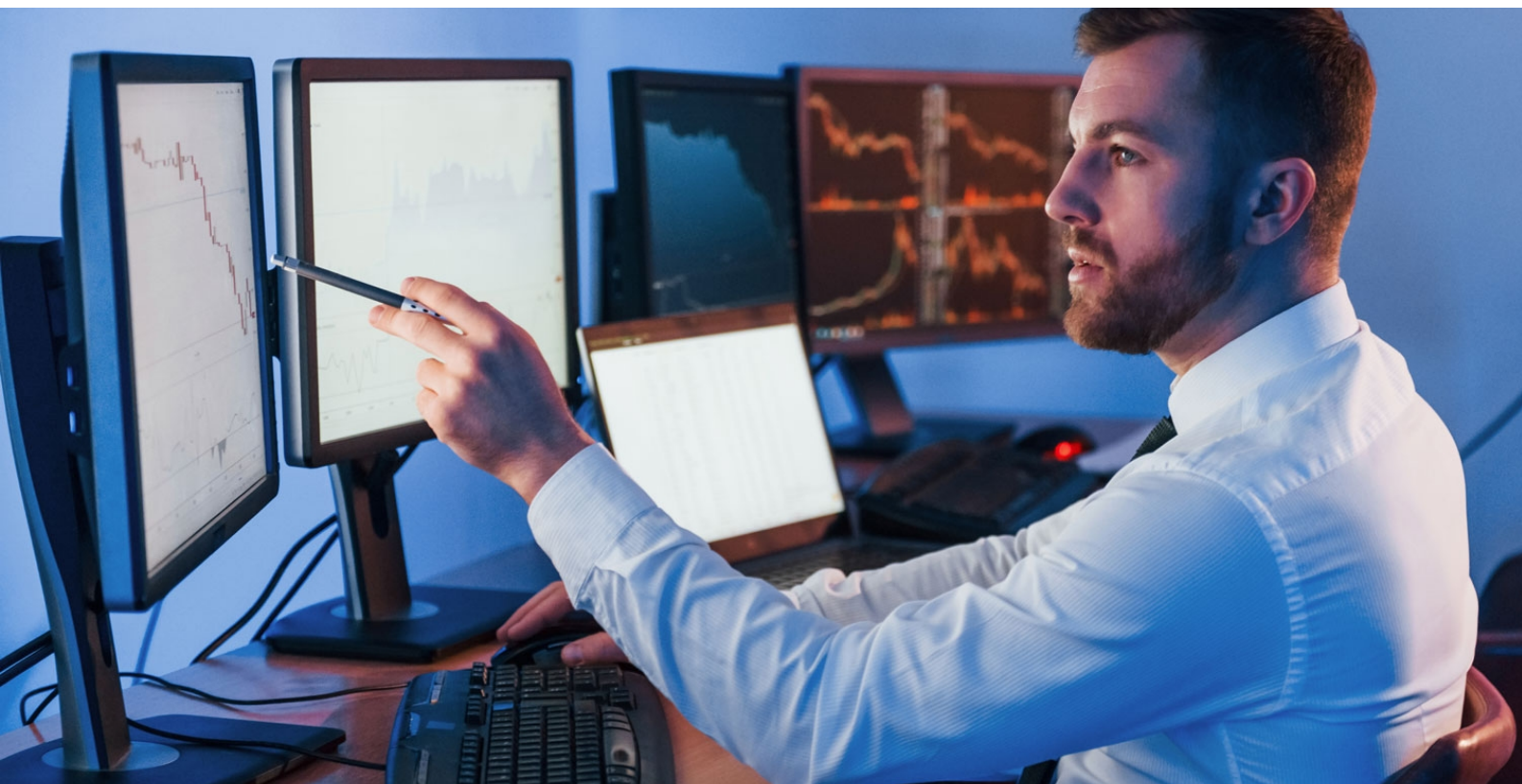


# Unlock Your Business Potential

Stay ahead of the competition - acquire valuable in-demand  
business skills with **The Online Business Academy**



- ✓ 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



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## About Us

# 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, we are committed to helping you achieve your career goals through flexible and accessible online learning. With a team of industry leaders and education experts, we offer a world-class learning platform that is student-focused and designed to provide superior support. Our mission is to provide you with the skills and knowledge you need to succeed 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, 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.



Advancing Online Education

# A New Way To Learn

At The Online Business Academy, we are proud to be pioneers in a new era of education. We have taken a fresh approach to learning, embracing the latest technology and creating a platform that is accessible to everyone, everywhere. Our courses are designed to be engaging and interactive, offering students a unique opportunity to learn at their own pace, in their own time. We believe that education should be an exciting journey, full of discovery and growth. That's why we have created a learning environment that is dynamic, innovative, and designed to inspire.



## Why Choose The Online Business Academy

Choose the Online Business Academy for high-quality courses developed by industry experts, a user-friendly learning platform, and superior support to help you achieve your goals.



