The Online Business Academy

Your Key To
Success Starts Here.

Stay Ahead of the Competition - Acquire Valuable In-Demand

Skills with **The Online Business Academy**

IPA INSTITUTE OF PUBLIC ACCOUNTANTS®   Adobe | CERTIFIED INSTRUCTOR   ICOES   xero PARTNER   icap International association of accounting professionals

✓ Gain in-demand, future-proof skills that employers value

✓ Study at your own pace, on your own schedule

✓ Learn from industry experts and experienced educators

✓ Real-world outcomes that lead to career advancement

Table Of Contents

Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.

A New Way To **Learn**

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.

#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.

Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.

Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.

Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.

Courses

Business Courses

The Online Business Academy's Mini MBA

The Online Business Academy's Mini MBA is a comprehensive program designed to provide a well-rounded business education for professionals seeking to enhance their knowledge and skills in various key areas of business. This program covers a range of courses, including accounting, finance, marketing, management, business law, creativity and innovation, consumer behavior, human resources management, strategic marketing, and economics.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session

Course Duration

12 Months

Course Outcomes

- Develop an understanding of financial statements, budgets, and financial analysis to make informed business decisions.

- Understand the fundamentals of accounting, finance, marketing, management, business law, and economics and how they relate to running a business..

- Learn how to apply marketing principles to effectively promote products and services and grow a customer base.

- Develop the ability to create and implement successful business strategies to improve overall performance.

- Understand the importance of effective communication and negotiation skills in managing teams and stakeholders.

Advanced Certificate in Strategic Marketing

The Advanced Certificate in Strategic Marketing is designed to provide you with an in-depth understanding of marketing strategies and how they can be applied to achieve business objectives. By the end of the course, you'll be equipped with the knowledge and skills to develop, implement, and evaluate marketing plans that drive growth and profitability. Whether you're an experienced marketer or looking to advance your career in marketing, this course is the perfect place to take your skills to the next level.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop a comprehensive understanding of the core principles of strategic marketing, including segmentation, targeting, positioning, and branding.

- Master the process of creating and implementing effective marketing strategies that achieve business objectives and drive long-term growth.

- Acquire advanced knowledge of key marketing concepts, including consumer behavior, market research, pricing, and product development.

- Develop a deep understanding of the role of analytics in marketing, including how to use data to measure the effectiveness of campaigns and inform future strategy.

Certificate in Accounting

Want to start a career in accounting or improve your financial management skills? The Certificate in Accounting is the perfect starting point. This course covers financial reporting, budgeting, forecasting, investment analysis, and internal controls. By the end of the course, you'll be able to prepare financial statements and make sound business decisions. Enroll today and take the first step towards your future in accounting and finance.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the principles and concepts of accounting and finance.

- Prepare basic financial statements in accordance with Generally Accepted Accounting Principles (GAAP).

- Analyze financial statements to assess a company's financial performance.

- Understand key financial ratios and how they are used to evaluate a company's financial health.

- Create budgets and forecast future financial performance.

- Evaluate investment opportunities and make sound investment decisions.

Certificate in Finance

Start your career in finance or improve your financial literacy with the Certificate in Finance. This course covers financial analysis, planning, investments, risk management, and financial institutions. By the end of the course, you'll be able to analyze financial statements, assess financial risks, and make informed investment decisions. Enroll now and take the first step towards your future in finance!

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the concept of time value of money and how it is used in finance.

- Learn how to apply discounted cash flow analysis to evaluate investment opportunities and determine asset values.

- Gain knowledge of risk and return concepts, including diversification, portfolio management, and the capital asset pricing model.

- Develop an understanding of bond and debt valuation, interest rates and yield curves, and the term structure of interest rates.

- Understand the basics of real estate finance, including property valuation, mortgage financing, and commercial real estate investment analysis.

Certificate in Marketing

Ready to take your marketing skills to the next level? The Certificate in Marketing provides a solid foundation in marketing principles, strategies, and tactics. By the end of the course, you'll be able to develop effective marketing campaigns and measure their success. Whether you're looking to start a career in marketing or improve your marketing skills, this course is the perfect place to start. Enroll now and take the first step towards your future in marketing!

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop a deep understanding of consumer behavior and apply it to marketing strategy.

- Create and implement effective marketing plans that achieve business objectives.

- Analyze and interpret marketing data to make informed decisions.

- Understand the marketing mix (product, price, promotion, and place) and how to use it to achieve business goals.

- Design and conduct market research to gain insights into consumer behavior and preferences.

- Understand and apply the principles of segmentation, targeting, and positioning in marketing.

Certificate in Management

The Certificate in Management is designed to enhance your management skills and advance your career. By the end of the course, you'll be equipped with the knowledge and skills to effectively lead teams, manage projects, and make informed business decisions. Whether you're looking to start a career in management or enhance your existing skills, this course is the perfect place to start. Join now and take the first step towards your future in management!

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Identify and evaluate the key components of effective management strategies for organizations in various industries and contexts.

- Develop effective communication and leadership skills to motivate teams and drive organizational success.

- Analyze and synthesize data to inform business decisions and develop effective management strategies.

- Understand and apply various management theories and frameworks to real-world situations, including organizational behavior, strategic planning, and change management.

