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.

You will 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.

**SCHOLARSHIP**

There is a scholarship available for this programme. This scholarship provides a small contribution to assist students to realise their goal of studying in New Zealand.

All international students who accept an offer of place for this programme will receive the scholarship. Please contact us for more information: international@eit.ac.nz

**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.

CareersNZ offers a range of tools to help you explore jobs and plan your career: careers.govt.nz

For extensive information on labour supply and demand for occupations visit: occupationoutlook.mbie.govt.nz

For information about the Long Term Skill Shortage List visit: skillshortages.immigration.govt.nz

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Postgraduate Diploma in Applied Management (Level 8)</th>
<th>Master of Applied Management (Level 9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level</td>
<td>Level 8 &amp; 9</td>
<td>Level 9</td>
</tr>
<tr>
<td>Length</td>
<td>PG Diploma: 1 Year</td>
<td>Masters: 1.5 or 2 Years</td>
</tr>
<tr>
<td>Fees</td>
<td>PG Diploma: NZ$ 21,500 per year</td>
<td>Masters: NZ$ 21,900 per year</td>
</tr>
<tr>
<td>IELTS</td>
<td>6.5 (academic) with no band lower than 6.0 or equivalent.</td>
<td></td>
</tr>
<tr>
<td>Total credits</td>
<td>PG Diploma: 120</td>
<td>Masters: 180 or 240</td>
</tr>
<tr>
<td>Class times</td>
<td>Classes are scheduled between 8.00am and 5.00pm Monday - Friday (classes may run later as required).</td>
<td></td>
</tr>
<tr>
<td>Study hours</td>
<td>Approximately 1.5 hours of independent study per course per week</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Napier, Auckland</td>
<td></td>
</tr>
</tbody>
</table>
COURSE LIST

The structure of the Postgraduate Diploma in Applied Management is summarised in the following table.

Please note, pre-requisites will apply to some courses.

<table>
<thead>
<tr>
<th>Level</th>
<th>7 - 8</th>
<th>8</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>45</td>
<td>75</td>
<td>120</td>
</tr>
</tbody>
</table>

You can choose up to three level 7 courses or from the elective level 8 courses listed below.

Please note: Level 8 courses must be selected by students planning to continue onto a level 9 programme.

The level 7 elective courses include:
- BU7.01 Special Topic (Napier & Auckland)
- LM7.07 International Business (Napier & Auckland)
- MG7.01 Strategic Management (Napier & Auckland)
- MG7.02 Advanced Operations Management (Napier only)
- MG7.03 Advanced Human Resource Management (Napier only)
- MG7.04 Career Management (Napier only)
- MG7.05 Entrepreneurship and Innovation (Napier only)
- MK7.01 Strategic Marketing (Napier & Auckland)
- MK7.02 Marketing Research (Napier only)

The level 8 elective courses include:
- MAPM8.100 Advanced Strategic Marketing (Napier & Auckland)
- MAPM8.150 Strategic Financial Management (Napier & Auckland)
- MAPM8.200 Leadership (Napier & Auckland)
- MAPM8.350 Innovation (Napier & Auckland)
- MAPM8.400 Global Strategies in Business (Napier & Auckland)
- MAPM8.500 Governance (Napier & Auckland)
- MAPM8.700 The Contemporary Global Business Environment (Auckland only)
- MAPM8.800 Sustainable Organisations (Auckland only)
- PDAV8.100 Data Analytics and Visualisation (Napier & Auckland)
- PGISE8.200 Information Sourcing and Evaluation (Auckland only)
- PGTP8.500 Professional Practice (Auckland only)
- PGQM8.400 Quantitative Methods and Contemporary Tools (Napier & Auckland)
- PGRM8.100 Applied Research Methods (Napier & Auckland)
- PGRP8.100 Research Proposal (Napier & Auckland)
- PGSCR8.100 Scholarly Communication and Reflection (Auckland only)
- PGST8.100 Special Topic I (Napier & Auckland)
- PGWIL8.100 Work Integrated Learning (Napier only)

ENTRY CRITERIA

ACADEMIC ENTRY REQUIREMENTS
An undergraduate business degree.

ENGLISH LANGUAGE ENTRY REQUIREMENTS
Approved scores on PTE 58 (nothing lower than 50) or IELTS 6.5 Academic (with no band score lower than 6.0 or equivalent).

STUDY PATHWAY

Strategically the Postgraduate Diploma in Applied Management fits into the following pathways:

- Bachelor level degree or equivalent
- Level 8 Postgraduate Diploma in Applied Management
- Employment in the industry
- Further study at Level 9 Masters Level
- Employment in the industry
- Level 8 Postgraduate Diploma in Applied Management
- Employment in the industry
- Further study at Level 9 Masters Level
- Employment in the industry

The programme broadens applied business management knowledge and utilises research projects, work-based case studies and interaction with industry practitioners in addition to on-campus workshops and blended learning. The programme develops students' applied business problem-solving and critical thinking skills to advanced levels.

FIND OUT MORE:
international@eit.ac.nz
www.international.eit.ac.nz

CONNECT WITH US:
MASTER OF APPLIED MANAGEMENT (180 CREDITS)

STUDY PATHWAYS

* Compulsory courses donated for this option.

