

# Graduate Diploma in Business

Information for international applicants, January - June 2023

The Graduate Diploma in Business is designed for graduates 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.

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

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

LOCATION	EIT Napier or Gisborne
START	February and July
LENGTH	One year full-time
CONTACT	Email: <a href="mailto:international@eit.ac.nz">international@eit.ac.nz</a>





## Real life, real learning, real business: Specialise your business career

The Graduate Diploma in Business is a 120 credit, one year full-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. 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.

The Graduate Diploma in Business has the following endorsements:

- ▶ Management
- ▶ Sales and Marketing

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

An unendorsed diploma is also available.

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.

### YOUR FUTURE CAREER & 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, sales manager, finance manager, key account manager, product manager, financial or management accountant, human resources advisor or entrepreneur (in your own business).

You can further your study pathway with one of our Masters degrees on offer across the Te Pūkenga network.

### WHAT YOU NEED TO KNOW

#### Graduate Diploma in Business

<b>LEVEL</b>	7	<b>CREDITS</b>	120
<b>LENGTH</b>	One year full-time	<b>FEE*</b>	NZ\$ 20,600 per year

## 2023 KEY DATES

### INTAKE ONE

Programme starts Monday, 13 February

### INTAKE TWO

Programme starts Monday, 17 July

### SEMESTER HOLIDAYS

7 April - 21 April

26 June - 13 July

25 September - 6 October

### YEAR ENDS

Friday, 24 November

## 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 CRITERIA

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

For admission, 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 REQUIREMENT

Applicants are required to have attained an acceptable level of English language fluency. This may be demonstrated in a variety of ways, including successful study in English, approved scores on TOEFL or IELTS (6.0 Academic) tests, completion of accepted international equivalents, or completion of an EIT | Te Pūkenga Hawke's Bay assessment. Further information is available from the International Section.

## FACILITIES

The campus is a pleasant environment for study with a range of general purpose rooms and lecture theatres all with data projector equipment. In the state-of-the-art Information Technology Complex there are nine networked computer laboratories with 24 learner stations in each. The library provides plentiful computer work stations with seven day access for learners, group meeting rooms and the 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, some courses also have a final examination at the end of the semester.

## EIT IS NOW PART OF TE PŪKENGĀ

Te Pūkenga will bring 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 will not only remain, they will be strengthened by being part of the extensive Te Pūkenga network around the country. Your enrolment for study in 2023 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.



**Disclaimer:** All information in this publication pertains to international students, and is correct at the time of publication but is subject to change without notice. The programme fees, other costs, entry requirements, duration and programme start dates are for January - June, 2023. Programme content is based on current information and may be subject to change. Te Pūkenga - New Zealand Institute of Skills and Technology trading as EIT reserves the right to cancel or postpone any programme or course for any reason and shall not be liable for any claim other than that proportion of the programme fee which the cancelled or postponed portion bears. Programmes or courses may be subject to review as part of the Reform of Vocational Education and Training. For full programme entry requirements visit [eit.ac.nz](http://eit.ac.nz).

## 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 (Hons) (Geog)
<b>Dr Robbie Field</b>	PhD (Business), MA (HRM), BA (Hons) (I/O Psychology), BComm, ADvCertPR, NZCertAdEd, CertMāoriStudies
<b>Dr Surej P John</b>	PhD, MBA (Marketing), BEng, NZCertAdTT
<b>Dr Pii-Tuulia Nikula</b>	PhD, MA, NZCertAdTT

NAME	QUALIFICATION
<b>Dr Ram Roy</b>	PhD, MTech (Dist), MPOMS (USA), MCILT (NZ), PGDipBA (UC), BEng (Dist)
<b>Nick Cordery</b>	BSc (Hons), CIPD CertTngPractice, CertEd
<b>Conrad Schumacher</b>	LLB (Hons), BA (Hons)
<b>Barbara Stokes</b>	BSc (Hons), CertAdEd



## 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 role

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.

The Graduate Diploma in Business (Management) consists of:

COURSE CODE	COURSE TITLE	LEVEL	CREDITS
Two compulsory courses:			
<b>MG7.01</b>	<b>Strategic Management</b>	7	15
<b>LM7.01</b>	<b>Business Project</b>	7	30
Three of the following seven optional courses:			
<b>MG6.01</b>	<b>Supply Chain Management</b>	6	15
<b>MG6.02</b>	<b>Designing and Improving Operations</b>	6	15
<b>MG6.03</b>	<b>Human Resource Management</b>	6	15
<b>MG6.04</b>	<b>Organisational Behaviour</b>	6	15
<b>MG6.05</b>	<b>Employment Relations</b>	6	15
<b>LM6.02</b>	<b>Business Planning</b>	6	15
<b>ITPM6.318</b>	<b>Project Management</b>	6	15
One of the following five optional courses:			
<b>LM7.07</b>	<b>International Business</b>	7	15
<b>MG7.02</b>	<b>Advanced Operations Management</b>	7	15
<b>MG7.03</b>	<b>Advanced Human Resource Management</b>	7	15
<b>MG7.04</b>	<b>Career Management</b>	7	15
<b>MG7.05</b>	<b>Entrepreneurship and Innovation</b>	7	15
One elective course:			
	<b>Elective</b>	7	15
<b>TOTAL for Programme</b>			<b>120</b>

### Graduate Diploma in Business (Sales and 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.

### Graduate Diploma in Business (Logistics And Supply Chain)

Graduates of the Graduate Diploma in Business (Logistics and Supply Chain) 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.