Certificate in Business Law

Looking to develop a strong foundation in business law? The Certificate in Business Law is designed to provide you with a comprehensive understanding of the legal principles that impact business operations. By the end of the course, you'll be equipped with the knowledge and skills to identify legal risks, protect your business, and navigate legal issues. Whether you're an entrepreneur, business owner, or aspiring legal professional, this course is the perfect place to start. Enroll today and take the first step towards mastering business law!

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understanding of the Australian legal system and its framework.

- Knowledge of the principles of contract law, including offer and acceptance, terms, and termination.

- Understanding of the legal requirements and obligations in relation to pre-registration contracts.

- Knowledge of the key elements of company law, including the rights and duties of directors.

- Understanding of the key requirements for financial reporting and the relevant legislation governing them.

- Knowledge of the legal principles that govern sole traders and partnerships.

Certificate in Creativity and Innovation

The Certificate in Creativity and Innovation is designed for individuals who want to improve their ability to generate new ideas and think creatively. This course provides a scientific approach to creativity and offers practical tools and techniques to enhance your innovation skills. Whether you're an entrepreneur, a creative professional, or simply looking to improve your problem-solving abilities, this course can help you unlock your creative potential and come up with new and innovative ideas. Join us and discover how to bring your ideas to life!

🎓 **Enrol Now**

🖱 **Learn More**

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop a solid understanding of the scientific principles behind creativity and innovation.

- Explore the various stages of the creative process and the techniques used to generate new ideas and innovative solutions.

- Develop the skills to effectively communicate and pitch creative ideas to stakeholders and decision-makers.

- Learn how to apply creative thinking and innovation to real-world challenges, from developing new products and services to solving complex social problems.

- Gain an understanding of the role of creativity and innovation in business and entrepreneurship.

Certificate in Consumer Behaviour

The Certificate in Consumer Behaviour is designed to provide you with a comprehensive understanding of consumer behaviour and the factors that influence it. By the end of the course, you'll be equipped with the knowledge and skills to analyze consumer behaviour, identify trends, and develop effective marketing strategies. Whether you're a marketer, business owner, or aspiring marketing professional, this course is the perfect place to start. Enrol today and take the first step towards mastering consumer behaviour!

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop an understanding of the theories and concepts of consumer behavior and how they apply to marketing strategies.

- Analyze the impact of psychological, social, cultural, and environmental factors on consumer behavior.

- Understand how consumers perceive, learn, and process information to make purchase decisions.

- Develop skills in conducting consumer research and analysis to inform marketing strategies.

- Develop skills in designing and implementing effective marketing campaigns that appeal to different consumer segments.

Certificate in Human Resources Management

The Certificate in Human Resources Management is designed to equip students with the essential knowledge and skills needed to succeed in the dynamic and ever-changing field of human resources. This course covers a range of topics, from organisational behaviour to communication and conflict resolution, and provides a solid foundation for a career in HR.

🎓 **Enrol Now**

🖱 **Learn More**

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Demonstrate an understanding of the various theories of organizational behavior and their applications in managing people and teams.

- Evaluate different motivational theories and techniques to enhance employee engagement, productivity, and job satisfaction.

- Apply principles of learning, reinforcement, and self-management to develop effective training and development programs for employees.

- Analyze the impact of organizational culture on employee behavior, and develop strategies for creating a positive and productive workplace culture.

Certificate in Economics

The Certificate in Economics is designed to provide you with a fundamental understanding of economic principles and how they relate to real-world issues. By the end of the course, you'll be equipped with the knowledge and skills to analyze economic problems, evaluate policies, and make informed decisions. Whether you're an aspiring economist, business professional, or simply interested in economics, this course is the perfect place to start. Enroll today and take the first step towards mastering economics!

🎓 Enrol Now

🖱 Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understanding of microeconomics and macroeconomics concepts and principles

- Ability to analyze and interpret economic data

- Familiarity with economic policies and their impact on the economy

- Knowledge of international trade and its role in the global economy

- Understanding of market structures and their effects on prices and output

- Ability to analyze and evaluate government intervention in markets

Graphic Design & Video Editing Courses

Advanced Certificate in Graphic Design

The Advanced Certificate in Graphic Design provides students with a comprehensive understanding of graphic design, illustration, photo manipulation, and UX/UI design. By combining the Certificates in Adobe Photoshop, Adobe Illustrator, Graphic Design using Canva, and UX/UI Design, students will gain a well-rounded education that prepares them to excel in a variety of creative industries.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session

Course Duration

6-9 Months

Course Outcomes

- Understanding of the principles of graphic design and how they apply to various mediums

- Mastery of Adobe Photoshop for photo editing, manipulation, and retouching

- Understanding of typography and its importance in graphic design

- Knowledge of color theory and how to effectively use colour in designs

- Mastery of composition and layout principles

- Understanding of branding and how to create a cohesive visual identity

Advanced Certificate in Video Production

The Advanced Certificate in Video Production offers a comprehensive curriculum that integrates the skills and knowledge acquired through the Certificate in Premiere Pro and the Certificate in After Effects. By combining these two certificates, students will gain a thorough understanding of video editing, visual effects, and motion graphics, allowing them to develop a versatile skill set and become proficient in all aspects of video production.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session

Course Duration

3-6 Months

Course Outcomes

- Demonstrate proficiency in using Adobe Premiere Pro and Adobe After Effects for video editing, visual effects, and motion graphics.

