

MASTER / POSTGRADUATE DIPLOMA / POSTGRADUATE CERTIFICATE IN APPLIED MANAGEMENT 2025



Information for international applicants

Napier, Auckland and Online¹

Develop your critical thinking skills and the ability to lead and influence businesses and organisations for a future of commercial, community, and environmental sustainability.

The postgraduate suite of programmes seeks to develop students' applied management capabilities. The programmes have a practical focus, grounded in theory, but emphasising the application of knowledge in 'real world' contexts.

The applied management qualification combines a masters, postgraduate diploma and a postgraduate certificate into a flexible, multi-layered programme designed to extend, deepen and consolidate your future at the forefront of business and management.

You'll gain specialised business knowledge and skills and the ability to apply business knowledge by building on existing qualifications and experience, resulting in a comprehensive understanding, professional competence and leadership skills in modern business and management.



"Studying at EIT has exceeded my expectations. They have good programmes, great lecturers and learning services."

Juan Ye | China

MASTER OF APPLIED MANAGEMENT			
Start	10 Feb, 28 Apr, 21 July, 6 Oct (on-campus)		
Length	1.5 or 2 years full-time		
Level	Level 9	Credits	180 or 240
Fees ²	Campus	180 credits	240 credits
	Napier	\$40,300	\$54,080
	Auckland	\$45,750	\$61,000
POSTGRADUATE DIPLOMA IN APPLIED MANAGEMENT			
Start	10 Feb, 28 Apr, 21 July, 6 Oct (on-campus and online ¹)		
Length	1 year full-time		
Level	Level 8	Credits	120
Fees ²	Campus	120 credits	
	Napier	\$28,600	
	Auckland	\$30,500	
	Online	\$22,880	
POSTGRADUATE CERTIFICATE IN APPLIED MANAGEMENT			
Start	10 Feb, 28 Apr, 21 July, 6 Oct (online ¹)		
Length	6 months full-time		
Level	Level 8	Credits	60
Fees ²	Campus	60 credits	
	Online	\$11,440	
IELTS	6.5 (academic) with no band lower than 6.0 OR accepted international equivalent qualification		

CAREER OPPORTUNITIES

These courses enable graduates to develop and/or manage a business, or pursue professional careers within different types of industries and agencies. These can include the following areas:

- Domestic and international markets
- Financial and cost management
- Managing people and businesses
- Understand different cultures and how to do business in a multi-cultural environment
- Strategic planning and strategic management
- Corporate planning
- Managing and controlling different types of technology
- Innovation and entrepreneurship
- Consultancy
- Product and services marketing
- Operations and business in the global world
- Sustainable business
- Research in industry and business

CAREER OUTLOOK

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

careers.govt.nz

mbie.govt.nz

immigration.govt.nz

¹ Students must be outside New Zealand to study online programmes.

² 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.



MASTER OF APPLIED MANAGEMENT

The Master of Applied Management (MApM) is a Level 9 programme of either 180 credits or 240 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 business, or similar, to achieve a postgraduate level qualification in the applied management area.

The programme can be completed in 18 months full-time for the 180 credit Masters or two years full-time for the 240 credit Masters.

The philosophy underpinning the postgraduate applied management programmes incorporates:

- Eight areas of professional competence, and
- Two areas of focus.

The eight areas of professional competence are:

- Money
- Markets
- People and culture
- Planning
- Technology
- Innovation
- Globalisation
- Sustainability

The programme has been developed to ensure you study a broad range of business areas and the professional competencies represent the technical skill areas that the courses will cover.

Alongside the eight areas of competence lie the two focus areas of the programmes. These are:

- Sustainable business, and
- Small-to-medium-sized enterprises.

In the final phase of either the 180 or 240 credit Master's programme, three pathways are offered:

Coursework

A broad range of courses are offered from which students can select courses to further develop their professional knowledge and skills.

Industry Integrated

This programme is tailored to meet both students' and their organisation's development requirements.

Research

This programme allows students to undertake a significant applied research project to further develop research skills and applied knowledge.

The three pathways emphasise the application of knowledge to provide you with the opportunity to apply knowledge in the workplace and to focus on an aspect of management through completion of a range of applied research projects.

You can pathway into a Postgraduate Diploma or Master of Applied Management by completing a Postgraduate Certificate in one of the following specialist areas:

- Applied Management
- Business Analytics
- Digital Business
- Logistics and Supply Chain Management

POSTGRADUATE DIPLOMA IN APPLIED MANAGEMENT

The Postgraduate Diploma in Applied Management (PGDipApM) 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 business or similar to achieve a postgraduate level qualification in the applied management area.

Those who wish to progress from the PGDipApM to the MApM will need to complete eight courses (120 credits) at Level 8.

