

# Postgraduate Management



# Postgraduate Certificate in Management

📖	Level 8
🕒	17 weeks, full time
📅	07 Jul 2025 (Petone)
💰	\$3,316 (indicative for 2025 intake)
🌐	NZ \$14,300* (indicative for 2025 intake)

The Postgraduate Certificate in Management enables you to acquire a better understanding of the intricacies of management, and extend your interpersonal and technical skills. This single trimester programme is a good first step into the world of postgraduate study. It's the perfect part-time option if you have a degree and are wishing to up-skill in a specific area of management while continuing to work.

## What you will learn

### Compulsory courses

#### **BUS8421 Leadership, Management and Social Responsibility – 15 credits**

Evaluate and critically analyse the roles of leadership and management in planning and implementing projects, introducing changes in complex organisations, promoting sustainability and dealing with ethical issues.

### Elective courses

#### Choose three from the below

#### **Marketing Specialisation**

##### **BUS8404 Consumer Behaviour – 15 credits**

Introduction to advanced research in consumer behaviour and audience behaviour as it relates to the receiving and processing of advertising communications, and to provide a foundation for critical thinking for the development of marketing communication strategies.

##### **BUS8416 Strategic Marketing – 15 credits**

Formulate strategies and recommendations for a product or service, based on sound analysis of relevant

key markets and corresponding environments.

#### **Digital Business Specialisation**

##### **BUS8423 Analytics and Data Science for Managers – 15 credits**

Examine the role of data analytics and data science for contemporary business and digital strategies, together with the sources and meaning of data for business decision makers.

##### **BUS8424 New Technologies and Digital Business Models – 15 credits**

Examine the impact of disruptive technologies such as Artificial Intelligence (AI), Machine Learning, the Internet of Things (IoT), and Blockchain on business strategy expressed by the business model. Introduces you to the use of the new technologies to innovate and transform a company to a new digital business model.

#### **Innovation and Entrepreneurship Specialisation**

##### **BUS8406 Entrepreneurship – 15 credits**

Introduces you to key issues in systematically evaluating a business opportunity and setting up a new venture, and to provide you with frameworks for identifying and evaluating risks for making informed decisions.

##### **BUS8422 Innovation Management and Design Thinking – 15 credits**

Critically review the strategic role of innovation management in business and evaluate the application of design thinking processes to create value in organisations.

#### **Moving Into Further Postgrad Study**

##### **BUS8400 Research Methods in Management – 15 credits**

Learn the required skills to undertake academic and applied management research using a variety of quantitative and qualitative research methods and to identify and manage their limitations and associated ethical issues.

## Entry requirements

### Domestic

Bachelor's degree (or equivalent) in business or related subject.

Work experience deemed equivalent means at least

Disclaimer: The information contained in this document is correct at the time of print. Whitireia and WelTec | Te Pūkenga reserves the right to cancel or postpone any of the programmes, and shall not be liable for any claim other than the proportion of programme fees that the cancelled portion bears. Some programmes may be dependent upon formal approval from NZQA (New Zealand Qualifications Authority), TEC (Tertiary Education Commission) funding allocation, and the number of enrolments. As part of the NZQA targeted review of all Level 1-6 New Zealand qualifications, there may still be changes to some programmes starting in 2024. Fees, programmes, entry and selection criteria, and dates, are subject to change. Please check the relevant programme pages at [whitireiaweltec.ac.nz](http://whitireiaweltec.ac.nz) for up-to-date information and full entry regulations before applying to enrol. Information regarding English language requirements is available on each course page at [whitireiaweltec.ac.nz](http://whitireiaweltec.ac.nz).

three years in a manager or senior manager role in accounting, finance, marketing, hospitality, information systems, general management or similar.

If you have a degree in a discipline or subject area other than business, don't let that stop you. Come in and have a chat as you may have the required skills and knowledge through your work experience.

### **International**

International students: In addition to the above must have IELTS 6.5 (with no band below 6.0), or equivalent.

*\*For fee exclusions, please see our [terms and conditions](#).*

### **Course selection sheet**

