

# GRADUATE DIPLOMA IN BUSINESS 2025

## Information for international applicants

Napier

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

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.

This programme enables students to focus their studies on a specialised area of business. Choose to specialise in:

Management	Marketing
Supply Chain and Logistics Management	Human Resource Management

## CAREER AND STUDY OPPORTUNITIES

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

Here are a few ideas:

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

Further your study with a Masters degree.

## CAREER OUTLOOK

Visit the following websites for the latest information about job opportunities in New Zealand for your chosen career path.

[careers.govt.nz](https://careers.govt.nz)

[mbie.govt.nz](https://mbie.govt.nz)

[immigration.govt.nz](https://immigration.govt.nz)



**"As I would like to start a career in Supply Chain Management in the near future, the knowledge and exposure I get from EIT will help to support my career in this field."**

**SANUJI SUBHAWICKRAMA | SRI LANKA**

### GRADUATE DIPLOMA IN BUSINESS

<b>Start</b>	17 February, 21 July
<b>Length</b>	1 year full-time
<b>Level</b>	7
<b>Credits</b>	120
<b>Fees<sup>1</sup></b>	NZ\$26,000 per year
<b>IELTS</b>	6.0 (academic) with no band lower than 5.5 or equivalent OR accepted international equivalent qualification
<b>Class times</b>	Classes are scheduled between 8.00am and 5.00pm, Monday to Friday. Full-time study includes seven classroom hours per course each week.
<b>Self-directed study</b>	Approximately two hours for each classroom hour

<sup>1</sup>. All fees shown in this information are in New Zealand dollars and include Goods and Services Tax (GST) at current rates. If you need to study for more than one year to complete your qualification, your fees in the second year, and subsequent years, will not be known when you first enrol.



## WHAT YOU WILL LEARN

### MANAGEMENT

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.

### MARKETING

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.

### SUPPLY CHAIN AND LOGISTICS MANAGEMENT

The supply chain and logistics management endorsement is designed to prepare you 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.

### HUMAN RESOURCE MANAGEMENT

The human resource management endorsement is designed to prepare you 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.

### UNENDORSED (NO SPECIALISATION)

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.

## ENTRY CRITERIA<sup>1</sup>

### ACADEMIC ENTRY REQUIREMENTS

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

Applicants must meet one of the following criteria:

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

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

### ENGLISH LANGUAGE ENTRY REQUIREMENTS

PTE (Academic) score of 50 with no band score lower than 42 or IELTS (Academic) score of 6.0 with no band score lower than 5.5 (or equivalent) achieved within the last two years.

## FACILITIES

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

## ASSESSMENTS

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

<sup>1</sup>. To study onshore in New Zealand, students must meet current Immigration New Zealand requirements for a student visa. For more information please see the [Immigration New Zealand website](https://www.immigration.govt.nz/).



## COURSE DESCRIPTIONS

NB: Courses are offered subject to sufficient enrolments being received.

In the following descriptions:

- P= Pre-requisite - courses which must be studied before.
- C = Co-requisite - courses which can be studied before or at the same time.

### Level 6 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
ITPM6.318	<b>Project Management</b> To provide students 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>P: BSNS5404 Managing Projects</i>	6	15
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>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i>	6	15
MG6.01	<b>Supply Chain and Logistics Management</b> To develop techniques to manage the chain of supplies.	6	15
MG6.02	<b>Designing and Improving Operations</b> To implement techniques to design and improve business operations.	6	15
MG6.03	<b>Human Resource Management</b> To provide students with an understanding of the roles, functions and application of human resource management activities for the effective management of people in an organisation.	6	15
MG6.04	<b>Organisational Behaviour</b> To provide students with a detailed examination and understanding of organisational behaviour related variables, concepts, principles, practices and issues with relevance to the modern workplace.	6	15
MG6.05	<b>Employment Relations</b> To understand the New Zealand employment relations system.	6	15
MK6.01	<b>Marketing Management</b> To provide students with an understanding of contemporary marketing management. Students will develop their skills in applying key marketing concepts to demonstrate marketing decision-making within the organisational context.	6	15
MK6.02	<b>Consumer Behaviour</b> To provide students 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>P: MK6.01 Marketing Management</i>	6	15
MK6.03	<b>Branding</b> To provide students with in-depth knowledge of contemporary branding, brand design and strategic brand management; including the development, implementation and evaluation of integrated branding strategies. <i>P: MK6.01 Marketing Management</i>	6	15

### Level 7 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
BU7.01	<b>Special Topic</b> To provide students with an opportunity to investigate a business topic of their interest. <i>P: 180 credits of degree-level study</i>	7	15
LM7.01	<b>Business Project</b> To provide students with the opportunity to demonstrate their knowledge and skills in a real business context. <i>P: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	30
LM7.02	<b>Business Internship</b> To provide students with the opportunity to demonstrate their knowledge and skills in a real business context. <i>P: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	45





COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
LM7.07	<b>International Business</b> To enable students 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>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i>	7	15
MG7.01	<b>Strategic Management</b> To enable students to review critical aspects of organisational strategy evaluation and formulation. <i>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i>	7	15
MG7.02	<b>Advanced Operations Management</b> To design and apply operations strategy models and frameworks to business operations. <i>C: MG6.01 Supply Chain and Logistics Management and MG6.02 Designing and Improving Operations</i>	7	15
MG7.03	<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>P: MG6.03 Human Resource Management</i>	7	30
MG7.04	<b>Career Management</b> To give students the knowledge and skills to develop and manage their careers in a contemporary business and careers environment.	7	45
MG7.05	<b>Entrepreneurship and Innovation</b> To develop students' understanding of the theory and practice of entrepreneurship and innovation. <i>P: None, but it is desirable for learners to take complementary courses in business planning and finance to form a cohesive package.</i>	7	15
MK7.01	<b>Strategic Marketing</b> To enable students 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>P: MK6.01 Marketing Management</i>	7	15
MK7.02	<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>P: MK6.01 Marketing Management</i>	7	15
MK7.10	<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>P: MK6.01 Marketing Management</i>	7	15

## 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.



**Disclaimer:** All information 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 2025 and are listed as a guide only. Conditions apply. EIT (a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology) 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.