- Effectively organize and manage digital media assets for video production projects.

- Create and animate text, shapes, and other graphics using Adobe After Effects.

- Understand the principles of visual storytelling and apply them to video production.

- Create complex visual effects such as compositing, keying, and tracking.

- Apply video editing techniques such as trimming, transitions, and color correction to create polished video content.

Certificate in Adobe Photoshop

In this Adobe Certified Instructor led class, you will master the ins and outs of Photoshop through a project-based learning approach. By working on real-world projects, you will gain hands-on experience and learn practical skills that you can apply to your future work. At the end of the course, you will have an impressive portfolio showcasing your completed projects, which will serve as a valuable asset when seeking employment or working with clients.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the basic tools, menus and workflows in Adobe Photoshop.

- Create and edit images with advanced techniques like layer masks, adjustment layers, and blending modes.

- Enhance digital images using retouching techniques, color correction, and filters.

- Understand typography and design principles to effectively create visually appealing layouts.

- Design graphics and artwork for print and web applications.

- You will have over 20 of your own projects to add to your portfolio.

Certificate in Adobe Illustrator

In this comprehensive course, you will acquire a deep understanding of Adobe Illustrator CC and gain practical experience in graphic design, logo design, and other essential skills. With step-by-step instruction and easy-to-follow demonstrations, you'll learn the tools and techniques used by professional illustrators to create stunning designs. By the end of the course, you'll be able to apply your newfound skills to create professional-looking illustrations of virtually anything, giving you the confidence to take on any design project with ease.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create and edit vector graphics with Adobe Illustrator.

- Utilize the various tools and features of Adobe Illustrator to design and manipulate artwork.

- Develop proficiency in using typography, color, and other design elements to create compelling visuals.

- Create logos, icons, illustrations, and other design assets using Adobe Illustrator.

- Understand the principles of design and apply them effectively to create visually pleasing designs.

- Master the use of layers, masks, and other advanced techniques to create complex artwork.

Certificate in Graphic Design Using Canva

In this step-by-step course taught by an industry professional, you will learn the skills needed to become an expert graphic designer using Canva. With practical lessons and hands-on projects, you'll gain a deep understanding of how to design logos, posters, and more using Canva's intuitive tools. Whether you're new to graphic design or looking to sharpen your skills, this course will equip you with the knowledge and expertise needed to create stunning designs using Canva.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create and customize graphic designs using Canva's tools and templates

- Develop a strong understanding of design principles and their application to graphic design

- Use color theory and typography to effectively communicate messages through design

- Understand the basics of branding and apply them to graphic design projects

- Create designs for a variety of mediums, including social media, print, and web

- Develop a portfolio of high-quality designs that demonstrate mastery of Canva and graphic design principles.

Certificate in UX / UI Design

This course is specifically tailored for individuals looking to enter the field of UX design. Through comprehensive instruction and hands-on exercises, you'll gain a thorough understanding of UX/UI design and learn how to create engaging and effective user experiences. By the end of the course, you'll have developed a diverse portfolio of UX/UI design projects that you can showcase to potential clients or employers and make valuable contributions to any design team.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration
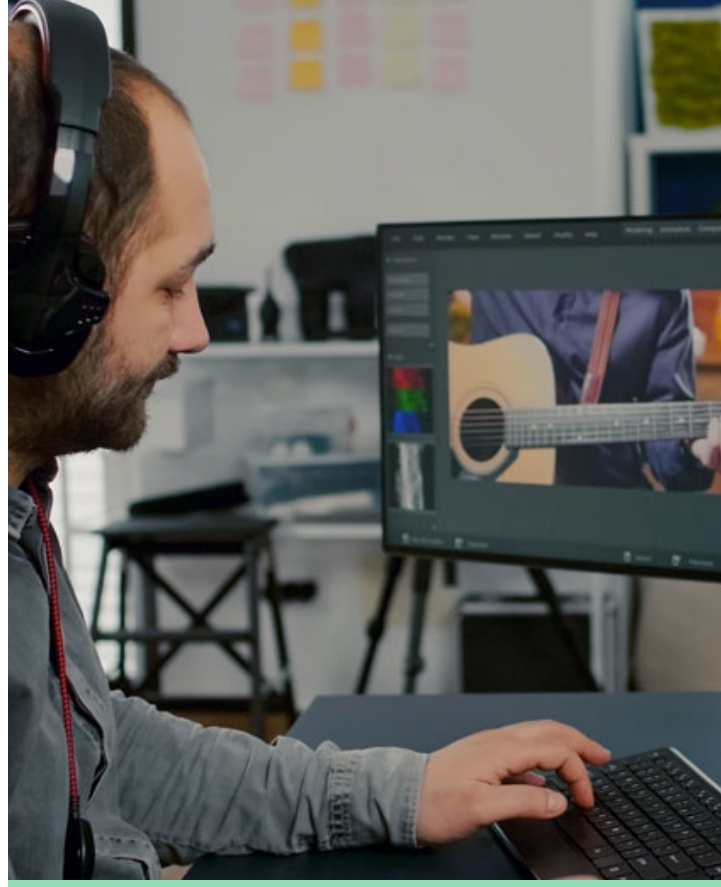
12 Sessions

Course Outcomes

- Understand the principles of user-centered design and apply them to create effective user experiences.