PATHWAY 1 - COURSEWORK

Compulsory: PGRM8.100 Applied Research Methods

Option 1
Eight courses at level 8 or 9
(120 Credits - Postgraduate Diploma)
- Independent Scholarly Project* (30 credits)
- One level 8 and one level 9 course (30 credits)

Option 2
Eight courses at level 8 or 9
(120 Credits - Postgraduate Diploma)
- Independent Scholarly Project* (30 credits)
- Two courses at level 9 (30 credits)

PATHWAY 2 - APPLIED RESEARCH

Compulsory: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal (B average required at level 8)

Option 1
Six courses at level 8 or 9
(90 credits)
Applied Research Thesis*
(90 credits)

Option 2
Eight courses at level 8 or 9
(120 Credits - Postgraduate Diploma)
Applied Research Dissertation*
(60 credits)

Option 3
Nine courses at level 8 or 9
(135 credits)
Applied Research Report*
(45 credits)

PATHWAY 3 - INDUSTRY (This pathway can only be offered to students in permanent employment)

Compulsory: PGRM8.100 Applied Research Methods and PGRP8.100 Research Proposal (B average required at level 8)

Option 3
Nine courses at level 8 or 9
(135 credits)
Applied Research Report*
(45 credits)

Option 2
Eight courses at level 8 or 9
(120 Credits - Postgraduate Diploma)
Applied Research Dissertation*
(60 credits)

MASTER OF APPLIED MANAGEMENT

Progressing on from the Postgraduate Diploma, this programme seeks to develop students' applied management capabilities and has a practical focus grounded in theory. 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
- People and culture
- Technology
- Globalisation
- Markets
- Planning
- Innovation
- Sustainability

The programme has been developed to ensure students 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 following two focus areas:
- Sustainable business; and
- Small-to-medium-sized enterprises.

ENTRY CRITERIA (180 CREDITS)

ACADEMIC ENTRY REQUIREMENTS
An undergraduate business degree with a B pass or better.
Where the candidate’s undergraduate degree does not provide the basis of study at the level required for more advanced study, students will be required to enrol in the Postgraduate Diploma in Applied Management before continuing to masters degree level (180 credits). Alternatively, students can apply for the 2 year masters (240 credit) if they meet the entry criteria for this programme (see below).

ENGLISH LANGUAGE ENTRY REQUIREMENTS
Approved scores on PTE 58 (nothing lower than 50) or IELTS 6.5 Academic (with no band score lower than 6.0 or equivalent).

MASTER OF APPLIED MANAGEMENT (240 CREDITS)

PROGRAMME STRUCTURE

Four additional level 8 courses (60 Credits)
Coursework, applied research or industry study pathway (180 Credits)
MASTER (240 credits)

EIT has introduced a new suite of 2 year masters programmes (240 credit) for 2020. These specialist programmes open up career pathways that derive from the synergy between the fields of Business and Technology, especially from a strategic view, and from the need for organisations to harness technology more effectively.

Additional level 8 courses available to develop key skills for success in the 2 year master programme (240 credits) include:
- PGSCR8.100 Scholarly Communication & Reflection
- PGISEB.200 Information Sourcing & Evaluation
- PGQM8.400 Quantitative Methods and Contemporary Tools
- PGITP8.500 Professional Practice

ENTRY CRITERIA (240 CREDITS)

ACADEMIC ENTRY REQUIREMENTS FOR MASTERS (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

ENGLISH LANGUAGE ENTRY REQUIREMENTS
Approved scores on PTE 58 (nothing lower than 50) or IELTS 6.5 Academic (with no band score lower than 6.0 or equivalent).
## COURSE DESCRIPTIONS

NB: Courses are offered subject to sufficient enrolments being received and may differ depending on campus and semester. 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 7

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>BRIEF DESCRIPTION</th>
<th>LEVEL</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU7.01</td>
<td>Special Topic (Napier &amp; Auckland) To provide students with an opportunity to investigate a business topic of their interest.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>LM7.07</td>
<td>International Business (Napier &amp; Auckland) 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.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MG7.01</td>
<td>Strategic Management (Napier &amp; Auckland) To enable students to review critical aspects of organisational strategy evaluation and formulation.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MG7.02</td>
<td>Advanced Operations Management (Napier only) To design and apply operations strategy models &amp; frameworks to business operations.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MG7.03</td>
<td>Advanced Human Resource Management (Napier only) To understand and critically evaluate topical issues in the HRM field and prepare students to perform the role of a strategic HRM business partner.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MG7.04</td>
<td>Career Management (Napier only) To give students the knowledge and skills to manage their careers in a contemporary business and careers environment.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MG7.05</td>
<td>Entrepreneurship and Innovation (Napier only) To develop students’ understanding of the theory and practice of entrepreneurship and innovation.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MK7.01</td>
<td>Strategic Marketing (Napier &amp; Auckland) To develop a strategic approach to marketing planning to achieve superior long-term marketing and business performance within a competitive, global marketing environment.</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>MK7.02</td>
<td>Marketing Research (Napier only) To develop an understanding of the role of marketing research in marketing decision making and the skills to complete a comprehensive marketing research project.</td>
<td>7</td>
<td>15</td>
</tr>
</tbody>
</table>

