MASTER / POSTGRADUATE DIPLOMA / POSTGRADUATE CERTIFICATE IN
DIGITAL BUSINESS 2025

Information for international applicants

Advance your knowledge, skills and entrepreneurship to problem solve issues and effectively manage solutions in the constantly evolving global business environment.

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

The Digital Business postgraduate suite of programmes includes three separate qualifications. These programmes are designed to meet a range of educational and professional backgrounds to support students' future career aspirations.

MASTER OF DIGITAL BUSINESS			
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 DIGITAL BUSINESS			
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 DIGITAL BUSINESS			
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		

"I am looking to learn all the important ways to be successful in online marketing. I would like to work in a digital marketing position in my future career and the programme prepares me really well."

Johanna Scholz | Germany

CAREER OPPORTUNITIES

Potential career pathways derive from the synergy between the field of business and technology, both from a strategic perspective and the need to harness technology more effectively. Graduates of these programmes will be able to seek employment as:

- Automation Manager
- Brand and Digital Marketing Manager
- Business Transformation Consultant
- Digital Business Analyst
- Digital Marketers
- Digital Platform Managers
- Digital Strategy E-Commerce Director
- E-Commerce Entrepreneur
- IT and Strategy Consultant
- Project Managers (Technology)
- Start-up Entrepreneur
- Social Media Planners

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.

international@eit.ac.nz | www.international.eit.ac.nz

MASTER OF
DIGITAL BUSINESS

The Master of Digital Business 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 a non-related field to achieve a postgraduate level qualification in the digital business area.

The programme can be completed in 18 months full-time for the 180 credit Masters or 2 years full-time for the 240 credit Masters.

Progressing on from the Postgraduate Diploma, this programme seeks to develop students' ability to:

- Employ advanced conceptual and theoretical knowledge to improve functional areas of digital business.
- Critically evaluate the impact of social, ethical, cultural and sustainability dimensions on digital business contexts.
- Lead and execute digital transformation strategies and decision making processes to solve complex business problems.
- Synthesise information from a range of contemporary sources to inform effective, efficient recommendations to improve business outcomes.
- Pursue lifelong learning, applying values and attitudes consistent with responsible citizenship and professional community membership.
- Think critically and participate in investigative research in a wide range of digital business contexts.

The programme includes the following subject areas:
- E-commerce
- Entrepreneurship
- Digital Marketing
- Management of Emerging Technologies

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 Digital Business by completing a Postgraduate Certificate in one of the following specialist areas:
- Applied Management
- Business Analytics
- Digital Business
- Information Technology
- Logistics and Supply Chain Management

POSTGRADUATE DIPLOMA IN
DIGITAL BUSINESS

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 degree in business or similar to achieve a postgraduate level qualification in the digital business area.

Those who wish to progress from the Postgraduate Diploma in Digital Business to the Master of Digital Business 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
DIGITAL BUSINESS

The Postgraduate Certificate in Digital Business is a Level 8 programme of 60 credits, which enables those who have completed a bachelor degree in 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. 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.
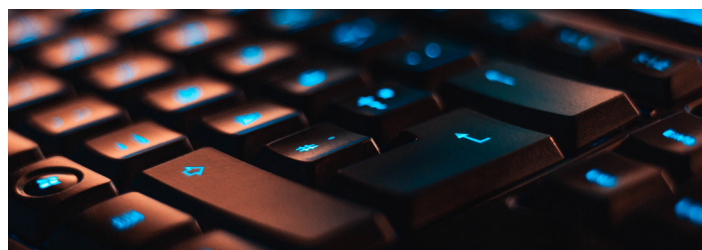
DIGITAL BUSINESS POSTGRADUATE SUITE STRUCTURE

POSTGRADUATE CERTIFICATE (60 CREDITS)

A total of 60 credits at Level 8.

- At least 30 credits from the Digital Business specific courses[2].

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 Applied Management or Logistics and Supply Chain Management).

- At least 30 credits from the Digital Business specific courses[2].

