



Graduate Certificate in Management



The
Practical
Business
School.

Your career- changing experience *starts here.*

Delivery: Online

No. of subjects: 4

Duration: 4 to 8 months*

Start dates: 12 intakes a year

Entry req: Prior degree or relevant
work experience

* Course duration is determined by entry pathway and study load.
[See details.](#)

QUICK LINKS

- ▶ [ABOUT AIB](#)
- ▶ [THE AIB GCM](#)
- ▶ [COURSE STRUCTURE](#)
- ▶ [ENTRY REQUIREMENTS](#)





Welcome to AIB

More than 180 academic, support and professional staff members are dedicated to the success of AIB students.

Students are at the centre of everything we do. The AIB academic team strives to develop and adopt academically rigorous practice-centric curricula, innovative learning resources and realistic assessment techniques that cater for the diverse needs of our students. Our highly qualified academic team hold significant qualifications and experience in their field of expertise. AIB academics are regular contributors to leading academic publications, journals and conferences—both nationally and internationally. They are driven by passion and purpose to positively change the lives of AIB students.

APPLY NOW ►



"It's truly inspiring to witness how education is transforming the lives of AIB students. Designed for real-world application and the flexibility professionals need to balance study with life's demands, our students are empowered to achieve their career goals with confidence. Investing in yourself is one of the most important decisions you can make, and I look forward to welcoming you to AIB as you embark on a journey of growth and success."

Professor Darius Pfitzner
Academic Dean



"At AIB we believe in delivering high-quality, innovative education. We give students the opportunity to apply their studies directly to the workplace. This results in a fast return on investment for both students and their employers. I look forward to seeing AIB change your life, and how your achievement will help to inspire others as you become a student of one of our prestigious business programs."

Emeritus Professor Hilary Winchester
Chair of the Academic Board



About AIB

Operating for over 40 years, AIB is a leading teaching and research business school, based in Australia.

As 'The Practical Business School', AIB is committed to serving the needs of working professionals around the world by offering courses which are accelerated, applied, accessible, accredited & recognised.

The suite of business degrees offered by AIB include the: Graduate Certificate in Management (GCM), Master of Business Administration (MBA), Master of Management (M.Mgt), Doctor of Business Administration (DBA) and Doctor of Philosophy (PhD). All AIB courses are offered via Online Learning and are accredited by TEQSA. TEQSA is an independent body funded by the Australian Government. AIB is the largest online MBA provider in Australia* and has a global community of over 20,000 students, alumni, academics and industry experts from over 100 countries. To date, AIB has awarded over 24,000 business school qualifications. The AIB MBA has consistently been highly ranked nationally and globally, and recently reconfirmed its status by achieving a ranking of Tier One (#7) nationally and Tier One (#25) globally (CEO Magazine, 2025)



*see [20 Biggest Online MBA Providers](#), MBA News (July 2024).

How does AIB compare?

QILT GRADUATE OUTCOME SURVEY 2023-2024 (GOS)

Among 83 participating institutions, an impressive 92.4% of AIB graduates rated their postgraduate Business & Management experience positively, significantly surpassing the national average of 82.6%.*

The Quality Indicators for Learning and Teaching (QILT) are government-endorsed surveys for higher education, capturing the student life cycle. The Graduate Outcomes Survey (GOS) is completed by graduates of Australian higher education institutions. When compared to the satisfaction of postgraduates from business and management courses at other universities and non-university higher education institutions, AIB's results significantly exceeded the national average, setting a new benchmark for postgraduate business education.



Source: [ComparED](#) - GOS Survey 2023-2024

GRADUATE OVERALL SATISFACTION

Business and management
study area



READ MORE

- ▶ [AIB COMPARED GOS SURVEY 2023-2024](#)
- ▶ [AIB COMPARED STUDENT EXPERIENCE SURVEY 2023-2024](#)

AIB Community Snapshot

Join a global community with over 20,000 students, alumni, academics and industry experts from over 100 countries.

Becoming a part of the AIB alumni community unlocks access to a range of opportunities and benefits, including professional development, networking events and connecting through our social media channels.



20,000

**students, alumni,
academics and
industry experts**



100+
countries



96%

**of Australian learners
found studying online
with AIB flexible**



89%

**have 10+ years'
work experience**



79%

are managers

The AIB GCM

The AIB GCM is designed for working professionals who want to advance their career without having to pause it. With 100% online delivery and a practical learning approach, our GCM equips you with contemporary leadership and management skills that can be immediately applied at your workplace.

APPLY NOW ►



Why the AIB GCM?

► FLEXIBLE

Highly flexible online learning approach that can be studied anytime from anywhere - perfect for busy working professionals.

