



# Digital Business Postgraduate Suite

## Postgraduate Certificate, Postgraduate Diploma or Master Degree Level 8–9

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.

<b>Location</b>	Auckland and Hawke's Bay*	<b>Contact</b>	Lavinia Wyatt - Hawke's Bay Phone: 06 830 1279 Email: lwyatt@eit.ac.nz
<b>Start</b>	February, April, July and October		
<b>Length</b>	From 6 to 24 months full-time**		Programme Administration - Auckland Email: adminak@eit.ac.nz

\* Auckland offering by way of blended delivery (face-to-face and online learning). Hawke's Bay offering by way of on campus delivery.

\*\* Length of time depends on qualification chosen. Part-time study available.  
For NZ Citizens and Permanent Residents



TE AHO A MĀUI

# Advance your digital business career

## 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 24 months (240 credits) or 18 months (180 credits) full-time or up to six years part-time, depending on your previous study and experience and specific course preferences.

The rationale for this programme is to enable students 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.

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

## Career and Study 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.


Further your study pathway with a doctoral level qualification.




**Master Degree**  
**Level 9, 240 credits**  
 (Minimum of 45 credits at Level 9, with remainder at Level 8)


 Auckland and Hawke's Bay


 Full-time: 24 months  
 Part-time: up to 6 years

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

**Postgraduate Diploma**  
**Level 8, 120 credits**  
 (Minimum of 75 credits at Level 8, with remainder at Level 7)


 Auckland and Hawke's Bay


 Full-time: 12 months  
 Part-time: up to 4 years

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


**Master Degree**  
**Level 9, 180 credits**  
 (Minimum of 45 credits at Level 9, with remainder at Level 8)


 Auckland and Hawke's Bay


 Full-time: 18 months  
 Part-time: up to 6 years

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

**Postgraduate Certificate**  
**Level 8, 60 credits**  
 (All 60 credits at Level 8 or above)

 Auckland and Hawke's Bay

 Full-time: 6 months  
 Part-time: up to 2 years

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

### 2025 Key Dates

**Intake One Starts** Monday, 10 February

**Intake Two Starts** Monday, 28 April

**Intake Three Starts** Monday, 21 July

**Intake Four Starts** Monday, 6 October

**Semester Breaks** 14-25 April, 30 June - 18 July, 22 September - 3 October

### Timetable

Your study time will be made up of contact time (face-to-face, self-directed and workplace learning) and non-contact time (your own independent study and online learning).

### Contact Time

The programme uses a learner-centred approach known as blended delivery emphasising constructivist theory of learning, where the student's role is active rather than passive with the lecturer's role as a facilitator.

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 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 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 12 hours per week per course on independent study.

Access to a computer and the internet is required to complete this programme.

### Additional Costs

- You are required to have your own laptop or appropriate device (not older than five years) to complete your assessments and attend workshops.





## Entry Requirements

A personal interview may be part of the application process.

### Academic Entry Requirements

Applicants must meet one of the following criteria:

#### MDigiBus (240 credits)

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

#### MDigiBus (180 credits)

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

*NOTE: 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 11 point grading system specified in the ARF), subject to assessment by the Programme Coordinator; or
- At the discretion of EIT, where an applicant's situation is compelling but not covered by the requirements listed above.

## English Language Entry Requirements

All applicants must demonstrate an acceptable level of English language fluency prior to acceptance in their programme. For international students, 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 6.5, with no band score lower than 6, achieved in a single test within the two years preceding enrolment.

- Completion of accepted international English language proficiency tests (refer to NZQA English language entry requirements for international students) with scores equivalent to the IELTS scores above.

## Entry with Credit

You may already have some knowledge or skills that can be recognised as part of your intended study. This may take a number of different forms including study at any other tertiary institution, life or work experiences and workplace training can also be considered. If you think you qualify, you can 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 06 830 1279 or email [lwyatt@eit.ac.nz](mailto:lwyatt@eit.ac.nz).

## Assessments

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

Assessments for Level 9 supervised courses with a credit value of 30 credits or more are independently examined.

