



# Graduate Diploma in Business

## Level 7

The Graduate Diploma in Business is designed for those who wish to increase their knowledge or change direction. This qualification is suitable for business and non-business graduates as well as professionals who need business knowledge to progress in their chosen career.

This diploma has four endorsements:

- Management
- Marketing
- Supply Chain and Logistics Management
- Human Resource Management

Those with significant business experience but needing certification should apply also.

Location	Hawke's Bay and Tairāwhiti
Start	February and July
Length	One year full-time*
Contact	Lorilei Barnett Phone: 06 830 1019 Email: <a href="mailto:lbarnett@eit.ac.nz">lbarnett@eit.ac.nz</a>

\* Part-time study available.

For NZ Citizens and Permanent Residents



TE AHO A MĀUI



Te Pūkenga

# Specialise your business career

The Graduate Diploma in Business is a 120 credit, one year full-time, or equivalent part-time, programme at Level 7 which enables those who have completed a bachelor's degree to achieve a graduate level qualification in a specialised area of business.

The Graduate Diploma in Business has the following endorsements:

- Management
- Marketing
- Supply Chain and Logistics Management
- Human Resource Management
- An unendorsed diploma is also available

Those with extensive business experience at a management level may be able to enter the Graduate Diploma without a degree. The qualification is an ideal opportunity for those with experience to increase their employment mobility.

All those intending to enrol in this programme can make an appointment with the Programme Coordinator to discuss their course of study. Please contact the Programme Administrator to arrange an appointment.

All endorsements are offered subject to sufficient enrolments.

Typically, a full-time learner will take four courses per semester.

## Career and study opportunities

The Graduate Diploma in Business adds strength to your qualification portfolio. This increases your mobility and range of potential employment roles.

Here are a few ideas:

- Operations Manager
- Marketing Manager
- Key Account Manager
- Human Resources Advisor
- Marketing communication
- Branding
- Marketing research
- Business strategy and business analysis

Further your study with a postgraduate qualification on offer across the Te Pūkenga network.



## Graduate Diploma in Business Level 7, 120 credits



Hawke's Bay and Tairāwhiti



Full-time:  
1 year  
Part-time:  
equivalent



Fee:  
Visit [fees.eit.ac.nz](https://fees.eit.ac.nz) to see the fees for this programme



### 2024 Key Dates

Intake one

Starts: Monday, 19 February  
Ends: Friday, 29 November

Intake two

Starts: Monday, 22 July  
Ends: Friday, 27 June 2025

Semester breaks

Intake one:  
15-26 April  
1-19 July  
30 September-11 October  
Intake two:  
30 September-11 October  
29 November-17 February 2025

### Timetable

Your study time will be made up of contact time (class times, tutorials, business projects) and non-contact time (your own individual study time, online learning).

#### Contact time

On-campus classes are usually scheduled between 8.00am-5.00pm, Monday to Friday.

#### Non-contact time

You should plan to spend 4-6 hours per week, per course on individual study.

### Additional costs

- \$120 approximately for textbooks for some courses
- \$120 approximately per year for stationery

### Entry requirements

A personal interview is available as part of the application process.

Applicants must meet one of the following criteria:

- Successful completion of a three-year degree or equivalent qualification; or
- Applicants from industry who can demonstrate evidence of significant work and professional experience at degree level or above. These applicants will be required to participate in an interview prior to acceptance into the programme.

Applicants may be required to undertake preparatory study to meet the requirements for entry to specific courses.

### English language entry requirements

All applicants must demonstrate an acceptable level of English language fluency prior to acceptance in the programme. For international learners, ways in which English language fluency may be demonstrated include the following:

- Successful study of a programme in which English was the language of instruction (conditions apply)
- Completion of a New Zealand Certificate in English Language (Level 5 with any endorsement)

- IELTS Academic score of 6.0, with no band score lower than 5.5, achieved in a single test within the two years preceding enrolment
- International equivalents to IELTS accepted by NZQA

### Entry with credit

This is particularly relevant for perspective learners who have extensive work experience. For all endorsements Recognition of Prior Learning (RPL) is available. A maximum of 45 credits from other programmes can be cross credited towards the Graduate Diploma in Business. Credit transfer cannot be made from the qualifying degree.

