






# Postgraduate Management



# Postgraduate Diploma in Management

 Level 8
 1 year, full-time (part-time options available)
 24 Feb 2025 (Petone)
 \$6,558 (indicative for 2025 intake)
 NZ \$28,600* (indicative for 2025 intake)

Advance and deepen your knowledge of management. Extend your professional and managerial skills. You can choose to specialise in marketing, hospitality, information systems, digital business or innovation and entrepreneurship.

## Compulsory courses

### **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.

## 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**

##### **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.

##### **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.

#### **Hospitality Specialisation**

##### **BUS8405 Contemporary Issues in Hospitality - 15 credits**

Discuss and analyse complex implications of contemporary issues in hospitality management and their impact on the industry, based on sound understanding of advanced concepts, theories, applications and current research in hospitality management.

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).

## **BUS8415 Strategic Hospitality Management - 15 credits**

Suggest strategies to improve efficiencies in hospitality operations management by critically analysing existing business models.

### **Entry requirements**

#### **Domestic students**

Degree in relevant discipline or equivalent study/work experience

Hold a Bachelor's degree in business or equivalent study/work experience OR hold a Bachelor's degree in a discipline or subject area other than business and with relevant work experience.\*\*

#### **International students**

Degree in relevant discipline or equivalent study/work experience

IELTS 6.5 (with no band lower than 6.0) or equivalent (including NZCEL (Academic) Level 5).

Hold a Bachelor's degree in business or equivalent study/work experience OR hold a Bachelor's degree in a discipline or subject area other than business and with relevant work experience.\*\*

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

*\*\*2-year work experience in a Manager or Senior Manager role in accounting, finance, marketing, hospitality, information systems, general management, or similar. A full CV/Resume is required together with supporting documents that demonstrate the nature of the employment and key responsibilities of the work performed.*

#### **Course selection sheet**