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

## Facilities

The campus is a pleasant environment for study with a range of general-purpose rooms and lecture theatres all with data projector equipment. The library provides plentiful computer workstations with seven-day access for students, group meeting rooms and a wide range of academic resources.

## Scholarships

Scholarships are a way to help financially support your study. They can make life easier by helping to cover your fees and living expenses while you complete your qualification. You don't always need to be an academic high-flyer to qualify.

Find out what's available at [scholarships.eit.ac.nz](http://scholarships.eit.ac.nz) or for general scholarship information please contact [scholarships@eit.ac.nz](mailto:scholarships@eit.ac.nz).

## The experience you need & the support to succeed

When you study at EIT 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, you can be confident in the quality of our teaching and your learning experience.

EIT 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 students. We value our partnership with students and aim to provide quality education in a supportive environment, encouraging personal growth and professional development.

Name	Qualification
<b>Dr Lily Wisker</b> <i>Programme Coordinator</i>	PhD, MEd, PGTchg, BBA (Honours)
<b>Dr Dobrila Lopez</b>	PhD, MEng, GradDipIT, BE, CertIT
<b>Dr Emre Erturk</b>	PhD, MS, BA
<b>Dr Farhad Mehipour</b>	PhD, MSc, BSc
<b>Dr Noor Alani</b>	PhD, MIT, BComSc, NZCertAdTT
<b>Dr Pii-Tuulia Nikula</b>	PhD, MA, NZCertATT
<b>Dr Surej P John</b>	PhD, MBA (Marketing), BEng, NZCertAdTT
<b>Dr Syed Shahid</b>	PhD (HSc), MSc, BSc, Postdoc (FM&HS), UoA
<b>Owen McCaffrey</b>	MA (AppLinguistics), PGDipSLTchg, BMS (Finance)
<b>Stuart McAdam</b>	MA (Honours), MA, PGDipBus, BA, CertIT



## Programme Information

### Master of Digital Business (240 credits)

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 course descriptions below, including at least 30 credits from the Digital Business schedule of courses.
- Students 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 students 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 credits)

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 course 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 course 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: Pre-requisite = courses which must be studied before.

### Level 8 - Master of Digital Business and Postgraduate Programmes in Digital Business

Course No.	Brief Description	NZQA Level	No. of Credits
DBPG8.200	<b>Digital Marketing</b> This course aims to allow students to develop advanced knowledge and skills related to digital marketing within the global business environment.	8	15
DBPG8.300	<b>Digital Entrepreneurship and Innovation</b> This course aims to allow students to develop advanced knowledge and skills related to supporting entrepreneurship within the digital economy.	8	15
DBPG8.400	<b>Management of Emerging Technologies</b> This course aims to allow students to develop advanced knowledge and skills to explore the current and potential future impacts of new, emerging, and rapidly evolving technologies on organisations and their operations across a range of industries and sectors	8	15
MAPM8.700	<b>The Contemporary Global Business Environment</b> 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.	8	15
MAPM8.400	<b>Global Strategies in Business</b> This course aims to develop a management perspective of strategic management principles and processes in an entrepreneurial context. The application of Māori business perspectives in the global context is encouraged.	8	15

