

Postgraduate Certificate, Diploma or Master of Digital Business

The Digital Business Postgraduate Programmes are designed for those who have completed their Bachelor's degree in Information Technology or Business and who aspire to higher education while wishing to advance their skill level beyond that which they have attained in their Bachelor studies.

The Digital Business suite of postgraduate programmes focusses on providing a management perspective on contemporary and emerging technologies. Graduates of the programmes will be equipped with the ability to harness digital technologies that will enable them to manage technology for businesses and effect digital transformation for organisations.

LOCATION	Hawke's Bay*
START	February, April, July and October
LENGTH	From 6 to 24 months full-time**
CONTACT	Karushka Essop or Luana Clarke Phone: 09 300 7410 Email: PostgradMaster@eit.ac.nz Lorilei Barnett Phone: 06 830 1019 Email: lbarnett@eit.ac.nz

* Blended delivery (consisting of self-directed activities, field work and on-campus classes).

** Part-time study available. Length of time depends on qualification chosen.



TE AHO A MĀUI



TePūkenga

For NZ Citizens and Permanent Residents

EASTERN INSTITUTE OF TECHNOLOGY

eit.ac.nz | 0800 22 55 348 |   



IT qualifications are in high demand

Master of Digital Business (MDigiBus)

The MDigiBus is a Level 9 programme of 240 or 180 credits at Levels 8 and 9 with at least 45 credits at Level 9, completed by coursework, or a combination of coursework and either a project or research.

It enables those who have completed a Bachelor's Degree in Computing, Information Technology, Business or similar to achieve a postgraduate level qualification in the digital business area.

The programme can be completed in two years (240 credits) or 18 months (180 credits) full-time or up to eight years part-time, depending on your previous study and experience and specific course preferences.

The rationale for this programme is to enable learners to succeed on a full Master's Degree after completing a Computing, Information Technology, Business or related Bachelor's Degree and achieve at Level 9 with a strong foundation at Level 8.

Postgraduate Diploma in Digital Business (PGDipDigiBus)

The Postgraduate Diploma in Digital Business is a Level 8 programme of 120 credits at Levels 7 and 8, with at least 75 credits at Level 8, which enables those who have completed a Bachelor's Degree in Computing, Information Technology, Business or similar to achieve a postgraduate level qualification in the digital business area.

The programme can be completed in 12 months full-time or up to four years part-time, depending on your previous study and experience and specific course preferences. Those who initially enrolled in the Master's Degree and are not in a position to complete it, can transfer applicable courses to the postgraduate diploma for the purposes of qualification completion.

Postgraduate Certificate in Digital Business (PGCertDigiBus)

The Postgraduate Certificate in Digital Business is a Level 8 programme of 60 credits, which enables those who have completed a Bachelor's Degree in Computing, Information Technology, Business or similar to achieve a postgraduate level qualification in the digital business area.

The programme can be completed in six months full-time or up to two years part-time, depending on your previous study and experience and specific course preferences. It provides an exit qualification for those enrolled in the Masters Degree or Postgraduate Diploma who, for some reason, are unable to complete the programme requirements.

In this application pack you will find information about these programmes, descriptions for each of the subjects covered and the related fees and costs.

If you have any questions please feel free to contact us.

YOUR FUTURE CAREER OPPORTUNITIES

Graduates of these programmes will be able to seek employment as:

Digital Marketers, Digital Platform Managers, Social Media Planners, Project Managers (Technology), Automation Managers, Digital Business Analysts, Digital Strategy E-Commerce Directors, Brand and Digital Marketing Managers, Business Transformation Consultants, IT and Strategy Consultants, E-Commerce Entrepreneurs.

These employment pathways derive from the synergy between the field of Business and Technology especially from a strategic view and from the need for organisations to harness technology more effectively. There are also opportunities in the E-Commerce and business start-up area.