- Use Adobe XD or Figma to create high-fidelity wireframes, prototypes, and user interfaces for web and mobile applications.

- Develop proficiency in creating and using design elements such as color, typography, imagery, and layout to create compelling user interfaces.

- Explore the psychology of user experience and understand how to design interfaces that align with users' mental models and expectations.

- Gain a deep understanding of the UX design process, from research and ideation to testing and iteration.

Certificate in Adobe Premiere Pro

Unleash your creativity and elevate your video editing skills to the next level with this comprehensive Adobe Premiere Pro course. Through hands-on experience with real-world projects, you'll gain an in-depth understanding of the tools and techniques used by professional video editors. With expert guidance and practical instruction, you'll learn how to transform raw footage into compelling stories that captivate your audience.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Navigate and use the Premiere Pro interface effectively.

- Learn how to edit video and audio clips in the timeline using various editing techniques such as trimming, splitting, and merging.

- Effectively use special effects and transitions to enhance video compositions.

- Learn how to use color grading and correction tools to create professional-looking videos.

- Gain an understanding of different export options and how to export projects for various devices and platforms.

- Add Premier Pro to your CV and start applying for roles as an professional video editor.

Certificate in Adobe After Effects

Transform yourself into a master of professional motion graphics with this comprehensive After Effects course. Through real-world projects and expert instruction, you'll learn how to create stunning animations, visual effects, and motion graphics that will impress any video producer. With hands-on experience using the latest tools and techniques, you will develop a deep understanding of After Effects and gain the skills needed to bring your creative vision to life.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create and edit visual effects and motion graphics using After Effects software.

- Understand the principles of animation and how to apply them in After Effects.

- Build proficiency in working with different types of media files, including audio and video.

- Gain knowledge of advanced visual effects techniques, such as rotoscoping and motion tracking.

- Create professional-quality titles and credits for your video productions.

- Learn to use After Effects plugins and other third-party tools to enhance your workflow.

Digital Marketing Courses

Digital Marketing Bootcamp

Unlock your potential and become a digital marketing expert with this comprehensive bundle! This course is perfect for anyone looking to gain a deep understanding of digital marketing strategy, social media marketing, SEO, Google Ads, email marketing, Facebook marketing, analytics, and much more. With expert-led instruction and practical examples, you'll learn how to develop effective digital marketing campaigns that will drive results for your business or clients.

⬙ Enrol Now

⤢ Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop a comprehensive understanding of digital marketing channels and their role in achieving marketing goals and objectives.

- Learn how to create effective marketing campaigns using Google Ads and Facebook Ads.

- Develop a solid understanding of search engine optimization (SEO) and learn how to optimize websites to improve their search engine rankings.

- Master the art of persuasive copywriting and learn how to craft compelling marketing messages that resonate with your target audience.

- Learn how to create a cohesive and effective digital marketing strategy that aligns with your business goals and objectives.

Certificate in
Facebook Advertising

Gain a competitive edge in the world of digital marketing with our comprehensive Facebook Ads course. With expert guidance and practical instruction, you'll learn how to create and optimize winning Facebook ad campaigns that drive results for any business or industry. From developing effective ad creative to targeting the right audience and analyzing campaign performance, you'll gain a deep understanding of the tools and techniques needed to succeed in Facebook advertising.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Plan and execute a successful Facebook advertising campaign that meets specific

- Create compelling ad copy and creative assets that capture the attention of the target audience.

- Use advanced targeting techniques to reach the right audience and maximize ROI.

- Optimize campaigns using data-driven insights and testing strategies to continuously improve performance.

- Understand the different ad formats available on Facebook and know when to use each one.

- Analyze key metrics and track progress against goals to measure success and optimize future campaigns.

Certificate in Google Ads

Our Google Ads course is designed to get you up and running with successful, profitable ads in no time. Through expert-led instruction and hands-on practice, you'll gain a deep understanding of Google Ads and learn how to create and optimize winning ad campaigns for any business or industry. From developing effective ad copy to selecting the right keywords and targeting the right audience, our course will give you the skills and expertise needed to achieve outstanding results.

🎓 **Enrol Now**

🖱 **Learn More**

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create effective Google Ads campaigns that generate high-quality leads and sales.

- Understand the key metrics and data that drive successful Google Ads campaigns.

- Use keyword research and targeting strategies to reach your ideal audience.

- Develop compelling ad copy and landing pages that convert clicks into customers.

- Utilize advanced features of Google Ads, including ad extensions and remarketing campaigns.

- Analyze campaign data to identify areas for improvement and implement changes accordingly.

Certificate in SEO

Unlock the power of search engine optimization (SEO) and start ranking any website at the top of Google with our comprehensive course. Designed by SEO experts, this step-by-step program covers the fundamentals of SEO and provides practical, real-world examples to help you master the skills needed to achieve top rankings. From keyword research to on-page optimization and link building, you'll learn the latest tools and techniques used by industry professionals to drive traffic and increase visibility for your website.

🎓 **Enrol Now**

🖱 **Learn More**

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the key components of on-page and off-page SEO and how they impact search engine rankings.