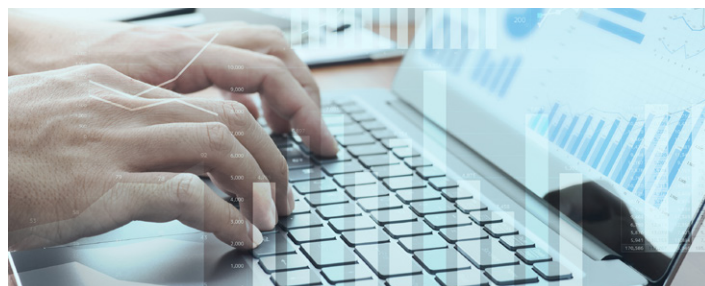
The programme can be completed in one year full-time, depending on your previous study and experience and specific course preferences. It can act as an entry point into the Master's degree if you do not initially meet the entry requirement and need to demonstrate your ability to study at a postgraduate level. Alternatively, if you initially enrolled in the Master's degree and are not in a position to complete it, you can transfer any applicable courses to the postgraduate diploma for the purposes of qualification completion.

POSTGRADUATE CERTIFICATE IN APPLIED MANAGEMENT

The Postgraduate Certificate in Applied Management (PGCertApM) is a Level 8 programme of 60 credits, which enables those who have completed a bachelor's degree in business, or similar, to achieve a postgraduate level qualification in the applied management area.

The programme can be completed in six months full-time or up to two years part-time. It can act as an entry point into the Master's degree for those who don't initially meet the entry requirements, and need to demonstrate their ability to study at postgraduate level. Alternatively, if you initially enrolled in the Master's degree and are not in a position to complete it, you can transfer any applicable courses to the postgraduate certificate for the purposes of qualification completion.

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





APPLIED MANAGEMENT POSTGRADUATE SUITE STRUCTURE

POSTGRADUATE CERTIFICATE (60 CREDITS)

A total of 60 credits at Level 8.

POSTGRADUATE DIPLOMA (120 CREDITS)

A total of 120 credits at Level 8 (students may select up to 45 Level 8 elective credits from available courses in Digital Business and Logistics or Supply Chain Management).

MASTER DEGREE (180 CREDITS)

A total of 180 credits with a minimum of 45 credits at Level 9, with the remainder at Level 8. Complete one of the following pathways:

COURSEWORK

PGISP9.400 INDEPENDENT SCHOLARLY PROJECT (30 CREDITS)

PLUS

ONE LEVEL 8 COURSE AND ONE LEVEL 9 COURSE
OR TWO LEVEL 9 COURSES
(30 CREDITS)

RESEARCH

PGART9.900 APPLIED RESEARCH THESIS (90 CREDITS)

OR PGARD9.700 APPLIED RESEARCH DISSERTATION (60 CREDITS)

OR PGARR9.500 APPLIED RESEARCH REPORT (45 CREDITS)

INDUSTRY INTEGRATED

PGRM8.100 APPLIED RESEARCH METHODS (15 CREDITS)

PLUS PGIP9.600 INDUSTRY INTEGRATED PROJECT (45 CREDITS)

MASTER DEGREE (240 CREDITS)

The 240 credit programme is distinguished from the 180 credit programme by an initial phase of courses which prepare you for Master's level study.

Four additional level 8 courses
(60 Credits)

Master degree - coursework, research or industry integrated pathway
(180 Credits)

Master's degree
(240 credits)

ONLINE TO ON-CAMPUS STUDY¹

EIT offers a suite of programmes at Postgraduate Certificate, Postgraduate Diploma and Master's degree levels in Applied Management.

The Postgraduate Certificate programme provides you with the option and flexibility to study online from wherever you are. Studying online for a Postgraduate Certificate gives you the opportunity to gain a stand-alone, globally recognised qualification and then pathway into a Masters on-campus at EIT in New Zealand¹.

Our online programmes feature a hands-on, engaging approach to learning along with the support you need to succeed. Designed with an industry focus, our cutting-edge programmes are taught by lecturers who are experts in their field.

**FULLY ONLINE POSTGRADUATE CERTIFICATE
IN APPLIED MANAGEMENT**

**COMPLETE YOUR MASTER OF APPLIED MANAGEMENT
ON-CAMPUS IN NEW ZEALAND***

Other flexible online to on-campus pathway options may be available.
For further information email: international@eit.ac.nz

¹ Restrictions apply based on EIT programme eligibility criteria. Students must be outside New Zealand to study online programmes. EIT programmes are approved by the New Zealand Qualifications Authority (NZQA), however students are advised to check that qualifications awarded via online delivery are recognised in the jurisdiction they intend to use them in. 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/).



ACADEMIC ENTRY REQUIREMENTS

Master of Applied Management (180 Credits)

An undergraduate degree in business or management with a minimum of a B average.

Where the candidate's undergraduate degree does not provide the basis of study at the level required for more advanced study, they will be required to enrol in the Postgraduate Diploma in Applied Management before continuing to master degree level (180 credits). Alternatively, candidates can apply for the two year Masters (240 credit) if they meet the entry criteria for this programme.