- Cross Credit (CC) is based on the equivalency of courses or qualifications. You would apply for CC if you have passed a very similar course at the same level.
- RPL is based on the assessment of your current knowledge and skills. You would apply for RPL if you had gained the relevant knowledge and skills through life experiences and informal learning situations.
- There is a fee for RPL.





You will be asked to provide details of anything that you would like to be considered as credit toward your intended programme of study, as part of your application.

RPL and CC cannot be awarded for a course if you are enrolled in that course. An original transcript or notice of results from the institute at which you previously studied (or verified copies) will be required for all applications.

For information and enquiries about CC and RPL please contact Lorilei Barnett, the Programme Administrator, on 06 830 1019.

## Facilities

Both campuses' have a pleasant environment for study with a range of general purpose rooms and lecture theatres all with data projector equipment. Courses offered in blended mode are delivered in specialist rooms with video links to both campuses. The library provides plentiful computer workstations with six/seven-day access for learners, group meeting rooms and a wide range of academic resources.

## Assessments

All assessments in the School of Business courses are marked internally. Assessments include assignments, tests, case studies and practical tasks. Assessment is continuous throughout the semester, and may include a final test/examination for some courses.

## EIT is now part of Te Pūkenga

Te Pūkenga brings together New Zealand's Institutes of Technology, Polytechnics, and Industry Training Organisations to build a network of on job, on-campus and online learning.

The services we offer not only remain, they are strengthened by being part of the extensive Te Pūkenga network around the country. Your enrolment for study in 2024 will see you enrolling with Te Pūkenga and becoming part of the extensive Te Pūkenga network around the country.

## The experience you need & the support to succeed

When you study at EIT | Te Pūkenga you'll get the kind of experiences that will help you gain the knowledge and skills to get ahead.

You'll also be supported by lecturers and tutors who are here for you, within a learning environment where you are treated as an individual, not just a number.

They'll know your name and you'll receive one-on-one attention to make sure you get the support to succeed.

## Experienced lecturers

At EIT | Te Pūkenga, you can be confident in the quality of our teaching and your learning experience.

EIT | Te Pūkenga is highly regarded in New Zealand for research excellence due to the quality of our community centred research, our publications and our external grant income provided by funding institutions who have confidence in our research capability. You can be confident your lecturers use the latest knowledge and research in their field of expertise to inform their teaching, and many are at the forefront of knowledge creation within their discipline area.

Our lecturers are highly trained professionals with particular areas of expertise in accountancy, management, economics, law, computing, marketing and statistics. Staff also maintain contacts with other professionals through organisations such as Chartered Accountants Australia and New Zealand, CPA Australia, New Zealand Law Society, New Zealand Institute of Management and New Zealand Association of Cooperative Education.

Name	Qualification
<b>Russell Booth</b> <i>Programme Coordinator</i>	MEd (eLearning), PGDipBus, PGCertEd (Secondary), BSc (Honours) (Geog)
<b>Dr Pii-Tuulia Nikula</b>	PhD, MA, NZCertATT
<b>Dr Ram Roy</b>	PhD, MTech (Distinction), MPOMS (USA), MCILT (NZ), PGDipBA (UC), BEng (Distinction)
<b>Dr Robbie Field</b>	PhD, MA (HRM), BA (Honours) (I/O Psychology), BComm, ADvCertPR, NZCertAdEd, CertMāoriStudies
<b>Dr Surej P John</b>	PhD, MBA (Marketing), BEng, NZCertAdTT
<b>Barbara Stokes</b>	BSc (Honours), CertAdEd
<b>Conrad Schumacher</b>	LLB (Honours), BA (Honours)
<b>Nick Cordery</b>	BSc (Honours), CIPD CertTngPractice, CertEd

## Programme information

### Graduate Diploma in Business (Management)

The management endorsement aims to provide you with the opportunity to add management studies to an undergraduate qualification in other disciplines.

Possible job and career opportunities can include management roles in:

- Human Resources
- Employment Relations
- Logistics
- Manufacturing
- Service Industry
- Professional Management

In particular, the management endorsement is designed to assist you to:

- Demonstrate a sound knowledge of the wide body of management principles and concepts.
- Demonstrate a technical, analytical and conceptual understanding of the role of management in the business environment.
- Respond to the changing economic, technological, political, legal, organisational and social environments, as these relate to the practice of management.
- Apply ethical and moral concepts to the practice of management.
- Manage people or operations in a workplace.