### LEVEL 8

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>BRIEF DESCRIPTION</th>
<th>LEVEL</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAPMB.100</td>
<td>Advanced Strategic Marketing (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPMB.150</td>
<td>Strategic Financial Management (Napier &amp; Auckland) The aim of this course is to further develop students’ knowledge and skills in the finance function and analytical techniques used to guide strategic financial decision-making.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPMB.200</td>
<td>Leadership (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPMB.350</td>
<td>Innovation (Napier &amp; Auckland) This course examines the effective use of innovation as an organisational strategy and to synthesise its application in various sectors and contexts.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPMB.400</td>
<td>Global Strategies in Business (Napier &amp; Auckland) This course aims to develop a management perspective of strategic management principles and processes in an entrepreneurial context. Students will undertake self-directed research to demonstrate their capability to effectively apply these principles with the purpose of achieving sustainable strategic competitiveness and above-average financial returns within New Zealand's small to medium-sized enterprises and global milieu. The application of Māori business perspectives in the global context is encouraged.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPMB.500</td>
<td>Governance (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>COURSE NO.</td>
<td>BRIEF DESCRIPTION</td>
<td>LEVEL</td>
<td>CREDITS</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------</td>
<td>-------</td>
<td>---------</td>
</tr>
<tr>
<td>MAPM8.700</td>
<td>The Contemporary Global Business Environment (Auckland only) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>MAPM8.800</td>
<td>Sustainable Organisations (Auckland only) This course allows students to develop the knowledge and skills to lead the ongoing transformation and development of responsive and sustainable organisations.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGDAV8.100</td>
<td>Data Analytics and Visualisation (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGIS8.200</td>
<td>Information Sourcing and Evaluation (Auckland only) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGITP8.500</td>
<td>Professional Practice (Auckland only) The aim of this course is for students to build on existing knowledge and skills of good practice and professionalism within the context of a relevant industry.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGQM8.400</td>
<td>Quantitative Methods and Contemporary Tools (Napier &amp; Auckland) The aim of this course is for students to develop knowledge and skills in quantitative data analysis techniques and contemporary tools used by organisations.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGRM8.100</td>
<td>Applied Research Methods (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGRP8.100</td>
<td>Research Proposal (Napier &amp; Auckland) 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. Pre-requisites: PGRM8.100 Research Methods</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGSCR8.100</td>
<td>Scholarly Communication and Reflection (Auckland only) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PGST8.100</td>
<td>Special Topic I (Napier &amp; Auckland) 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.</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>PWIL8.100</td>
<td>Work Integrated Learning (Napier only) This course provides students with experience in an applied IT work environment and an opportunity to develop attributes relating to work place professional behaviours. The work placement enables students to extend and deepen their IT knowledge, building on the skills attained during their undergraduate degree. Students are required to reflect on theoretical approaches to IT work by identifying IT issues within a workplace and making recommendations which address those issues. P: Students must have completed at least 60 credits of post graduate study.</td>
<td>8</td>
<td>15</td>
</tr>
</tbody>
</table>

**LEVEL 9 COURSE NO. | BRIEF DESCRIPTION | LEVEL | CREDITS**

<p>| PGST9.100 | Special Topic II (Napier &amp; Auckland) The aim of this course is to further develop students' knowledge, skills and techniques related to research and problem solving gained throughout the programme, and to support them in applying these in an in-depth study addressing an existing or emerging problem or issue in their discipline or industry. | 9 | 15 |
| PGCC9.200 | Communicating Complex Concepts (As required) 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 | Applied Capstone (Napier &amp; Auckland) This course allows students to integrate the knowledge and skills they have acquired thus far in the programme by working on complex cases, developing problem solving and work management skills relevant to organisational and/or workplace contexts. | 9 | 15 |
| PGISP9.400 | Independent Scholarly Project (Napier &amp; Auckland) 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. | 9 | 30 |</p>
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Description</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGARR9.500</td>
<td><strong>Applied Research Report</strong> (As required)</td>
<td>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. Pre-requisites: PGRM8.100 Research Methods &amp; Research Proposal</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>PGIP9.600</td>
<td><strong>Integrated Project</strong> (As required)</td>
<td>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. Pre-requisites: PGRM8.100 Research Methods &amp; Research Proposal</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>PGARD9.700</td>
<td><strong>Applied Research Dissertation</strong> (As required)</td>
<td>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. Pre-requisites: PGRM8.100 Research Methods &amp; Research Proposal</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>PGEIP9.800</td>
<td><strong>Extended Integrated Project</strong> (As required)</td>
<td>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. Pre-requisites: PGRM8.100 Research Methods &amp; Research Proposal</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>PGART9.900</td>
<td><strong>Applied Research Thesis</strong> (As required)</td>
<td>In this course, the student will independently conduct research and report their findings in the form of a thesis. Pre-requisites: PGRM8.100 Research Methods &amp; Research Proposal</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>90</td>
</tr>
</tbody>
</table>