WHAT YOU NEED TO KNOW

Master of Digital Business, Postgraduate Diploma in Digital Business, Postgraduate Certificate in Digital Business

LEVEL	Master Qualification: 9 Postgraduate Qualifications: 8	CREDITS	Master: 240 (A minimum of 45 credits at Level 9, with the remainder at Level 8) Master: 180 (A minimum of 45 credits at Level 9, with the remainder at Level 8) Diploma: 120 (A minimum of 75 credits at Level 8, with the remainder at Level 7) Certificate: 60 (All 60 credits at Level 8 or above)
LENGTH	Master of Digital Business (240 credits) 2 years full-time or up to 8 years part-time Master of Digital Business (180 credits) 18 months full-time or up to 6 years part-time Postgraduate Diploma in Digital Business 12 months full-time or up to 4 years part-time Postgraduate Certificate in Digital Business 6 months full-time or up to 2 years part-time	FEE*	\$1,180 approximately per 15 credit Level 8 course \$3,550 approximately per 45 credit Level 9 course

* This is a guide only based on the previous year. All costs quoted include GST and student services levy. Fees apply to New Zealand citizens and New Zealand permanent residents only.

2023 KEY DATES

INTAKE ONE

Programme starts Tuesday, 7 February

INTAKE TWO

Programme starts Monday, 24 April

INTAKE THREE

Programme starts Monday, 17 July

INTAKE FOUR

Programme starts Monday, 2 October

SEMESTER HOLIDAYS

10 April - 21 April

26 June - 13 July

18 September - 29 September

YEAR ENDS

Friday, 1 December

TIMETABLE

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

Contact Time

Postgraduate courses will be taught through blended delivery. This means part of the course will be communicated and completed online, with the rest consisting of self-directed activities, field work, and on campus workshops.

Each Level 8 taught course comprises seven learning modules. Modules comprise of a mix of face-to-face, independent study and online learning.

The face-to-face delivery of the modules is flexible and adjusted according to your needs. The face-to-face component will usually be taught in a classroom environment but may also include workplace learning and simulation and will be delivered primarily using seven, four hour, on campus classes.

Level 9 courses are principally supervised independent study. The Capstone course includes face-to-face and simulation components.

Elective courses from other EIT | Te Pūkenga schools may be delivered using a different modality. You should consult the appropriate school's Postgraduate Handbook and course timetable.

Non-contact Time

You should plan to spend 10 hours per week per credit point on individual study.

ADDITIONAL COSTS

- ▶ \$120 approximately per course for textbooks
- ▶ \$120 approximately per year for stationery
- ▶ You are required to have your own laptop or appropriate device (not older than five years) to complete your assessments and attend workshops.

ENTRY CRITERIA

A personal interview may be part of the application process.

Academic Entry Requirement

Applicants must meet one of the following criteria:

MDigiBus (240)

- ▶ An NZQF listed undergraduate degree (or equivalent) with a minimum of a pass (as per the EIT | Te Pūkenga 11 point grading system specified in the ARF); or
- ▶ At the Dean's discretion, where an applicant's situation is compelling but not covered by the requirements listed above.

MDigiBus (180)

- ▶ A NZQF listed undergraduate degree (or equivalent) in the Computing, Information Technology, Business or Management field with a minimum of the equivalent to a B average (as per the EIT | Te Pūkenga 11 point grading system specified in the ARF); or
- ▶ A bachelor honours or postgraduate degree in the Computing, Information Technology, Business or Management field with 120 credits at Level 8; or
- ▶ A degree or equivalent professional qualification in a related field with a minimum of the equivalent to a B average (as per the EIT | Te Pūkenga 11 point grading system specified in the ARF) **and** evidence of relevant experience in the Computing, Information Technology,

Business or Management field at degree level, subject to assessment from the Programme Coordinator; or

- ▶ At the Dean's discretion, where an applicant's situation is compelling but not covered by the requirements listed above.

A MDigiBus applicant who does not meet the entry criteria above may be admitted to the PGCertDigiBus and, upon successful completion of four courses (with a minimum B average) from the schedule of courses may be admitted to the MDigiBus.

PGDipDigiBus and PGCertDigiBus

- ▶ A NZQF listed undergraduate degree (or equivalent) in Computing, Information Technology, Business or Management; or
- ▶ An undergraduate degree in a related field with a minimum of the equivalent to a B average (as per the EIT | Te Pūkenga 11 point grading system specified in the ARF), subject to assessment by the Programme Coordinator; or
- ▶ At the Dean's discretion, where an applicant's situation is compelling but not covered by the requirements listed above.