### Graduate Diploma in Business (Marketing)

The marketing endorsement aims to provide you with the opportunity to add marketing studies to an undergraduate qualification in other disciplines.

Possible job and career opportunities can include:

- Marketing Manager
- Sales Manager
- Marketing Research

In particular, the marketing endorsement is designed to prepare you to:

- Demonstrate a knowledge of the wide body of sales and marketing principles and concepts.
- Demonstrate a technical, analytical and conceptual understanding of the role of sales and marketing in the business environment.
- Foster a strategic and global perspective in the practice of sales and marketing.
- Respond to the changing economic, technological, political, legal and social environments, as these relate to the practice of sales and marketing.
- Apply ethical and moral concepts to the practice of sales and marketing.

The Graduate Diploma in Business (Management) consists of:

Course code	Course title	Level	Credits
Two compulsory courses:			
MG7.01 and LM7.01	Strategic Management and Business Project	7	15
		7	30
OR			
LM7.02	Business Internship	7	45
Three of the following seven optional courses:			
MG6.01	Supply Chain Management	6	15
MG6.02	Designing and Improving Operations	6	15
MG6.03	Human Resource Management	6	15
MG6.04	Organisational Behaviour	6	15
MG6.05	Employment Relations	6	15
LM6.02	Business Planning	6	15
ITPM6.318	Project Management	6	15
One of the following five optional courses:			
LM7.07	International Business	7	15
MG7.02	Advanced Operations Management	7	15
MG7.03	Advanced Human Resource Management	7	15
MG7.04	Career Management	7	15
MG7.05	Entrepreneurship and Innovation	7	15
One elective course:			
	Elective	7	15
<b>Total for programme</b>			<b>120</b>

Graduate Diploma in Business (Marketing) consists of:

Course code	Course title	Level	Credits
Two compulsory courses:			
MG7.01 and LM7.01	Strategic Management and Business Project	7	15
		7	30
OR			
LM7.02	Business Internship	7	45
Three of the following four optional courses:			
LM6.02	Business Planning	6	15
MK6.01	Marketing Management	6	15
MK6.02	Consumer Behaviour	6	15
MK6.03	Branding	6	15
One of the following three optional courses:			
MK7.02	Marketing Research	7	15
MK7.10	Social Media Marketing	7	15
LM7.07	International Business	7	15
One elective course:			
	Elective	7	15
<b>Total for programme</b>			<b>120</b>





## Graduate Diploma in Business (Supply Chain and Logistics Management)

Graduates of the Graduate Diploma in Business (Supply Chain and Logistics Management) will be able to:

- Demonstrate a sound knowledge of the wide body of management principles and concepts and their relationship to logistics and supply chain.
- Understand a business as a system and work effectively within it.
- Demonstrate an understanding of the contribution of logistics and supply chain management to organisation strategy and performance.
- Analyse current logistic and supply chain strategies to formulate and develop solutions, where necessary, in the context of the business objectives.

## Graduate Diploma in Business (Human Resource Management)

Graduates of the Graduate Diploma in Business (Human Resource Management) will be able to:

- Apply human resource management theories to formulate operational human resource strategies.
- Demonstrate a sound knowledge of employment legislation, privacy legislation and equal opportunities and apply them to an organisation.
- Demonstrate an understanding of employment agreements and their relationship to organisational strategy and performance.
- Recruit staff including writing job descriptions, interviewing and training new staff.

## Graduate Diploma in Business (Unendorsed)

With approval from the Programme Coordinator, you may structure an unendorsed diploma. The programme must meet the diploma requirements of 120 credits with a minimum of 72 credits at Level 7 and a maximum of 45 credits at Level 6 and must consist of a coherent business study programme.

This programme enables you to obtain a graduate qualification providing a breadth of business study rather than the in-depth specialisation provided by the endorsed diplomas. You will need to meet the academic or experiential pre-requisite requirements for Level 6 and Level 7 courses.

Career opportunities:

- A career in management roles within the area of a candidate's prior academic study.
- Opening alternative business opportunities to an existing career.

