



Postgraduate Certificate in Business Analytics

Level 8

Contemporary organisations depend on their data. Increasingly, a successful career requires the ability to explore and critically evaluate data in order to make sense of large and complex data sets. Contemporary professionals must be able to demystify data and present findings to others in a way that is easily and quickly understood.

The Postgraduate Certificate in Business Analytics will provide you with the tool-kit required to confidently work with data. The programme is carefully structured to guide the development of your skills. We begin by building your mastery of Excel as a key data analytic and data presentation tool, and progress through the strategic analysis of financial data to the use of sophisticated data platforms, and data interrogation and presentation tools. As you progress through the programme, you will have the opportunity to relate the topics covered directly to your own organisation.

The programme has been structured specifically for industry professionals. Learning is flexible and the programme can be taken at a pace which works around your life.

| | | | |
|-----------------|--|----------------|---|
| Location | Auckland and Hawke's Bay* | Contact | Lavinia Wyatt - Hawke's Bay Phone: 06 830 1279 Email: lwyatt@eit.ac.nz |
| Start | February, April, July and October | | |
| Length | 6 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.

** Part-time study available (up to three years).
For NZ Citizens and Permanent Residents



Unlock your business potential

This programme begins by scaffolding you into understanding and using advanced data manipulation techniques and common software tools to produce data driven spreadsheets.

The following courses build on this knowledge and advance skills so that you will learn and experience more sophisticated and specialized data manipulation techniques along with using dashboard software (such as Power BI).

By the completion of the programme, you can apply these skills to a real workplace scenario by completing an applied capstone.

The typical student study pathway and programme structure is shown below. You will complete two compulsory courses:

- PGQM8.400 Quantitative Methods and Contemporary Tools (Pre-requisite for PGDAV8.100 and LSCPG8.500)
- MAPM8.160 Strategic Financial Management

Followed by two of the following electives:

- PGST8.100 Special Topic
- PGWIL8.100 Work Integrated Learning
- ITPG8.400 Impact of Computing on Society
- DBPG8.200 Digital Marketing
- LSCPG8.500 International Supply Chain Management
- MAPM8.700 The Contemporary Global Business Environment
- PGDAV8.100 Data Analytics and Visualisation

Study Pathway

Full-time study has a prescribed course structure:

- Term 1: PGQM8.400 Quantitative Methods and Contemporary Tools and MAPM8.160 Strategic Financial Management.
- Term 2: Two of seven electives.

Part-time study has a semi-prescribed course sequence:

- PGQM8.400 Quantitative Methods and Contemporary Tools is studied first, followed by MAPM8.160 Strategic Financial Management.
- Then two of seven electives.

Those who are in the workplace, may wish to complete their studies by engaging in a workplace project, others may elect a topic or applied project in which to extend their skill set.

In all cases, the specific courses that make up your pathway will be planned by the Programme Coordinator and yourself to ensure that:

- You are able to achieve the programme requirements over the duration of your study.
- You are able to achieve your desired educational outcomes from the courses chosen.
- The timetabled course contact hours for the chosen courses are compatible.
- Courses selected are not equivalent to any of the courses in the entry qualification.

In exceptional circumstances, and with the approval of the Programme Coordinator, individual students may seek to complete their certificate by selecting an alternative level 8 elective from any other EIT Hawke's Bay programme.

Career and Study Opportunities

Typical opportunities after graduation include work opportunities as a:

- Business Analytics professional
- Data Analyst
- Consultant
- Business Intelligence Officer
- Database Analyst
- Business Insights Executive


Further your study with a Master and then Doctoral qualification.


Industry-based Training


Students completing PGWIL8.100 Work Integrated Learning will undertake a workplace project grounded in an aspect of business analytics.



Postgraduate Certificate in Business Analytics Level 8, 60 credits

 Auckland and Hawke's Bay

 Full-time: 6 months
Part-time: up to 3 years

 Fee: Visit fees.eit.ac.nz to see the fees for this programme

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

There are four contact hours per week per course (on campus or online).