Master of Applied Management (240 Credits)

- An undergraduate degree or graduate diploma.
- Other graduate qualifications and industry experience may be considered. Please contact the International Centre for further information: international@eit.ac.nz

Postgraduate Diploma in Applied Management

An undergraduate degree in business or management.

Postgraduate Certificate in Applied Management

An undergraduate degree in business or management.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

PTE (Academic) score of 58 with no band score lower than 50 or IELTS (Academic) score of 6.5 with no band score lower than 6.0 (or equivalent) achieved within the last two years.

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 are taught through blended delivery on-campus in New Zealand or fully online to online offshore enrolled students. Blended 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. For each 15 credit course, students are expected to attend approximately four hours of classes and workshops per week.

Level 9 courses are principally supervised independent study on-campus. 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

As a general guideline, you should plan to spend 10 hours of individual study per course credit, so a 15-credit course would require at least 150 hours of study over its duration. Access to a computer and the internet is required to complete this programme.

ACCESS TO COURSE MATERIAL

You must have the following available to be able to utilise the online learning environment:

- Desktop or laptop computer with camera and sound or other appropriate electronic device not older than five years
- Reliable broadband internet connection
- Software as required

When you study at postgraduate level at EIT, you enter your course through the EIT Online website. After logging in, you can access your course materials such as readings, learning activities and assessments. Online communication tools such as discussion forums and chat let you interact with your teacher and classmates.

You will be supported in how to do this and receive relevant training for specific software.

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

EIT's Napier and Auckland campuses offer pleasant environments for study which emphasise small class sizes in a range of general purpose rooms.

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.



COURSE DESCRIPTIONS

NB: Courses may be delivered by lecturers who are based at either our Auckland or Napier campuses. Courses are offered subject to sufficient enrolments being received. Courses may differ depending on selected campus.

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 8 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
MAPM8.160	Strategic Financial Management This course examines and critically evaluates important issues in finance from perspectives of executives who are responsible for making significant decisions. At the end of the course the student will be able to apply the concepts, theory and analytical techniques of finance to investment, financing and dividend decisions in a sustainable manner for small and medium sized enterprises in domestic and international contexts. The emphasis is on the development of problem solving skills based on carefully selected case studies.	8	15
MAPM8.200	Leadership At the end of this course students will be able to: demonstrate an understanding of and apply various theories, perspectives and approaches of leadership; critically evaluate contemporary leadership issues; analyse leadership in a team context; and critically reflect on their own leadership. Leadership will be examined in relation to sustainable and Māori business practices in the context of the environment in which organisations (including SMEs) operate.	8	15
MAPM8.250	Advanced Strategic Marketing This course allows students to develop advanced knowledge and skills related to formulating marketing strategies based on the analysis of key markets and environments in both a local and global context.	8	15
MAPM8.350	Innovative Organisations This course develops advanced knowledge and skills so that they can identify and plan the execution of organisational changes which seek to facilitate innovation and enhance value for the organization and its stakeholders.	8	15
MAPM8.500	Governance To explore the role of the Board of Directors and other governance bodies in terms of their statutory, regulatory and legal duties, responsibilities and obligations to stakeholders, including shareholders. This aim will be underpinned by a philosophy that it is desirable to work toward sustainable objectives and will focus on a range of enterprises from small not for profit organisations to multi-national corporates.	8	15
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.	8	15
MAPM8.800	Sustainable Organisations This course allows students to develop the knowledge and skills to lead the ongoing transformation and development of responsive and sustainable organisations.	8	15
PGDAV8.100	Data Analytics and Visualisation 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 visualization.	8	15
PGISE8.200	Information Sourcing and Evaluation 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	Quantitative Methods and Contemporary Tools (Napier & Auckland) The aim of this course is for students to develop advanced skills in the use of contemporary data analysis platforms. The course can be taken as both a stand-alone and as a preliminary course for Strategic Financial Management and Data Analytics and Visualisation.	8	15
PGSCR8.100	Scholarly Communication and Reflection 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
PGRM8.100	Applied Research Methods This course is a study of the principal approaches to descriptive, causal and critical research. The course examines a range of applied qualitative, quantitative and mixed methods research techniques relevant to a broad range of applied research contexts.	8	15

Level 9 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
PGST9.100	Special Topic II 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 depth study addressing an existing or emerging problem or issue in their discipline or industry.	9	15
PGAC9.300	Applied Capstone 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
PGISP9.400	Independent Scholarly Project 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 desk-based research. <i>P: PGRM8.100 Applied Research Methods</i>	9	30
PGARR9.500	Applied Research Report 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. <i>P: PGRM8.100 Applied Research Methods</i>	9	45
PGIP9.600	Integrated Project 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. <i>P: PGRM8.100 Applied Research Methods</i>	9	45
PGARD9.700	Applied Research Dissertation 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. <i>P: PGRM8.100 Applied Research Methods</i>	9	60
PGART9.900	Applied Research Thesis In this course, the student will independently conduct research and report their findings in the form of a thesis. <i>P: PGRM8.100 Applied Research Methods</i>	9	90



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.