be able to:

- Critique and propose how marketing research can be conducted and managed by both clients and suppliers for optimum results for stakeholders;
- Critically analyse the advantages and disadvantages of different types of research designs, data collection and sampling methods;
- Design a marketing research plan that will achieve the research objectives of the organisation; and
- Assess the overall quality of a marketing research project and its usefulness in the marketing decision-making process.



Key Concepts in Human Resource Management

Course overview

This course will provide a conceptual foundation of the key issues in human resource management (HRM), from which you may progress to more specific areas of interest in the HRM field. Specifically, it provides you with a solid theoretical, practical and holistic understanding of human resource management (HRM) strategies, processes and practices in contemporary organisations.

You'll analyse HR problems in the workplace and generate potential solutions, and also further develop research, conceptual, communication and interpersonal skills.

Learning outcomes

On successful completion of this course, you will be able to:

- Discuss the conceptual foundations of human resource management;
- Examine the strategic significance and purpose of HRM activities and roles within an organisation;
- Evaluate the effectiveness of different HRM models and frameworks; and
- Identify and discuss the ethical and governance implications of emerging issues in HRM.



Professional Human Resource Management Practices

Course overview

Explore the practical elements of HRM practices from both the employee and employer perspectives. This course aims to develop key HRM skills and competencies that are appropriate for personal development, employability and subsequent career development. It also increases and enhances the ability to operate in an independent and self-directed manner, leading to greater employability and connectivity with industry.

This course includes a Work Integrated Learning (WIL) experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/or community is integral to your experience.

Learning outcomes

On successful completion of this course, you will be able to:

- Evaluate and differentiate between various techniques in job analysis, recruitment and selection;
- Demonstrate an expertise in negotiation tactics and strategies that can be applied to achieve the resolution of conflict;
- Undertake performance management that establishes outcomes to be achieved and approaches to developing, appraising, and managing people; and
- Discuss the importance of career planning and management assessment.



People and Organisations

Course overview

Building on the skills and knowledge already developed, this course will deepen your understanding of the relationship and interconnectedness of intra- and interpersonal skills, together with individual and organisational performance.

The focus is on improving specific skills required of managers when delegating work, addressing discipline issues, attempting to manage and resolve conflict, managing diverse and cross-cultural teams, and providing feedback to colleagues and direct reports. The course also considers the management of systems processes and resources that relate to performance management including performance appraisal systems, 360-degree feedback, motivational methods, reward systems and industrial relations.

Learning outcomes

On successful completion of this course, you will be able to:

- Apply leadership and management knowledge and skill in an integrated way to consider, reflect upon and design options to suggest solutions to people and organisation issues;
- Consider and reflect upon people and organisation strategies and their applications, acknowledging the environment in which the organisation sits, its people and the selection, design and implementation of the most suitable organisational model to fit the prevailing circumstances;
- Evaluate the internationalisation and corporatisation requirements of people and their organisations; and
- Identify the implications of making ethical and cultural decisions in managing the design and development of an entity's form and function; be it in the private, public or not-for-profit sector.



Employment Law

Course overview

To understand why the law exists in the way it does today requires an understanding of its genesis and development over time. Employment Law considers the development of the law of work; it considers the law from early UK legislation dealing with wages and the development of union membership over time. It also examines the international context within which employment law will change over time and how it develops in different ways across jurisdictions.

While focused on Australia as a base for understanding core principles of employment law, this course considers and draws upon key international comparisons to Singapore, the United Kingdom, the United States, New Zealand, Germany and Scandinavia.

Learning outcomes

On successful completion of this course, you will be able to:

- Discuss the foundational principles of workplace law in Australia and in a global context;
- Advise on the rights and duties that arise from the employment relationship in given situations;
- Contrast and compare the employment law framework applying to employees and employers in Australia; and
- Demonstrate sophisticated cognitive and creative skills in approaching legal issues relating to employment law and generate appropriate responses.



Managerial Finance

Course overview

Learn and explore the techniques and principles underlying theory of corporate finance. In this course, you will examine a number of different financial areas and apply various financial concepts. You will assess projects to determine which of them have the best potential payoff, manage investments, value stocks and analyse the risk and return paradigm.

Your learning will be supported through various in-class and online activities comprising individual and group work. These may include quizzes; assignments; prescribed readings; sourcing, researching and analysing specific information; solving problems in a group; conducting group presentations; producing written work and collaborating with peers on set tasks or projects.

Learning outcomes

On successful completion of this course, you will be able to:

- Identify the nature and key components of financial systems both domestically and globally;
- Apply the concepts of time value of money to various valuation models including debts and equities;
- Illustrate the concept of diversification and examine the impact on the risk and return relationship;
- Analyse the characteristics and functions of arbitrage and derivatives and how they are applied to risk management strategies; and
- Explore the features of equity derivatives and evaluate how they work for investors.

Financial Statement Analysis

Course overview

Financial analysis is an integral part of the business analysis of the firm; it requires examination of the prevalent economic situation, industry analysis, and the firm's strategic position. The financial information contained in a firm's financial statements should be interpreted within those contexts and constraints. This course covers the basics of both qualitative and quantitative analysis of the firm's reports and then looks further into risk analysis, forecasting and valuation techniques. The aim is to provide a working knowledge of the role of financial reports in the overall firm valuation, with an emphasis on strategic analysis. This course adopts a practical approach where possible using data from real-life cases. You will gain an appreciation of the usefulness and importance of financial statement information and the tools used to evaluate such information.

In this course, you will be encouraged to be an active learner. Your learning will be supported through various in-class and online activities comprising individual and group work. These may include quizzes; assignments; prescribed readings; sourcing, researching and analysing specific information; solving problems; conducting presentations; producing written work and collaborating with peers on set tasks or projects.

Learning outcomes

On successful completion of this course, you will be able to:

- Apply established techniques for analysing financial statement information for forecasting, valuation and risk analysis purposes.
- Apply the major concepts and theories of fundamental analysis and key steps involved in conducting a fundamental analysis and valuation of a company.
- Use financial statement information in a modelling environment to identify and recommend solutions to variety of financial challenges.
- Analyse and synthesise a firm's financial statement information in the context of the firm's economic and business condition to make informed recommendations on investment decisions about the firm.

Where we rank

As one of Australia's original tertiary institutions, RMIT University prides itself on being a world leader in education, earning its international reputation for creating exceptional, employable and highly skilled graduates.

5/5

Five-star QS ranking for excellence in higher education

37

37th in the world for the international profile of academic staff*

15

In the top 15 universities in Australia*

10

Top 10 in Australia for employer reputation*

*2017-18 QS World University Rankings



I am trained as an architect but decided to make a career change in 2013. While I love design, it is the combination of design thinking and business that I find the most exciting. I was looking for a postgraduate business program that is innovative and hands-on and RMIT was the only university which seemed to offer that.

The Master of Commerce provides you with practical skills that are applicable to the workforce. My lecturers are very open minded and encouraging and the classes are structured for discussion and interaction.

Lauren Kemp

Student of Master of Commerce

Further information

 studyonline.rmit.edu.au

 Call 1300 701 171

Book a 15-minute chat today

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.

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Organisation code: 3046