► VALUE FOR MONEY

We're among the most value for money providers in Australia because we are 100% online.

► STUDY MODEL

Study one subject at a time for better content retention. Complete each subject in just 8 weeks.

► PRACTICAL LEARNING

Unique practical learning approach with authentic work-based assessments - no exams.

► CONCURRENT STUDY

Take 2 subjects at a time and finish your GCM in as little as 4 months*

► SUPPORT

Personalised academic and administrative support to ensure your success.

► ACCESSIBLE ENTRY CRITERIA

No prior degree? You can enter the GCM using your relevant work experience.

► 12 START DATES

With the flexibility and convenience of 12 start dates a year, you can start your GCM when it suits you.



* Course duration is determined by entry pathway and study load. [See details.](#)



GCM: The first stage of an MBA

The AIB GCM is the first stage of the MBA. The AIB MBA can be broken into 3 stages: a Graduate Certificate in Management (GCM), a Graduate Diploma in Management (GDM) and a Master of Business Administration (MBA), offering flexible entry and exit points.*

STAGE 1

GCM

4 SUBJECTS
4-8 MONTHS^

STAGE 2

GDM

4 SUBJECTS
4-8 MONTHS^

STAGE 3

MBA

4 SUBJECTS
4-8 MONTHS^

12 MONTHS ACCELERATED - 2 YEARS PART-TIME

*Interim awards need to be requested and are not granted automatically. For further details, refer to the [Student Handbook](#).

^Course duration is determined by entry pathway and study load. [See details](#).

Course Structure

The Graduate Certificate in Management (GCM) comprises a total of four subjects, which includes two subjects of your choice from the list of GCM Optional Subjects.

GCM Core Subjects

Complete 2 Core subjects first.

- ▶ Leadership (First Subject)
- ▶ Strategic Management (Second Subject)



GCM Optional Subjects

Choose 2 Optional Subjects to complete the GCM.

- ▶ Marketing Management
- ▶ Operations Strategy and Management
- ▶ Financial Management
- ▶ Strategic Human Resource Management
- ▶ Corporate Governance*
- ▶ Project Management*

Our comprehensive subject guide provides more detailed information about the AIB MBA.

[Download full subject guide.](#)

*Prerequisites apply for Corporate Governance and Project Management.

The AIB GCM is designed for working professionals.

The content, assessments, faculty and learning experience have all been designed to ensure that you can apply your learnings to your workplace, for immediate organisational and career impact.

HOW PRACTICAL IS THE AIB GCM?

- ▶ The learning content is cutting edge, reflecting the most contemporary business issues and topics
- ▶ There are no exams and all assessments are work-based
- ▶ You will learn from and with other working professional students from a variety of industries and backgrounds
- ▶ Your learning experience will include an array of industry guest speakers - leaders from global brands



“I would attribute the GCM being a part of the success of my position at this point in time. It has really fundamentally helped me in a lot of concepts that are going on at a higher level in the business at the moment. These are areas and projects that I would not have looked at before had I not had the theory behind what was going on in the business.”

Chris Lee

*National Business and Reporting Analyst, Qantas Ground Services
GCM Graduate*



Study anytime, anywhere

THE AIB STUDENT LEARNING PORTAL PROVIDES:

- ▶ Freedom and flexibility to study where and when you like
- ▶ Easier access to resources - fit study around your commitments
- ▶ One point of access for all student requirements
- ▶ Free membership to LinkedIn Learning and Microsoft Office 365
- ▶ One repository point for assessments
- ▶ Easy access to study, academic and well-being support



MYAIB MOBILE APP

Designed for our busy students, the myAIB app helps you keep up with your studies on the go. The most important things you need in one place - you can access your learning materials, check your grades, chat with peers on the forum, reach out to your Online Learning Facilitator and more.

High quality student support



COURSE ADVISORS

Tailored course information to help you meet career goals



STUDENT CENTRAL

Personalised student support team from orientation to graduation



ACADEMIC AND ONLINE FACILITATORS

Delivered by highly qualified academics and complemented with a range of academic support resources to aid your learning



AIB ASSIST

Well-being support and personal counselling support

APPLY NOW ►

Entry Requirements

A MINIMUM OF FIVE YEARS OF RELEVANT WORK EXPERIENCE

Which includes at least three years of management experience or significant technical experience.

OR

A BACHELOR'S DEGREE +2YRS

(AQF Level 7) and at least two years of relevant work experience.

OR

AN ADVANCED DIPLOMA ASSOCIATE DEGREE +3YRS

(AQF Level 6) or learning equivalent to an AQF Level 6 qualification and at least three years of relevant work experience.

OR

MINIMUM GMAT SCORE OF 550

Graduate Management Admission Test (GMAT) with a minimum score of 550 and at least three years of relevant work experience.