- Identify and analyze relevant keywords for your website and develop a strategy for optimizing content around those keywords.

- Implement technical SEO best practices, including optimizing website structure and navigation, meta tags, and schema markup.

- Utilize tools such as Google Analytics and Google Search Console to track and analyze website performance and identify areas for improvement.

- Develop a link-building strategy to improve website authority and increase traffic.

Certificate in Email Marketing

Take your email marketing to the next level with our comprehensive course designed to help you master the art of email marketing. With expert-led instruction and hands-on practice, you'll learn how to craft the perfect message and capture user attention to grow your business with email marketing. From developing effective email campaigns to building your email list and analyzing campaign performance, you'll gain the skills and expertise needed to succeed in the world of email marketing.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Create and implement effective email marketing strategies to increase customer engagement and drive sales.

- Design professional and engaging email campaigns using industry-standard software and tools.

- Analyze and interpret email marketing data to improve campaign performance and ROI.

- Develop compelling email content that resonates with target audiences and inspires action.

- Identify and segment target audiences to deliver highly personalized and relevant email content.

Certificate in Conversion Rate Optimisation

Learn how to optimize your website's conversion rates and boost revenue with our comprehensive course on Conversion Rate Optimization (CRO). You'll gain expert insights into consumer behavior and UX design principles, enabling you to identify and fix areas of your website that are hindering conversions. From creating effective calls-to-action to improving page speed and mobile optimization, you'll learn proven tactics and strategies to maximize your website's potential and drive business growth.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the principles of conversion rate optimization and how to apply them to increase website conversions.

- Learn how to identify and analyze user behavior on a website to optimize conversion rates.

- Master the art of A/B testing and learn how to set up and run effective experiments to improve conversion rates.

- Develop skills in creating compelling landing pages and calls-to-action that lead to increased conversions.

- Learn how to conduct a comprehensive website audit to identify areas for improvement in terms of conversion optimization.

Certificate in Copywriting

Master the art of copywriting and take your business to the next level with our Certificate in Copywriting. Learn proven strategies and techniques for writing compelling copy that engages customers and drives sales. With expert-led instruction and practical examples, you'll gain the skills and knowledge needed to succeed in the world of copywriting.

🎓 **Enrol Now**

🖱 **Learn More**

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Write compelling copy for a variety of platforms and purposes, including website content, social media ads, and email marketing campaigns.

- Use persuasive language techniques and tactics to engage and influence your target audience.

- Understand the principles of storytelling and use them to create narratives that captivate and inspire readers.

- Develop effective headlines and taglines that capture attention and convey your message.

- Craft benefit-driven messages that speak directly to your customers' needs and desires.

Certificate in Remarketing

Learn how to effectively follow your website visitors across the internet until they make a purchase, using proven remarketing strategies and techniques. With practical examples and expert instruction, you'll gain the skills and knowledge needed to boost your sales and grow your business. Don't miss out on this opportunity to master the art of remarketing and maximize your online marketing efforts.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Develop a deep understanding of remarketing and its importance in digital marketing strategies.

- Identify the different types of remarketing campaigns and choose the best one for your business goals.

- Create compelling ad content that resonates with your target audience and increases engagement.

- Analyze data to measure the effectiveness of your remarketing campaigns and adjust your strategy accordingly.

- Implement effective audience segmentation techniques to target specific groups of customers with personalized ads.

Accounting & Bookkeeping Courses

Advanced Xero Bundle

Unlock the full potential of Xero with the Advanced Xero Bundle. This comprehensive bundle includes the Certificate in Xero, Certificate in Xero Payroll, and Advanced Certificate in Xero courses. Learn to manage your business accounts, interpret financial reports, and streamline payroll and tax processes with Xero's cloud accounting software. Gain the confidence to take your Xero skills to the next level and enhance your professional credentials.

Enrol Now

Learn More

Course Investment

$89

Per 1-Hour Zoom Session

Course Duration

3-5 Months

Course Outcomes

- Gain proficiency in using Xero accounting software to manage financial data for businesses of various sizes and industries.

- Understand the basics of bookkeeping and accounting principles to ensure accurate and efficient financial reporting.

- Learn how to use Xero payroll to manage employee data, process pay runs, and file payroll taxes.

- Master advanced features of Xero, including inventory management, multi-currency transactions, and automated bank feeds.

- Develop skills in producing financial reports and analyzing financial data to make informed business decisions.

Certificate in Xero Accounting

Become a Xero pro and conquer your accounting fears with our comprehensive Xero training course. From setting up accounts to reporting earnings and losses, and even creating budgets for future success, you'll learn every aspect of the Xero Accounting software. With expert-led instruction and practical examples, you'll gain the skills and confidence needed to successfully manage your books. Don't let Xero intimidate you - enroll now and start mastering your finances.

Enrol Now

Learn More

Course Investment

$89

Per 1-Hour Zoom Session
Total Cost: $712

Course Duration

8 Sessions

Course Outcomes

- Learn how to set up a Xero account and navigate its various features.

- Gain proficiency in creating invoices and managing accounts payable and receivable using Xero.

- Understand how to perform bank reconciliations and maintain accurate financial records.

- Develop the ability to generate financial reports and analyze business performance using Xero.