### 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 one-on-one 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.





## Business Courses

# Mini MBA in Digital Marketing

Become a digital marketing pro and unlock your potential with this all-in-one Mini MBA. Master strategy, social media, SEO, Google Ads, email marketing, analytics, and more to drive real results for any brand or business.

This course is perfect for business owners, marketers, freelancers, or anyone ready to build powerful campaigns and grow their career or brand online. Enrol today and start your digital marketing journey.



**Enrol Now**



**Learn More**

## Course Investment

# \$1,999

## Course Duration

# 6 Months



## 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 optimisation (SEO) and learn how to optimise websites to improve their search engine rankings.
- Understand the principles of effective email marketing and learn how to create email marketing campaigns that generate results.
- Master the art of persuasive copywriting and learn how to craft compelling marketing messages that resonate with your target audience.



## Business Courses

# Certificate in Small Business Management

Ready to build a business you are proud of? This course gives you the practical know-how to start and manage your own venture, covering marketing, finance, operations, and team leadership. Learn how to overcome challenges, make smart decisions, and grow with confidence.

This course is perfect for aspiring business owners, solo entrepreneurs, family businesses, or anyone ready to turn their big ideas into business success. Enrol today and take the first step.



**Enrol Now**



**Learn More**

## Course Investment

# \$999

## Course Duration

# 100 Hours



## Course Outcomes

- Confidently launch or grow your own business with practical, real-world strategies
- Understand how to manage finances, operations, and teams effectively
- Build a clear marketing and sales plan to attract and retain customers
- Use digital tools and automation to improve business performance
- Explore growth options like franchising or multi-location expansion
- Learn how to apply for grants, funding, or investment to fuel growth
- Walk away with a personalised business action plan ready to implement



## Business Courses

# Certificate in eCommerce

Want to turn your eCommerce idea into a thriving online store? This course guides you step by step through product development, website optimisation, marketing, and day-to-day operations.

You will learn how to attract customers, manage sales, and scale for growth with confidence. This course is perfect for anyone with a product to sell online, or anyone wanting to start or grow an online store, side hustle, or eCommerce brand. Enrol today and make it happen.



**Enrol Now**



**Learn More**

## Course Investment

# \$999

## Course Duration

# 110 Hours



## Course Outcomes

- Launch your own online store selling physical, digital, or dropshipped products
- Build a strong brand presence that attracts and retains customers
- Master pricing, profitability, and sales strategies to grow revenue
- Set up effective marketing campaigns using social media, SEO, and email
- Optimise your website for a seamless customer experience and higher conversions
- Manage fulfilment, shipping, and customer service with ease



## Business Courses

# Certificate in Freelancing

Launch your freelance career and turn your skills into income. Learn how to market yourself, win great clients, set your rates, and deliver high-quality work that keeps them coming back. Build confidence, sharpen your offers, and create a freelance business you're proud of.

This course is perfect for writers, designers, developers, marketers, virtual assistants, consultants, and anyone ready to work for themselves. Enrol today and take the first step toward freelance success.



**Enrol Now**



**Learn More**

## Course Investment

# \$999

## Course Duration

# 100 Hours



## Course Outcomes

- Identify your niche, package your services, and price your work for profitability
- Build a professional personal brand and online presence that attracts clients
- Learn proven strategies for finding clients through outreach and inbound leads
- Master client communication, project management, and relationship building
- Deliver outstanding work that builds long-term client trust and referrals
- Learn how to grow and scale your freelance business for long-term success
- Create a polished portfolio that showcases your expertise and results





## Business Courses

# Certificate in Service Business Startup

Bring your service business idea to life and make it thrive by mastering self-promotion, client outreach, pricing, and delivering work that shines.

This course is perfect for tradies, consultants, designers, marketers, home services, fitness pros, and more.

Discover proven strategies used by successful founders. Enrol today and take the leap into running your own profitable business.



**Enrol Now**



**Learn More**

## Course Investment

# \$999

## Course Duration

# 120 Hours



## Course Outcomes

- Launch your own service business with confidence and a clear action plan
- Define and price your service offerings for profitability and market fit
- Build a strong brand and marketing strategy that attracts ideal clients
- Master sales tactics and client acquisition methods to grow your customer base
- Master sales tactics and client acquisition methods to grow your customer base
- Learn how to hire, lead, and manage a growing team
- Build systems that improve efficiency and free up your time



## Business Courses

# Certificate in Xero Accounting

Become a Xero pro and conquer your accounting fears with this comprehensive training course. Learn how to set up accounts, track earnings and expenses, run reports, and create budgets for future success. You'll cover every key feature and walk away ready to manage your finances with confidence.

This course is perfect for small business owners, bookkeepers, office managers, freelancers, and anyone wanting to master Xero. Enrol today and take control of your business finances with ease.



**Enrol Now**



**Learn More**

## Course Investment

# \$299

## Course Duration

# 12 Hours



## 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.





## Career Centre

# 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



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