ENGLISH LANGUAGE ENTRY REQUIREMENT

If English is not your first language you 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 language assessment. In addition, learners are required to show evidence of good school records.

ENTRY WITH CREDIT

You may already have knowledge or skills that can be recognised as part of your intended

study. This may take a number of different forms including study at a private training establishment, workplace training, other tertiary study, or life experiences. If you think you may qualify, you may want to apply for Cross Credit (CC) or Recognition of Prior Learning (RPL).

- ▶ 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.
- ▶ CC and RPL can only be awarded for Level 8 study, not Level 9.

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

You must apply prior to enrolment in the course. CC and RPL cannot be awarded for a course if you are enrolled in that course.

CC may be granted from other degree programmes, providing they are not part of the entry qualification.

For further information and enquiries about CC and RPL please contact the Postgraduate Programmes Administrator, on 09 300 7410 or email PostgradMaster@eit.ac.nz.

FACILITIES

In the state-of-the-art Information Technology Complex there are nine networked computer laboratories usually with 24 learner stations in each. The rooms are environmentally controlled, with data show equipment in each room. There are specific labs for software development, hardware, multimedia and a room for computer study. The facility also has a 50-seat tiered lecture theatre.

ASSESSMENTS

All Level 8 and 9 course work assessments are marked internally. Assessments consist of assignments, tests, practical demonstrations, presentations, projects and case studies.

Assessments for supervised courses with a credit value of 30 credits or more are independently examined.

It is EIT | Te Pūkenga policy to independently moderate all assignments and assessments.

EIT IS NOW PART OF TE PŪKENGA

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.

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.

The Academic Staff are responsible for the teaching of the programmes and the welfare of the learners. We value our partnership with learners and aim to provide quality education in a supportive environment, encouraging personal growth and professional development.

NAME	QUALIFICATION	NAME	QUALIFICATION
Glen Shadbolt <i>Programme Coordinator</i>	MA, BA, BAS (ILS), RLIANZA	Dr Pii-Tuulia Nikula	PhD (Pol&IntRels), MA (SSc), CertAd&TT
Dr Jonathan Sibley <i>Associate Professor</i>	PhD, MBA (Dist), BA, F Fin	Dr Surej P John	PhD, MBA (Mktg), BEng
Dr Dobrila Lopez	PhD, MEng, GradDipIT, BE, CertIT	Dr Syed Shahid	PhD (HSc), MSc, BSc, Postdoc (FM&HS), UoA
Dr Emre Erturk	PhD, MS, BA	Owen McCaffrey	MA (ApplLinguistics), PGDipSLTchg, BMS (Fin)
Dr Farhad Mehdipor	PhD, MSc, BSc	Stuart McAdam	MA (Hons), MA, PGDipBus, BA, CertIT

PROGRAMME INFORMATION

Master of Digital Business (240)

A total of 240 credits with:

- ▶ A minimum of 45 credits at Level 9 selected according to the MDigiBus Level 9 Pathways.
- ▶ A maximum of 60 elective credits at Level 8.
- ▶ The remainder of Level 8 credits chosen from the Level 8 Courses Descriptions below, including at least 30 credits from the Digital Business schedule of courses.
- ▶ Learners who have not studied for some time, or who do not have an undergraduate degree in a relevant discipline or whose entry qualification was completed outside New Zealand will be counselled to begin with the following four courses which will give the learners the targeted research and study skill foundation required to complete the programme:
 - PGSCR8.100 Scholarly Communication and Reflection
 - PGISE8.200 Information Sourcing and Evaluation
 - PGQM8.400 Quantitative Methods and Contemporary Tools
 - PGITP8.500 Professional Practice

Master of Digital Business (180)

A total of 180 credits with:

- ▶ A minimum of 45 credits at Level 9 selected according to the MDigiBus Level 9 Pathways.
- ▶ A maximum of 60 elective credits at Level 8.
- ▶ The remainder of Level 8 credits chosen from the Level 8 Courses Descriptions below, including at least 30 credits from the Digital Business schedule of courses.

Postgraduate Diploma in Digital Business

A total of 120 credits with:

- ▶ A minimum of 75 credits at Level 8 chosen from the Level 8 Courses Descriptions below, including at least 30 credits from the Digital Business schedule of courses.
- ▶ A maximum of 45 elective credits which may include Level 7 and/or Level 8 courses.