- Learn how to integrate Xero with other business tools and applications for increased efficiency.

- Gain knowledge of the tax and compliance requirements for financial records in your region.

Certificate in Xero Payroll

Discover how to streamline your payroll and tax management with Xero Payroll. This comprehensive course will guide you through connecting your accounting system to Xero Payroll, allowing you to efficiently manage your payroll and PAYE returns with ease.

Enrol Now

Learn More

Course Investment

$89

Per 1-Hour Zoom Session
Total Cost: $712

Course Duration

8 Sessions

Course Outcomes

- Learn how to set up employee records and manage their payroll information in Xero.

- Understand how to set up and manage employee leave, including annual leave, sick leave and other types of leave.

- Learn how to create and submit various payroll reports to comply with legal requirements.

- Gain knowledge on how to process pay runs, manage pay items, and reconcile your payroll accounts.

- Learn how to troubleshoot common payroll issues and errors, and know how to resolve them.

- Get familiarized with Xero's payroll dashboard and gain insights on how to use it to manage your payroll more effectively.

Advanced Certificate in Xero

Take your Xero skills to the next level with our Advanced Certificate in Xero course. Learn how to effectively manage your business accounts, analyze financial reports, and harness the full potential of the Xero cloud accounting software. Perfect for beginners looking to expand their Xero expertise.

Enrol Now

Learn More

Course Investment

$89

Per 1-Hour Zoom Session
Total Cost: $712

Course Duration

8 Sessions

Course Outcomes

- Create complex invoices, quotes, and purchase orders with multiple lines and customized layouts.

- Manage inventory using Xero's inventory system, tracking stock levels and reporting on stock movements.

- Set up and manage fixed assets in Xero, including recording acquisitions and disposals, and calculating depreciation.

- Generate detailed financial reports, including profit and loss statements, balance sheets, and cash flow statements.

- Perform bank reconciliations and understand how to reconcile transactions such as credit card payments, refunds, and transfers.

Introduction to Accounting

Get started on your accounting journey with our Introduction to Accounting course! This comprehensive and engaging course is perfect for beginners who want to develop the fundamental skills needed to manage their personal or business finances. By enrolling in this course, you'll gain the knowledge and confidence to read financial statements, understand basic accounting concepts, and use accounting software to manage your finances more efficiently.

Enrol Now

Learn More

Course Investment

$79

Per 1-Hour Zoom Session
Total Cost: $632

Course Duration

8 Sessions

Course Outcomes

- Define and explain basic accounting principles, concepts, and terms.

- Analyze and interpret financial statements such as balance sheets, income statements, and cash flow statements.

- Prepare journal entries, ledger accounts, and trial balances to record financial transactions.

- Understand the accounting equation and how it applies to business transactions.

- Differentiate between different types of accounting systems such as cash basis and accrual basis accounting.

- Analyze and evaluate financial performance using key financial ratios and metrics.

Certificate in QuickBooks

Get started with QuickBooks and learn the basics of managing company finances with this course suitable for both novices and experts. With practical lessons, you'll become an accomplished QuickBooks user and gain the skills needed to manage finances effectively.

Enrol Now

Learn More

Course Investment

$89

Per 1-Hour Zoom Session
Total Cost: $712

Course Duration

8 Sessions

Course Outcomes

- Understand the basic features of QuickBooks and how to set up a new company file.

- Learn how to record and manage sales transactions, including creating invoices and receiving payments.

- Gain knowledge on how to record and manage expenses, including entering bills and processing payments.

- Become familiar with how to reconcile accounts to ensure accurate financial records.

- Understand how to manage inventory, including creating purchase orders and tracking inventory levels.

- Learn how to run and interpret various financial reports, such as profit and loss statements and balance sheets.

Courses

Web Development Courses

Introduction to Web Development

Looking to kickstart your career in web development? Join our introductory course on HTML5, CSS3, and web design. In this course, you'll learn the fundamentals of web development and create a series of stunning websites that you can showcase in your portfolio. Whether you're new to web development or looking to refresh your skills, this course is perfect for anyone who wants to take the first step in creating beautiful and functional websites.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the basics of HTML and CSS and how they are used to create web pages.

- Gain an understanding of the principles of web design, including layout, typography, and color.

- Get familiar with web development tools and technologies such as code editors, version control systems, and web servers.

- Learn how to create responsive websites that look great on all devices, from desktops to mobile phones.

- Understand the basics of web hosting and how to publish your website online.

- Gain practical experience building your own web projects.

Certificate in Front-End Web Development

Become a skilled front-end web developer with this comprehensive course that covers JavaScript and other essential web technologies. This course provides a range of challenges and projects that will help you learn the ropes of programming quickly. With the help of our expert instructors, you will gain hands-on experience that will prepare you for a successful career in front-end web development.

Enrol Now

Learn More

Course Investment

$159

Per 1-Hour Zoom Session
Total Cost: $1908

Course Duration

12 Sessions

Course Outcomes

- Design and develop responsive and user-friendly web applications using JavaScript.

- Build a series of beautiful, professional projects to add to your portfolio.

- Learn modern, object oriented programming (OOP) essentials.

- Learn how to architect your code using flowcharts and common patterns.

- Learn how to use Git and deploy your web application to the internet.

