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Graduate Certificate in Generative AI for Business



Build the AI skills shaping the future of work

Generative AI has rapidly evolved from an emerging technology into a practical tool used across many industries and roles, helping organisations generate and analyse content, support software development, automate processes and improve customer experiences.

Whether you are exploring a career in AI, enhancing your current business and technology skills or preparing for an increasingly AI-enabled workplace, studying this qualification can help you build the essential skills to future-proof your career.



**‘JOBS REQUIRING
AI SKILLS ARE GROWING
ALMOST 8× FASTER
THAN THE OVERALL
JOB MARKET.’**

PwC, 2026 Global AI Jobs Barometer

**‘60% YEAR-ON-YEAR
GROWTH IN EMPLOYER
DEMAND FOR AI SKILLS
IN AUSTRALIA.’**

SEEK Employment Dashboard, 2026

**‘AI SKILLS NOW ATTRACT
AN AVERAGE 62% WAGE
PREMIUM.’**

PwC, 2026 Global AI Jobs Barometer

Graduate Certificate in Generative AI for Business

Designed for business professionals rather than technical specialists, this Graduate Certificate in Generative AI for Business is Australia's first postgraduate qualification focused exclusively on GenAI. You'll develop practical capabilities to apply GenAI strategically and responsibly, solve complex business problems and identify opportunities to create sustainable business value. Delivered online, this course enables you to build these capabilities alongside your existing professional commitments.

Subjects

Foundations of Generative AI (GNAI5100)

Build the practical knowledge to use GenAI confidently in business. You'll explore how tools such as large language models work, learn to critically evaluate AI-generated content, and understand their risks, limitations and business applications.

GenAI for Business Innovation and Strategy (GNAI5200)

Discover how GenAI can create business value, drive innovation and build competitive advantage. You'll explore real-world case studies, business models and strategic frameworks to understand how GenAI is transforming organisations and industries.

Ethical, Legal and Security Implications of GenAI (GNAI5300)

Learn how to navigate the ethical, regulatory and security challenges of GenAI in business. You'll explore issues such as privacy, bias, fairness and transparency, and develop practical approaches

to managing risk and governing GenAI responsibly.

Designing GenAI-Enabled Business Solutions (GNAI5400)

Put your GenAI knowledge into practice by designing solutions for real-world business challenges. You'll develop human-centred GenAI-enabled workflows, evaluate their organisational impact and communicate practical solutions to diverse stakeholders.

Capabilities you'll develop

- Develop leadership capabilities to navigate GenAI-driven change
- Identify GenAI opportunities that create business value
- Apply GenAI to inform business decisions
- Lead the responsible adoption of GenAI
- Drive GenAI-enabled innovation and transformation

Career outcomes

Develop practical GenAI capabilities that can strengthen your existing role or support you to advance your career in AI-enabled innovation, business transformation, digital strategy and responsible AI adoption.

AI strategy advisor / Generative AI specialist / AI enablement manager / AI program coordinator

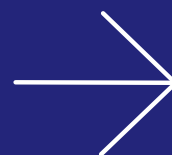
FIND OUT *MORE:*

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Enrolments open: 12 October 2026

First intake: March 2027

Delivery mode: Online



AMONG AUSTRALIA'S MOST TRUSTED EDUCATORS

Of over 160 institutes of higher education in Australia, we are one of just twenty-three trusted with the self-accreditation of our own business courses — precisely like a university.

TEQSA National Register, October 2025

ENGAGING, EXPERIENCED AND SUPPORTIVE TEACHERS

Our students rate our Teaching Quality and Engagement higher than every public university in Australia.

QILT 2025 Student Experience Survey
National Report, published September 2026

HIGH-QUALITY EDUCATION

Our postgraduate students rate our Quality of Entire Educational Experience higher than every public university in Australia.

QILT 2025 Student Experience
Survey National Report,
published September 2026

WHY KAPLAN BUSINESS SCHOOL?

LIFELONG CAREER COACHING

All KBS graduates can receive lifetime career coaching for free from anywhere around the world.

LIFETIME OF LEARNING GUARANTEE

We've been celebrated internationally for providing our alumni with free lifetime access to all the live online classes of the course from which they graduated. This ensures our graduates' knowledge and skills continue to remain relevant and contemporary throughout their career.

THE LARGEST INSTITUTE OF HIGHER EDUCATION IN AUSTRALIA

Department of Education 2024 Student data, KBS had 7,853 EFTSL (equivalent full-time student load)





LOCATIONS

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+61 (0)8 8215 4100

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Melbourne, VIC 3008
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Ground Floor, 10 William Street
Perth, WA 6000
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SYDNEY

Level 1, 55 Elizabeth Street
Sydney, NSW 2000
+61 (0)2 8248 6758

Supplementary Location

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CONTACT US



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