Postgraduate Certificate in Digital Business

A total of 60 credits chosen from the schedule of Level 8 Courses including at least 30 credits from the Digital Business schedule of courses.

COURSE DESCRIPTIONS

Course offering may be subject to change.

In the following descriptions: P = Pre-requisite courses which must be studied before.

Master of Digital Business and Postgraduate Programmes in Digital Business

COURSE NO.	LEVEL 8 BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
DBPG8.200	Digital Marketing This course aims to allow learners to develop advanced knowledge and skills related to digital marketing within the global business environment.	15	8
DBPG8.300	Digital Entrepreneurship and Innovation This course aims to allow learners to develop advanced knowledge and skills related to entrepreneurship and innovation within the digital economy.	15	8
DBPG8.400	Management of Emerging Technologies In this course learners will develop the knowledge and skills to manage current and potential impacts of new, emerging, and rapidly evolving technologies on organizations.	15	8
MAPM8.700	The Contemporary Global Business Environment This course aims to develop the knowledge and skills necessary to manage and develop organisations in the contemporary networked, globalised and constantly evolving business environment.	15	8
MAPM8.400	Global Strategies in Business This course aims to allow learners to develop advanced knowledge and skills related to strategic management principles and processes in a global context.	15	8
ITPG8.550	Cloud Based IT Solutions To enable learners to understand the management issues surrounding the adoption of cloud based computing solutions and be able to assess the merits of a cloud based IT solution for a given IT environment.	15	8

COURSE NO.	LEVEL 8 BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
ITPG8.770	Cybersecurity in the Enterprise The aim of this course is to provide learning opportunities that will allow learners to develop advanced knowledge and skills to facilitate enterprise level cybersecurity.	15	8
PGSCR8.100	Scholarly Communication and Reflection The aim of this course is for learners to develop advanced knowledge and skills in critical analysis, scholarly communication and reflective practice in the context of their discipline.	15	8
PGISE8.200	Information Sourcing and Evaluation The aim of this course is for learners to develop the knowledge and skills to locate and interpret scholarly information in context of their discipline.	15	8
PGQM8.400	Quantitative Methods and Contemporary Tools The aim of this course is for learners to develop knowledge and skills in quantitative data analysis techniques and contemporary tools used by organisations.	15	8
PGDAV8.100	Data Analytics and Visualisation The aim of this course is to provide learners with learning opportunities to develop advanced knowledge and skills in data analytics and data wrangling for effective data-driven decision making and data visualization.	15	8
PGRM8.100	Applied Research Methods The aim of the course is to provide learners with knowledge and skills related to research methodologies appropriate for conducting research in a range of disciplines.	15	8
PGRP8.100	Research Proposal The aim of this course is to support learners' in identifying a problem or issue in their field of study or work and formulating a comprehensive and implementable research proposal to address this problem or issue. <i>P: PGRM8.100 Applied Research Methods</i>	15	8
PGWIL8.100	Work Integrated Learning This course aims to support learners in advancing their discipline specific knowledge and skills in a workplace context or with a client by investigating systems and processes to identify issues or problems and developing relevant recommendations.	15	8
PGST8.100	Special Topic I The aim of this course is to develop learners' knowledge, skills and techniques related to research and problem solving, and to support them in applying these in a small-scale study addressing an existing or emerging problem or issue in their discipline or industry.	15	8
PGMS8.415	He Hokinga Mahara (Māori Research Methodologies and Proposal) This course aims to further learners' existing knowledge of research methodologies and to assist them in formulating a comprehensive and implementable research proposal within their field of study or work.	30	8

Master of Digital Business

COURSE NO.	LEVEL 9 BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
PGST9.100	Special Topic II The aim of this course is to develop learners' knowledge, skills and techniques related to research and problem solving, and to support them in applying these in depth study addressing an existing or emerging problem or issue in their discipline or industry.	15	9
PGCCC9.200	Communicating Complex Concepts This course aims to advance learners' ability to communicate complex concepts from their field of study in simple terms appropriate to different audiences in order to contribute to others' understanding and the dissemination of knowledge.	15	9
PGAC9.300	Applied Capstone An advanced course of study designed to integrate learners' prior coursework-based learning by working collaboratively on complex cases. The course enables learners to develop skills (in particular collaborative problem solving and work management skills) which can enable them to apply their learning in organisational contexts.	15	9