Non-contact Time

Full-time students should plan to spend 12 hours per week, per course (including assessment preparation) on independent study.

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

Entry Requirements

A personal interview may be part of the application process.

Applicants must meet one of the following criteria:

Standard Entry

- A NZQF-listed undergraduate degree (or equivalent)

Provisional Entry*

- Applicants who do not meet the criteria above, but present evidence of ability to succeed (e.g. maturity, life experience, work experience, other study); or
- Those who narrowly fail to meet the entry criteria above.

*Please note: this normally requires an interview and is at the discretion of EIT.

English Language Entry Requirements

All applicants must demonstrate an acceptable level of English language fluency prior to acceptance in the 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 (subject to the conditions in EIT's Database for English Language Proficiency (DELP)).
- 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.
- Accepted international equivalents to the above IELTS scores, achieved in a single test within the two years preceding enrolment (see equivalency tables in the DELP).

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

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.
- 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.

CC and RPL 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 further information and enquiries about CC and RPL please contact the Postgraduate Programmes Administrator in your region.

Auckland - Programme Administration email adminak@eit.ac.nz

Hawke's Bay - Lavinia Wyatt on 06 830 1279 or email lwyatt@eit.ac.nz

Assessments

All assessments in the School of Business courses are marked internally. Assessments may include assignments, tests, case studies and practical tasks. Assessment is continuous throughout the term.

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

Facilities

Our 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 or for general scholarship information please contact 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.

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 |
|---|---|
| Dr Lily Wisker <i>Programme Coordinator</i> | PhD, MEd, PGDipTchg, BBA (Honours) |
| Dr Dobrila Lopez | PhD, MEng, GradDipIT, BE, CertIT |
| Dr Emre Erturk | PhD, MS, BA |
| Dr Farhad Mehipour | PhD, MSc, BS |
| Dr Surej P John | PhD, MBA (Marketing), BEng, NZCertAdTT |
| Dr Syed Shahid | PhD (HSc), MSc, BSc, Postdoc (FM&HS), UoA |
| Owen McCaffrey | MA (AppLinguistics), PGDipSLTchg, BMS (Finance) |
| Stuart McAdam | MA (Honours), MA, PGDipBus, BA, CertIT |

Course Descriptions

Courses offered are subject to sufficient enrolments. Courses may be subject to change.

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

Compulsory Courses

| Course No. | Brief Description | NZQA Level | No. of Credits |
|------------------|---|------------|----------------|
| PGQM8.400 | Quantitative Methods and Contemporary Tools 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 |
| MAPM8.160 | Strategic Financial Management The aim of this course is to further develop students' knowledge of the role of finance in an organisation and the analytical techniques and skills used to guide strategic financial decision-making. | 8 | 15 |

Elective Courses

| Course No. | Brief Description | NZQA Level | No. of Credits |
|------------|--|------------|----------------|
| | Special Topic I | | |
| PGST8.100 | 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 |
| | Work Integrated Learning | | |
| PGWIL8.100 | 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 |
| | Impact of Computing on Society | | |
| ITPG8.400 | To encourage students to critically evaluate the impact of computing on society and understand how to address the issues that IT professionals face as a consequence of technology advances. | 8 | 15 |
| | Digital Marketing | | |
| DBPG8.200 | This course aims to allow students to develop advanced knowledge and skills related to digital marketing within the global business environment. | 8 | 15 |
| | International Supply Chain Management | | |
| LSCPG8.500 | The aim of this course is to enable students to develop advanced knowledge and skills in designing, managing and improving international logistics and supply chain management networks. | 8 | 15 |
| | The Contemporary Global Business Environment | | |
| MAPM8.700 | 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 |
| | Data Analytics and Visualisation | | |
| PGDAV8.100 | 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 |
| | <i>Pre-requisites: PGQM8.400 Quantitative Methods and Contemporary Tools</i> | | |



How to Enrol

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

Step 1

Check out 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 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. 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.



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 or phone 0800 22 55 348.