Recognition of prior learning

If you currently hold a qualification in a business-related field, you could use AIB's Credit Transfer policy to recognise your prior achievement, helping you earn an MBA faster, for less.

English requirements

Our program is conducted entirely in English, and all candidates must meet AIB's English proficiency requirements, irrespective of their location. In areas or nations with more than one official

language, documentation proving that your previous education was in English may be necessary. For more information, visit [AIB's English Requirements](#).

Technical and computer requirements

For a seamless online learning experience and to complete assessments, you'll need to have access to the minimum technical and computer requirements, which includes a computer, plus a smartphone or tablet, and reliable broadband internet.

Alternatively, applicants may receive direct entry into the MBA; for further details refer to <https://www.aib.edu.au/courses/aib-mba/mba-entry-requirements/>.

Industry speakers and collaborators

Our course is embedded with insights from some of Australia and Canada's brightest entrepreneurs and top-performing companies through our industry guest speakers and collaborators.

Clifford Rosenberg

Non-executive Director & Investor for multiple global public enterprises

Brian Redican

Chief Economist of NSW Treasury Corporation (TCorp)

Paul Mirabelle

Chairman, Greencross Limited

Lee Tonitto

Managing Director, Tinotto & Partners

Professor Erwin Loh

Group Chief Medical Officer, St Vincents Hospital

Steven Burrell

Chief Executive Officer, Australian Medical Association (VIC)

Martin Herbst

General Manager Elders Financial Planning

Tomas Johnsson

Chief Executive Officer, Unilodge Australia

Amanda O'Brien

Director, Xtreme Freight and Chairwoman, Supply Chain and Logistics Association of Australia (SCLAA)

Felipe Bezamat

Head of Advanced Manufacturing Industry World Economic Forum

Samantha Klintworth

CEO, Amnesty International Australia (AIB Alumni)

Sean Ledbury

Managing Director, Packsize Australia (AIB Alumni)

COMPANIES REPRESENTED BY OUR INDUSTRY GUEST SPEAKERS

- | | |
|------------|---------------------------------|
| ▶ ANZ | ▶ BDO |
| ▶ Audi | ▶ Hays |
| ▶ Ebay | ▶ Greencross Vets |
| ▶ LinkedIn | ▶ Kyocera |
| ▶ UniLodge | ▶ Mercer |
| ▶ PWC | ▶ Haigh's |
| ▶ Gumtree | ▶ St Vincent's Health Australia |
| ▶ AHRI | ▶ AMA Victoria |

Accredited & recognised

Accreditation ensures that the qualification you earn meets a national set of standards. AIB itself is registered as an Institute of Higher Education and its MBA is accredited by TEQSA (Tertiary Education Quality and Standards Agency), the independent regulator in Australia.

TEQSA accreditation ensures all our qualifications are equivalent in standing to qualifications issued by Australian universities and are compliant with the Australian Qualifications Framework (AQF), a national system of qualifications which encompasses all post-compulsory education in Australia.

Details of AIB's registration status and accredited programmes can be found on the TEQSA National Register.

Both AIB's generalist MBA and MBA (Human Resource Management) are accredited by the Australian Human Resources Institute (AHRI). Additionally, AIB's MBA is accredited by the National Centre for Management Accreditation (NCMA) of the Canadian Institute of Management (CIM). AIB and our postgraduate programs are also recognised internationally by employers and industry associations.



BELOW IS A SNAPSHOT OF AIB'S MEMBERSHIPS AND LISTINGS

- ▶ Independent Higher Education Australia (IHEA)
- ▶ Australian Human Resource Institute (AHRI)
- ▶ International Association of Universities (IAU)
- ▶ International Quality Group of the Council for Higher Education Accreditation (CIQG)
- ▶ Association to Advance Collegiate Schools of Business
- ▶ Canadian Institute of Management
- ▶ Australian Marketing Institute (AMI)
- ▶ Australian and New Zealand Academy of Management (ANZAM)

Take a leap for your career with an AIB GCM.

APPLY NOW ►



The
Practical
Business
School.



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aib.edu.au

Entry criteria, assessment methods and services are correct at time of printing 25 August 2025 (AIBGCM-AUS-V01). Australian Institute of Business reserves the right to alter the details without prior notice. All 2023 AIB MBA Alumni Insights report information contained in this publication is self-reported by the alumni and is for general information only. The Australian Institute of Business makes no representation about the content, suitability, accuracy or completeness of this information for any purpose whatsoever. It is provided "as is" without any express or implied warranty or guarantee whatsoever. Information and data reported in this report was self-reported by MBA alumni in Oct 2023. TEQSA PRV12090, Institute of Higher Education