COURSE NO.	LEVEL 9 BRIEF DESCRIPTION	NO. OF CREDITS	NZQA LEVEL
PGISP9.400	<p>Independent Scholarly Project</p> <p>This course provides the opportunity for learners to be guided step-by-step in integrating the knowledge and skills acquired throughout the programme, and extending these, by conducting and reporting on a small scale or desk-based research project.</p> <p><i>P</i> PGRM8.100 Applied Research Method, or PGRM8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	30	9
PGARR9.500	<p>Applied Research Report</p> <p>This course aims to support learners' independent application and further development of knowledge and skills acquired throughout the programme in conducting scholarly research on a specific issue or problem in their field of study.</p> <p><i>P</i> PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGRM8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	45	9
PGIP9.600	<p>Integrated Project</p> <p>This course aims to support learners in applying and further developing the knowledge and skills gained throughout the programme by reporting on or designing solutions for existing or emerging problems or issues within the industry or workplace.</p> <p><i>P</i> PGRM8.100 Applied Research Methods, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	45	9
PGARD9.700	<p>Applied Research Dissertation</p> <p>This course aims to support learners' independent application and further development of knowledge and skills acquired throughout the programme in conducting scholarly research, based on thorough critical examination of and extensive body of literature, on a specific issue or problem in their field of study and potential solutions, and making recommendations for potential solutions.</p> <p><i>P</i> PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	60	9
PGEIP9.800	<p>Extended Integrated Project</p> <p>This course aims to support learners in applying and further developing the knowledge and skills gained at Level 8 by reporting on or designing solutions for existing or emerging problems or issues within the industry or workplace and critically evaluating the outcomes.</p> <p><i>P</i> PGRM8.100 Applied Research Methods, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	60	9
PGART9.900	<p>Applied Research Thesis</p> <p>In this course, the learner will independently conduct research and report their findings in the form of a thesis.</p> <p><i>P</i> PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</p>	90	9
PGPP9.480	<p>Te Aka Niwhaniwha (Community/Work-based Project)</p> <p>This course enables the learner to engage in a work-based project (WBP) in collaboration with an organisation relevant to the learner's specific context. Through a negotiated project, the learner will demonstrate research proficiency and/or analytical skills relevant to advanced work in his/her professional practice field.</p> <p><i>The project may be one in which the learner is based primarily on-site at the organisation; off-site, where the learner is doing research on behalf of the organisation; or a mixture of the two.</i></p>	60	9



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 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 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.

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 to find out more about StudyLink.

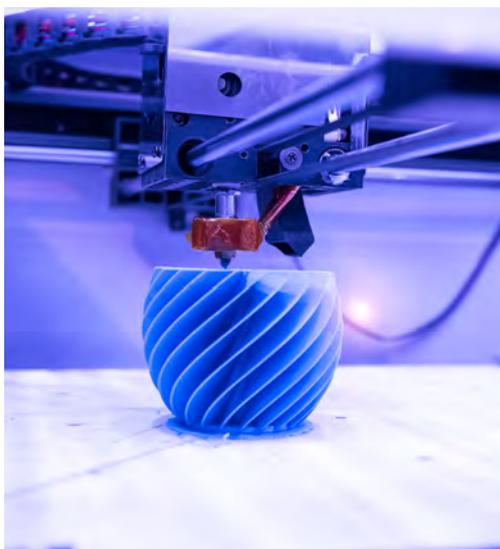
Student Services Levy

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.



DISCLAIMER: The Eastern Institute of Technology Limited is a subsidiary of Te Pūkenga – New Zealand Institute of Skills and Technology. All information in this publication pertains to New Zealand Citizens or Permanent Residents, and is correct at the time of printing but is subject to change. EIT | Te Pūkenga reserves the right to amend/withdraw programmes or courses. From 2023 programmes may be subject to review as part of the Reform of Vocational Education and Training. As the review is ongoing, this document is correct at the time of publishing but the courses outlined may change over time. For full programme entry requirements visit eit.ac.nz.