Graduate Diploma in Business (Supply Chain and Logistics Management) consists of:

Course code	Course title	Level	Credits
Six compulsory courses:			
MG6.01	Supply Chain and Logistics Management	6	15
MG6.02	Designing and Improving Operations	6	15
MG7.01	Strategic Management	7	15
MG7.02	Advanced Operations Management	7	15
LM7.07	International Business	7	15
LM7.01 OR LM7.02	Business Project	7	30
	Business Internship	7	45
One elective course at level 6 or 7:			
	Elective	6-7	15
One elective course at level 7:			
	Elective	7	15
<b>Total for programme</b>			<b>120</b>

Graduate Diploma in Business (Human Resource Management) consists of:

Course code	Course title	Level	Credits
Seven compulsory courses:			
MG6.03	Human Resource Management	6	15
MG6.04	Organisational Behaviour	6	15
MG6.05	Employment Relations	6	15
MG7.03	Advanced Human Resource Management	7	15
MG7.04	Career Management	7	15
MG7.01	Strategic Management	7	15
LM7.01 OR LM7.02	Business Project	7	30
	Business Internship	7	45
<b>Total for programme</b>			<b>120</b>

Graduate Diploma in Business (Unendorsed) consists of:

Course code	Course title	Level	Credits
Two compulsory courses:			
MG7.01 and LM7.01	Strategic Management	7	15
	Business Project	7	30
OR LM7.02	Business Internship	7	45
A maximum of two optional courses at level 6 or 7:			
	Option 1	6-7	15
	Option 2	6-7	15
A minimum of two additional optional courses at level 7:			
	Option 1	7	15
	Option 2	7	15
One elective course at level 6 or 7:			
	Elective	6-7	15
<b>Total for programme</b>			<b>120</b>

## Course descriptions

In the following descriptions: Pre-requisite = courses which must be studied before.  
Co-requisite = courses which can be studied before or at the same time.

### Level 6 courses

Course no.	Brief description	NZQA level	No. of credits
ITPM6.318	<b>Project Management</b>	6	15
	To develop the knowledge and skills in formal project methodologies in business and IT and the applications of best-practice project management frameworks and techniques to select, plan, execute, and control projects to successful conclusion. <i>Pre-requisites: BSNS5404 Managing Projects or equivalent knowledge and skills</i>		
LM6.02	<b>Business Planning</b>	6	15
	To produce a business plan in the context of a defined business scenario or case study. The business plan will link financial, operations and marketing issues into a cohesive whole. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>		
MG6.01	<b>Supply Chain and Logistics Management</b> To develop techniques to manage the chain of supplies.	6	15
MG6.02	<b>Designing and Improving Operations</b> To implement techniques to design and improve business operations.	6	15
MG6.03	<b>Human Resource Management</b> To develop an understanding of the roles, functions and application of human resource management activities for the effective management of people in an organisation.	6	15
MG6.04	<b>Organisational Behaviour</b> To provide a detailed examination and understanding of organisational behaviour related variables, concepts, principles, practices and issues with relevance to the modern workplace.	6	15
MG6.05	<b>Employment Relations</b> To understand the New Zealand employment relations system.	6	15
MK6.01	<b>Marketing Management</b> To develop an understanding of contemporary marketing management. Learners will develop their skills in applying key marketing concepts to demonstrate marketing decision-making within the organisational context.	6	15
MK6.02	<b>Consumer Behaviour</b>	6	15
	To provide in-depth knowledge of the consumer decision process, influences on consumer and buying behaviour, and the implications for marketing strategy. The course also considers contemporary consumer and consumption issues faced by marketers, organisations, society. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>		
MK6.03	<b>Branding</b> To provide in-depth knowledge of contemporary branding, brand design and strategic brand management; including the development, implementation and evaluation of integrated branding strategies. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	6	15