Course No.	Brief Description	NZQA Level	No. of Credits
ITPG8.550	<b>Cloud Based IT Solutions</b> To enable students 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.	8	15
ITPG8.770	<b>Cybersecurity in the Enterprise</b> The aim of this course is to provide learning opportunities that will allow students to develop advanced knowledge and skills to facilitate enterprise level cybersecurity.	8	15
PGSCR8.100	<b>Scholarly Communication and Reflection</b> The aim of this course is for students to develop advanced knowledge and skills in critical analysis, scholarly communication and reflective practice in the context of their discipline.	8	15
PGISE8.200	<b>Information Sourcing and Evaluation</b> The aim of this course is for students to develop the knowledge and skills to locate and interpret scholarly information in context of their discipline.	8	15
PGQM8.400	<b>Quantitative Methods and Contemporary Tools</b> The aim of this course is for students to develop knowledge and skills in quantitative data analysis techniques and contemporary tools used by organisations.	8	15
PGDAV8.100	<b>Data Analytics and Visualisation</b> The aim of this course is to provide students with learning opportunities to develop advanced knowledge and skills in data analytics and data wrangling for effective data-driven decision making and data visualisation.	8	15
PGRM8.100	<b>Applied Research Methods</b> The aim of the course is to provide students with knowledge and skills related to research methodologies appropriate for conducting research in a range of disciplines.	8	15
PGRP8.100	<b>Research Proposal</b> The aim of this course is to support students 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>Pre-requisites: PGRM8.100 Applied Research Methods</i>	8	15
PGWIL8.100	<b>Work Integrated Learning</b> This course aims to support students 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.	8	15
PGST8.100	<b>Special Topic I</b> The aim of this course is to develop students' 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.	8	15
PGMS8.415	<b>He Hokinga Mahara (Māori Research Methodologies and Proposal)</b> This course aims to further students' existing knowledge of research methodologies and to assist them in formulating a comprehensive and implementable research proposal within their field of study or work.	8	30

#### Level 9 - Master of Digital Business

Course No.	Brief Description	NZQA Level	No. of Credits
PGST9.100	<b>Special Topic II</b> The aim of this course is to further develop students' knowledge, skills and techniques related to research and problem solving gained throughout the programme of study, and to support students in applying these in a comprehensive research study from the literature addressing an existing or emerging problem or research question in their discipline or industry.	9	15
PGCCC9.200	<b>Communicating Complex Concepts</b> This course aims to advance students' 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.	9	15
PGAC9.300	<b>Applied Capstone</b> An advanced course of study designed to integrate students' prior coursework-based learning by working collaboratively on complex cases. The course enables students to develop skills (in particular collaborative problem solving and work management skills) which can enable them to apply their learning in organisational contexts.	9	15



Course No.	Brief Description	NZQA Level	No. of Credits
PGISP9.400	<p><b>Independent Scholarly Project</b></p> <p>This course provides the opportunity for students 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>Pre-requisites: PGRM8.100 Applied Research Method, or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	30
PGARR9.500	<p><b>Applied Research Report</b></p> <p>This course aims to support students' 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>Pre-requisites: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGMS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	45
PGIP9.600	<p><b>Integrated Project</b></p> <p>This course aims to support students 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>Pre-requisites: PGRM8.100 Applied Research Methods, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	45
PGARD9.700	<p><b>Applied Research Dissertation</b></p> <p>This course aims to support students' 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>Pre-requisites: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	60
PGEIP9.800	<p><b>Extended Integrated Project</b></p> <p>This course aims to support students 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>Pre-requisites: PGRM8.100 Applied Research Methods, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	60
PGART9.900	<p><b>Applied Research Thesis</b></p> <p>In this course, the student will independently conduct research and report their findings in the form of a thesis.</p> <p><i>The project may be one in which the student is based primarily on-site at the organisation; off-site, where the student is doing research on behalf of the organisation; or a mixture of the two.</i></p>	9	90
PGPP9.480	<p><b>Te Aka Niwhaniwha (Community/Work-based Project)</b></p> <p>This course enables the student to engage in a work-based project (WBP) in collaboration with an organisation relevant to the student's specific context. Through a negotiated project, the student will demonstrate research proficiency and/or analytical skills relevant to advanced work in his/her professional practice field.</p> <p><i>Pre-requisites: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal, or PGRS8.415 Hokinga Mahara (Māori Research Methodologies and Proposal)</i></p>	9	60





# How to Enrol

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

## Step 1

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

## Step 2

You can now use your RealMe verified identity to apply for study at EIT. 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.

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](http://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](http://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](http://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. The levy is to contribute to the provision of quality student services that support learning. The funds received by EIT 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](http://studylink.govt.nz).



### DISCLAIMER:

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 is a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology. EIT reserves the right to amend/withdraw programmes or courses. Fees for 2025 will be set by November 2024 and are subject to change.

For the latest information, or for full programme entry requirements visit [eit.ac.nz](http://eit.ac.nz) or phone 0800 22 55 348.