- Develop critical thinking and problem-solving skills that are essential for a successful career as a front-end web developer
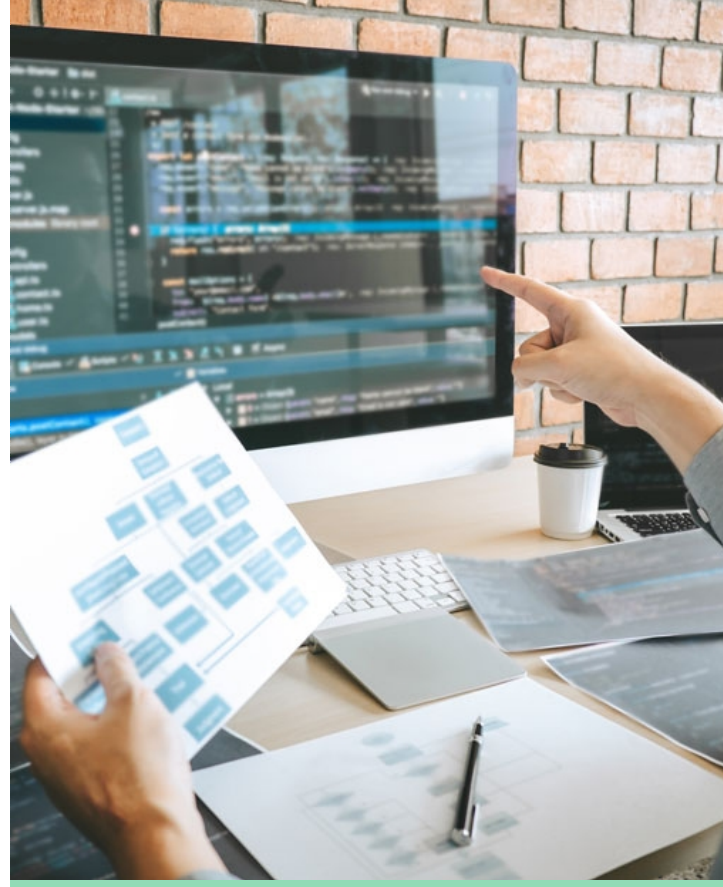
Certificate in Back-End Web Development

Looking to become a skilled back-end web developer? Look no further than our in-depth Node.js course! This course will teach you everything you need to know about building a real-world RESTful API and web app, complete with authentication, Node.js security, and payments. With hands-on challenges and projects to solidify your skills, you'll be able to create your own powerful and efficient back-end systems in no time!

Enrol Now

Learn More

Course Investment

$159

Per 1-Hour Zoom Session
Total Cost: $1908

Course Duration

12 Sessions

Course Outcomes

- Develop server-side web applications using Node.js and understand its key features and

- Understand the basics of back-end web development, including web servers, APIs, and databases.

- Create and manage databases using MySQL, MongoDB, or other popular database systems.

- Design and implement RESTful APIs that can be used by multiple front-end applications.

- Implement security measures such as authentication and authorization to protect data and user privacy.

- Work with asynchronous programming in Node.js to improve application performance and scalability.

Certificate in WordPress

Become a WordPress expert and unleash your creativity by learning to build dynamic and engaging WordPress websites with ease! Our interactive WordPress course is designed to teach you everything you need to know to create stunning and functional websites using WordPress. From beginner to advanced level, you'll learn the best practices, tips, and tricks to master WordPress and build any type of website, from personal blogs to e-commerce sites.

Enrol Now

Learn More

Course Investment

$159

Per 1-Hour Zoom Session
Total Cost: $1908

Course Duration

12 Sessions

Course Outcomes

- Understand the basics of WordPress, including installation, configuration, and setup.

- Learn how to create and manage posts, pages, and other content types in WordPress.

- Learn how to optimize your website for search engines (SEO) using WordPress.

- Understand how to create custom menus, navigation, and widgets in WordPress.

- Develop the skills to use WordPress to create e-commerce websites with payment gateway integration.

- Understand how to troubleshoot and fix common issues that arise in WordPress websites.

Certificate in UX / UI Design

This course is specifically tailored for individuals looking to enter the field of UX design. Through comprehensive instruction and hands-on exercises, you'll gain a thorough understanding of UX/UI design and learn how to create engaging and effective user experiences. By the end of the course, you'll have developed a diverse portfolio of UX/UI design projects that you can showcase to potential clients or employers and make valuable contributions to any design team.

Enrol Now

Learn More

Course Investment

$119

Per 1-Hour Zoom Session
Total Cost: $1428

Course Duration

12 Sessions

Course Outcomes

- Understand the principles of user-centered design and apply them to create effective user experiences.

- Use Adobe XD or Figma to create high-fidelity wireframes, prototypes, and user interfaces for web and mobile applications.

- Develop proficiency in creating and using design elements such as color, typography, imagery, and layout to create compelling user interfaces.

- Explore the psychology of user experience and understand how to design interfaces that align with users' mental models and expectations.

- Gain a deep understanding of the UX design process, from research and ideation to testing and iteration.

Courses

Office & Productivity Courses

Advanced Certificate in Microsoft Office

Want to start a career in accounting or improve your financial management skills? The Certificate in Accounting is the perfect starting point. This course covers financial reporting, budgeting, forecasting, investment analysis, and internal controls. By the end of the course, you'll be able to prepare financial statements and make sound business decisions. Enroll today and take the first step towards your future in accounting and finance.