## Level 7 courses

Course no.	Brief description	NZQA level	No. of credits
<b>BU7.01</b>	<b>Special Topic</b> To provide an opportunity to investigate a business topic of their interest. <i>Pre-requisite: 180 credits of degree-level study or equivalent knowledge and skills</i>	7	15
<b>LM7.01</b>	<b>Business Project</b> To provide the opportunity to demonstrate knowledge and skills in a real business context. <i>Pre-requisite: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	15
<b>LM7.02</b>	<b>Business Internship</b> To provide learners with the opportunity to demonstrate their knowledge and skills in a real business context. <i>Pre-requisite: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	15
<b>LM7.07</b>	<b>International Business</b> To develop the knowledge and skills to understand and critically evaluate international business from a strategic perspective and apply this knowledge and understanding to business opportunities in the Asia-Pacific Region. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	7	15
<b>MG7.01</b>	<b>Strategic Management</b> To develop the knowledge and skills to review critical aspects of organisational strategy evaluation and formulation. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	7	15
<b>MG7.02</b>	<b>Advanced Operations Management</b> To design and apply operations strategy models and frameworks to business operations. <i>Co-requisites: MG6.01 Supply Chain Management MG6.02 Designing and Improving Operations or equivalent knowledge and skills</i>	7	15
<b>MG7.03</b>	<b>Advanced Human Resource Management</b> To understand and critically evaluate topical issues in the HRM field and prepare students to perform the role of a strategic HRM business partner. <i>Pre-requisite: MG6.03 Human Resource Management or equivalent knowledge and skills</i>	7	30
<b>MG7.04</b>	<b>Career Management</b> To provide the knowledge and skills to develop and manage their careers in a contemporary business and careers environment.	7	45
<b>MG7.05</b>	<b>Entrepreneurship and Innovation</b> To develop an understanding of the theory and practice of entrepreneurship and innovation. <i>Pre-requisite: None, but it is desirable for students to take complementary courses in business planning and finance to form a cohesive package.</i>	7	15
<b>MK7.01</b>	<b>Strategic Marketing</b> To develop a strategic approach to marketing decision making and planning to achieve sustainable competitive advantage and superior marketing performance in a global context. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15
<b>MK7.02</b>	<b>Marketing Research</b> To develop an understanding of the role of marketing research in marketing decision making and the skills to complete a comprehensive marketing research project. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15
<b>MK7.10</b>	<b>Social Media Marketing</b> The aim of this course is to allow learners to develop knowledge and skills to plan, implement and manage social media marketing activities in contemporary business environments. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15

# How to enrol

There is an easy 3-step process to follow when enrolling at EIT | Te Pūkenga.

## Step 1

Check out the programmes online at [eit.ac.nz](https://eit.ac.nz) to see the programmes available for you to study. A copy of the course information for each programme is available online.

## Step 2

You can now use your RealMe verified identity to apply for study at EIT | Te Pūkenga. If you use your RealMe verified identity you will no longer be sent a copy of your application form to sign. You also will not need to provide us with a copy of your primary ID.

If you apply online without using RealMe then you will be sent a summary of your enrolment to check and sign. It will also include course selection forms which you need to complete and return. Your enrolment cannot progress until you have sent the summary and forms back to us.

You can also apply using a paper enrolment form. Please call us on **0800 22 55 348** and we will send you one out.

You will receive an acceptance letter from your Faculty with programme information. This will include the start date of your study and any special information regarding your programme. Depending on your chosen programme of study, you may be invited to attend an interview before you are accepted.

## Step 3

Arrangement for full payment of enrolment fees must be made before the start of your programme. You will receive an invoice with payment details.

**Fees-free government scheme:** Tertiary education is fees-free for eligible domestic tertiary students. To check if you are eligible, go to [FeesFree.govt.nz](https://feesfree.govt.nz) and enter your National Student Number (NSN). If you are not eligible you will be responsible for paying your fees.

**Scholarships and grants:** Scholarships and grants make life easier by helping to cover your fees, other costs and living expenses while you study. You don't always need to be an academic high-flyer to qualify. You can find out more about scholarships and other options for paying your fees at [eit.ac.nz](https://eit.ac.nz).

**StudyLink:** If you need to pay for your own study you can choose to apply for your Student Loan and Student Allowance with StudyLink. You should do this early, even if you haven't yet been accepted on your programme. You can change your details later if anything changes. Visit [studylink.govt.nz](https://studylink.govt.nz) to find out more about StudyLink.

## Student services levy

The student services levy is a compulsory non-tuition fee that is charged to students enrolled at EIT | Te Pūkenga. The levy is to contribute to the provision of quality student services that support learning. The funds received by EIT | Te Pūkenga from the levy are ring-fenced, meaning they can only be spent on student services.

## Student loans and allowances

StudyLink is a service of the Ministry of Social Development. Apply well before your programme begins (even if you haven't been accepted yet) so you'll be ready to get your payments when you need them most.

Check out what you qualify for at [studylink.govt.nz](https://studylink.govt.nz).



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# Apply now for 2024

**[eit.ac.nz](https://eit.ac.nz)**

**0800 22 55 348**

## **Hawke's Bay campus**

501 Gloucester Street  
Taradale, Napier 4112

## **Tairāwhiti campus**

290 Palmerston Road  
Gisborne 4010



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