



GenAI for Business

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NEW MBA Specialisation



Build the AI skills shaping the future of work

Generative AI is transforming how organisations across every industry operate, innovate and compete. As businesses integrate GenAI tools into more workflows, employers increasingly need professionals who can identify opportunities to apply GenAI, create business value and lead its ethical adoption.

Designed for business professionals rather than technical specialists, this MBA specialisation focuses specifically on generative AI — an accessible and rapidly adopted form of AI with applications across industries and business functions.

You will combine strategic business expertise with practical GenAI skills to solve problems, drive innovation, navigate organisational change and lead responsible GenAI practices.



**‘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

MBA (GenAI for Business)

Course CRICOS Code: 078565G

Unlike broader AI programs, our new MBA specialisation focuses specifically on generative AI; an AI tool that is readily accessible to everyone and adopted by many industries. You'll develop practical GenAI skills you can apply in your current role to strategise, innovative, solve problems and create business value. This course is designed for business professionals rather than technical specialists.

Directed specialisation subjects

Foundations of Generative AI (MBA681)

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 (MBA682)

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 (MBA683)

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.

Capabilities you'll develop

- Integrate MBA knowledge with practical GenAI skills
- 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

Build the business and GenAI capabilities needed for a career in business transformation, innovation, digital strategy and AI-enabled management.

Management consultant / Business innovation manager / Digital strategist / Corporate transformation lead

FIND OUT *MORE:*

MBA (GenAI for Business)

Enrolments open: 12 October 2026

First intake: November 2026



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.

RANGE OF LOCATIONS

With campuses in Australia's six largest and most popular cities for international students, no other Institute of Higher Education offers business and IT courses in a wider range of study locations.





LOCATIONS

ADELAIDE

Level 1, 68 Grenfell Street
Adelaide, SA 5000
+61 (0)8 8215 4100

BRISBANE

Ground Floor, 369 Ann Street
Brisbane, QLD 4000
+61 (0)7 3872 3800

GOLD COAST

Australia Fair
Level 8, 36 Marine Parade
Southport, QLD 4215
+61 (0)7 5623 3033

MELBOURNE

Level 4, 370 Docklands Drive, Docklands
Melbourne, VIC 3008
+61 (0)3 9626 4576

PERTH

Ground Floor, 10 William Street
Perth, WA 6000
+61 (0)8 9322 4136

SYDNEY

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

Supplementary Location

Level 4, 56 York Street
Sydney, NSW 2000

CONTACT US



info@kbs.edu.au

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