The Graduate Diploma in Business (Sales and Marketing) consists of:

COURSE CODE	COURSE TITLE	LEVEL	CREDITS
Two compulsory courses:			
MK7.01	Strategic Marketing	7	15
LM7.01	Business Project	7	30
Three of the following five optional courses:			
MK6.01	Marketing Management	6	15
LM6.02	Business Planning	6	15
MK6.02	Consumer Behaviour	6	15
MK6.03	Branding	6	15
MK6.04	Integrated Marketing Communications	6	15
One of the following two optional courses:			
MK7.02	Marketing Research	7	15
LM7.07	International Business	7	15
One elective course:			
	Elective	7	15
TOTAL for Programme			120

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

COURSE CODE	COURSE TITLE	LEVEL	COURSE CREDITS
Five compulsory courses:			
MG6.01	Supply Chain Management	6	15
MG6.02	Designing and Improving Operations	6	15
MG7.01	Strategic Management	7	15
LM7.01	Business Project	7	30
MG7.02	Advanced Operations Management	7	15
One elective course at Level 6 or 7:			
	Elective	6 - 7	15
One elective course at Level 7:			
	Elective	7	15
TOTAL for Programme			120

The 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	Business Project	7	30
TOTAL for Programme			120

## 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.

The Graduate Diploma in Business (Unendorsed) consists of:

COURSE CODE	COURSE TITLE	LEVEL	CREDITS
Two compulsory courses:			
MG7.01	Strategic Management	7	15
LM7.01	Business Project	7	30
A maximum of two optional courses at Level 6 or 7			
	Elective	6 - 7	15
	Elective	6 - 7	15
A minimum of two additional optional Level 7 courses			
	Elective	7	15
	Elective	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	NO. OF CREDITS	NZQA LEVEL
ITPM6.318	<b>Project Management</b> To provide learners with 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 requisite: BSNS5404 Managing Projects or equivalent knowledge and skills</i>	15	6
LM6.02	<b>Business Planning</b> 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-requisite: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	15	6
MG6.01	<b>Supply Chain and Logistics Management</b> To develop techniques to manage the chain of supplies.	15	6
MG6.02	<b>Designing and Improving Operations</b> To implement techniques to design and improve business operations.	15	6
MG6.03	<b>Human Resource Management</b> To provide learners with an understanding of the roles, functions and application of human resource management activities for the effective management of people in an organisation.	15	6
MG6.04	<b>Organisational Behaviour</b> To provide learners with a detailed examination and understanding of organisational behaviour related variables, concepts, principles, practices and issues with relevance to the modern workplace.	15	6
MG6.05	<b>Employment Relations</b> To understand the Aotearoa New Zealand employment relations system.	15	6
MK6.01	<b>Marketing Management</b> To provide learners with 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.	15	6
MK6.02	<b>Consumer Behaviour</b> To provide learners with 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>	15	6

COURSE NO.	BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
<b>MK6.03</b>	<b>Branding</b> To provide learners with 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>	15	6
<b>MK6.04</b>	<b>Integrated Marketing Communication</b> To provide learners with in-depth knowledge of contemporary integrated marketing communications; including planning, implementing and evaluating integrated marketing communications strategies to communicate customer value and build relationships. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	15	6

#### Level 7 Courses

COURSE NO.	BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
<b>BU7.01</b>	<b>Special Topic</b> To provide learners with 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>	15	7
<b>LM7.01</b>	<b>Business Project</b> To provide learners with the opportunity to demonstrate their knowledge and skills in a real business context. <i>Pre-requisite: A minimum of 60 credits in the Graduate Diploma in Business</i>	30	7
<b>LM7.07</b>	<b>International Business</b> To enable learners 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-requisite: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	15	7
<b>MG7.01</b>	<b>Strategic Management</b> To enable learners to review critical aspects of organisational strategy evaluation and formulation. <i>Pre-requisite: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	15	7
<b>MG7.02</b>	<b>Advanced Operations Management</b> To design and apply operations strategy models and frameworks to business operations. <i>Co-requisite: MG6.01 Supply Chain Management MG6.02 Designing and Improving Operations or equivalent knowledge and skills</i>	15	7
<b>MG7.03</b>	<b>Advanced Human Resource Management</b> To understand and critically evaluate topical issues in the HRM field and prepare learners to perform the role of a strategic HRM business partner. <i>Pre-requisite: MG6.03 Human Resource Management or equivalent knowledge and skills</i>	15	7
<b>MG7.04</b>	<b>Career Management</b> To give learners the knowledge and skills to develop and manage their careers in a contemporary business and careers environment.	15	7
<b>MG7.05</b>	<b>Entrepreneurship and Innovation</b> To develop learners' understanding of the theory and practice of entrepreneurship and innovation. <i>Pre-requisite: None but it is desirable for learners to take complementary courses in business planning and finance to form a cohesive package</i>	15	7
<b>MK7.01</b>	<b>Strategic Marketing</b> To enable learners 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>	15	7
<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>	15	7
<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>	15	7