Graduate Certificate in Business (Behavioural Economics)

Behavioural economics is designed to equip you with knowledge, critical thinking skills, and technical abilities for understanding human behaviour and analysing the impact of public policy on society, business, and individuals. You’ll acquire foundational knowledge of key behavioural economics principles and their application to multiple contexts. You’ll develop the ability to contribute to public discourse on contemporary issues affecting Australia and the globe, including environmental concerns, employment, taxation, public health and infrastructure planning. You’ll be confident in presenting complex ideas using a variety of communication modes and be keenly aware of the social and ethical landscape in which you’re operating.

Behavioural economics is an emerging discipline, which leverages our unique research and teaching strengths, and is increasingly gaining popularity within industry and government.

Entry requirements

Academic entry requirements
A completed recognised bachelor degree in any discipline.

Minimum English requirements
Students must meet the English proficiency requirements.

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<th>IELTS (International English Language Testing System)</th>
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<tr>
<td>Overall</td>
<td>6.5</td>
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<tr>
<td>Listening</td>
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<td>Reading</td>
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<td>Writing</td>
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<td>Speaking</td>
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Course structure
You must complete 48 credit points (4 units).

Careers and outcomes

Behavioural economics graduates are skilled in analytical methods to address real-world problems and issues in government and society. The strong critical thinking focus of the course and the analytical skills developed through application to real-world problems provides graduates with skills relevant for a number of careers spanning the public and private sectors - particularly those involving analysis of policy and the allocation of resources and other factors on the behaviour of firms, industries, individuals and society. Roles directly benefitted by this skill set include those of economists, intelligence and policy analysts, business analysts and risk managers.

The broad appeal of the behavioural economics tool kit serves as the basis for critically analysing policy and resourcing decisions at the macro- and micro-level which means that it has relevance to a wide variety of contexts including government, health and infrastructure. The universality of the behavioural economics analysis approach also makes it attractive as a complementary set of skills that enhance other disciplines including marketing, finance and management.

Accurate as at 16 December 2019. For the latest information see: https://www.qut.edu.au/courses/graduate-certificate-in-business-behavioural-economics
Business advantage
The QUT Business School’s Business Advantage program is a free program offered to all business students. It can help you develop skills through interaction, discussion, cooperation and debate with other students, business, government, education and community leaders. The program includes:

- guest presentations from inspiring industry, community and university leaders
- sessions focused on specific social and professional skills
- challenging interaction aimed at developing skills through new experiences.

You’ll also receive a certificate of completion to include in your resume or portfolio.

Not only does this program offer you excellent networking opportunities, but also the opportunity to gain highly relevant experiences and skills that you can apply throughout your career.