Enrol Now

Learn More

Course Investment

$499

Course Duration

30 Hours

Course Outcomes

- Develop advanced proficiency in using Microsoft Word, PowerPoint, and Excel.

- Create complex and professional documents, presentations, and spreadsheets with confidence and efficiency.

- Master advanced formatting, design, and editing techniques in Microsoft Word and PowerPoint.

- Use advanced formulas, functions, and data analysis tools in Microsoft Excel.

- Learn to use advanced tools and features in all three programs to save time and increase productivity.

- Collaborate effectively with others by using advanced sharing and reviewing tools.

Certificate in Microsoft Word

Get ahead in your career by mastering the essential tools of Microsoft Office Suite with our expertly crafted course! From Excel to PowerPoint and Word, you'll gain practical skills and knowledge to use these programs effectively in any modern business setting. Whether you're a beginner or looking for a refresher, this course will help you prove yourself to any future employer.

Enrol Now

Learn More

Course Investment

$199

Course Duration

10 Hours

Course Outcomes

- Understand the basic elements of the Microsoft Word interface, including ribbons, tabs, and dialog boxes.

- Create, format, and edit professional-looking documents using advanced formatting techniques such as styles and templates.

- Master essential skills for document production, including creating tables, graphics, and headers/footers.

- Explore advanced formatting options for creating professional-looking documents, including columns, watermarks, and drop caps.

- Learn how to use mail merge to create personalized letters, envelopes, and mailing labels.

Certificate in Microsoft Excel

Master Microsoft Excel with ease and gain valuable skills that will give you an edge in today's job market. This course covers everything from basic navigation to creating complex formulas, making it perfect for beginners and those new to the program. Plus, upon completion, you'll receive a certificate that showcases your proficiency in this essential software.

Enrol Now

Learn More

Course Investment

$199

Course Duration

10 Hours

Course Outcomes

- Ability to navigate the Excel interface and use basic Excel functions such as formulas, formatting, and data validation.

- Understanding of how to use Excel's advanced functions such as PivotTables, conditional formatting, and data analysis tools.

- Ability to create and edit charts and graphs to effectively display data.

- Understanding of Excel's data management features such as filtering, sorting, and advanced filtering.

- Ability to work with large data sets and use Excel's tools for organizing, analyzing, and visualizing data.

- Knowledge of Excel's automation features such as macros, automation add-ins, and custom functions.

Certificate in Microsoft PowerPoint

Impress your audience with visually stunning presentations using the power of Microsoft PowerPoint! Whether you're a beginner or experienced user, this practical course covers everything you need to know to create professional presentations for any occasion. By the end of the course, you'll have the skills and confidence to create impactful presentations and receive a certificate to showcase your newfound expertise to potential employers.

Enrol Now

Learn More

Course Investment

$199

Course Duration

10 Hours

Course Outcomes

- Create professional-quality presentations using a range of tools, features and

- Customize and format text, images, and other objects to suit the content and design of a presentation.

- Use templates, themes, and styles to create consistent and visually appealing presentations.

- Effectively use animations, transitions, and multimedia elements to enhance presentations.

- Utilize various chart types, diagrams, and tables to display data and information in an engaging and clear way.

- Design and customize master slides to create consistent branding and formatting throughout presentations.

Certificate in Google Docs

Improve your productivity and streamline your team's collaboration with Google Docs by enrolling in this comprehensive course. Whether you're a business owner, freelancer or student, this course will teach you how to leverage Google's suite of productivity tools to create documents, spreadsheets, and presentations with ease. With step-by-step instructions and practical exercises, you'll quickly become proficient in using Google Docs, Sheets, and Slides, and be able to collaborate with others in real-time.

Enrol Now

Learn More

Course Investment

$199

Course Duration

10 Hours

Course Outcomes

- Create and format professional-looking documents using a variety of formatting tools and techniques.

- Collaborate on documents in real-time with others using features like commenting and track changes.

- Use Google Docs' built-in templates to create documents quickly and easily.

- Utilize Google Docs' advanced features like version history, add-ons, and third-party integrations to enhance productivity.

- Use Google Docs' formatting and layout tools to create professional-looking tables, lists, and other document elements.

We'll Help You **Find a Job**

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get
With Our Career Centre

- Access to professional CV templates to update your current CV

- Complimentary personalized CV review with feedback to make your CV stand out

- Job tips and resources, including a clear five-step job success process

- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.

★★★★★

Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.
Certificate in Xero

What Our Students Say

Google

Reviews ★ ★ ★ ★ ★

We pride ourselves in delivering an excellent education experience. See what our students have to say:

★ ★ ★ ★ ★

Maria R.
Certificate in Adobe Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.

★ ★ ★ ★ ★

Sarah T.
Certificate in Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.

★ ★ ★ ★ ★

Mark J.
Digital Marketing Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.

Start Upskilling Today!

Follow our easy 5-step enrolment process - it only takes a few minutes to get started today!

1. Click on 'Get Started Now'

2. Choose your course

3. Proceed to payment

4. Receive login details

5. Start Learning!

Get Started Now, Click Here →