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	RESEARCH	INDUSTRY INTEGRATED
PGISP9.400 INDEPENDENT SCHOLARLY PROJECT (30 CREDITS) **PLUS** ONE LEVEL 8 COURSE AND ONE LEVEL 9 COURSE OR TWO LEVEL 9 COURSES (30 CREDITS)	PGART9.900 APPLIED RESEARCH THESIS (90 CREDITS) **OR** PGARD9.700 APPLIED RESEARCH DISSERTATION (60 CREDITS) **OR** PGARR9.500 APPLIED RESEARCH REPORT (45 CREDITS)	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 STUDY[1]

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

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 Zealand[1].

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 DIGITAL BUSINESS

COMPLETE YOUR MASTER OF DIGITAL BUSINESS ON-CAMPUS IN NEW ZEALAND

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

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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.
2. Digital Business specific courses are prefixed by DBPG as listed in this information sheet under Course Descriptions.

ACADEMIC ENTRY REQUIREMENTS

Master of Digital Business (180 Credits)

An undergraduate degree in the computing, information technology, business or management field 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 Digital Business 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 Digital Business (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 Digital Business

An undergraduate degree in the computing, information technology, business or management field.

Postgraduate Certificate in Digital Business

An undergraduate degree in the computing, information technology, business or management field.

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 all with data show equipment.

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.
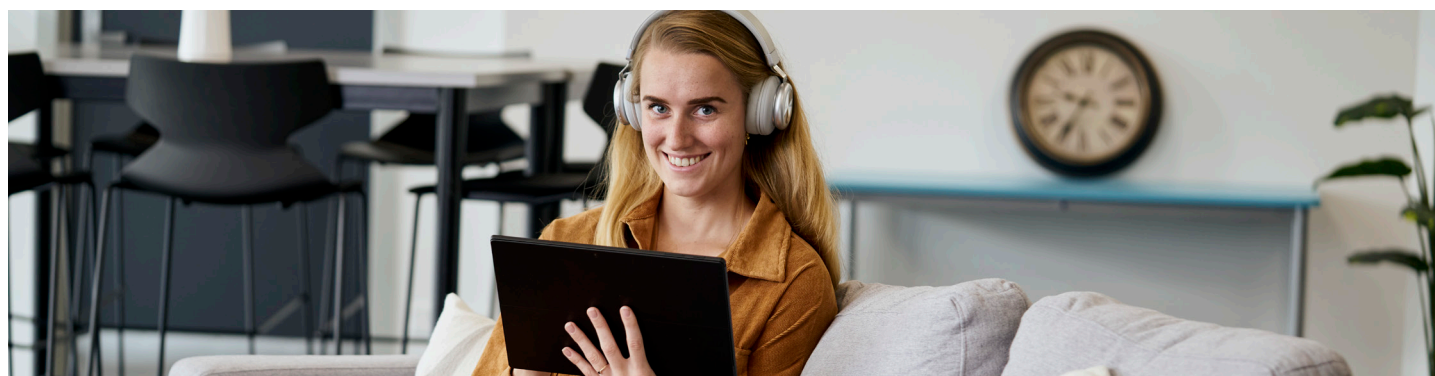
In the following descriptions:

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
DBPG8.200	**Digital Marketing** 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	**Digital Entrepreneurship and Innovation** This course aims to allow students to develop advanced knowledge and skills related to entrepreneurship within the digital economy.	8	15
DBPG8.400	**Management of Emerging Technologies** In this course students will develop the knowledge and skills to manage current and potential impacts of new, emerging, and rapidly evolving technologies on organisations.	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
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** 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	**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
PGRM8.100	**Applied Research Methods** 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
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
ITPG8.550	**Cloud Based IT Solutions** 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	**Information Security in the Enterprise** The aim of this course is to provide learning opportunities that will allow students to develop advanced knowledge of the information security domain and advanced skills to facilitate enterprise level information security.	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. *P: PGRM8.100 Applied Research Methods*	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. *P: PGRM8.100 Applied Research Methods*	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. *P: PGRM8.100 Applied Research Methods*	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. *P: PGRM8.100 Applied Research Methods*	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. *P: PGRM8.100 Applied Research Methods*	9	90

www.international.eit.ac.nz