

PROGRAMME REGULATIONS

Programme Schedule

Graduate Diploma in Business

To be read in conjunction with the [Graduate Diploma Generic Regulations](#).

1. Programme Schedule

The Schedule applies to the Graduate Diploma in Business (GDipBus), Level 7, 120 Credits, with endorsements in:

- Human Resource Management
- Operations Management
- Marketing
- Sales Management

2. Programme Specific Admission

2.1 Specific Admission

To be admitted to this programme, all applicants must meet the following requirements in addition to the requirements set out in the Graduate Diploma Generic Regulations:

- a) Graduates of the Bachelor of Business from Unitec cannot be admitted to the Graduate Diploma in Business in the same specialisation in which they majored in the degree.
- b) Candidates seeking entry solely on the basis of industry experience will be required to demonstrate, in a written application, curriculum vitae and attestation from suitable referees, that they have substantial professional experience in activities related to their proposed course of study, and/or be able to demonstrate equivalent competencies

2.2 English language requirements

- 2.2.1 Applicants must have achieved a minimum standard of English as demonstrated by a minimum of 8 credits at NCEA Level 2 in English (4 in Reading, 4 in Writing).
- 2.2.2 International applicants must also meet one of the following English Language Entry Requirements.

An IELTS (academic format) score of 6 with no individual band score lower than 6
NZCEL (Academic) (Level 4)

TOEFL (pBT): Score of 550 (essay 5.5 TWE)

TOEFL (iBT): Score of 60 (writing 21)

University of Cambridge English Examinations: FCE, or FCE for schools, or CAE, or
CPE with a score of 169. No less than 169 in each skill OET at Grade C in all sub-tests

Pearson Test of English (Academic): 50 with no score lower than 50

3. Selection Criteria

When the number of applications for admission exceeds the number of places available, the following selection criteria will be applied:

- a) hold academic qualifications in excess of those stated;
- b) have work, or other experience, relevant to the courses in the programme;
- c) can demonstrate a strong commitment to succeed on the programme.

These criteria are not ranked in any order. Applicants who meet the greatest number of listed criteria will be the preferred candidates.

4. Selection Process

Relevant Academic Authority will select and offer places to students. Students will be selected on the basis of written information supplied on the enrolment form. In some cases a telephone or face-to-face interview may be required.

5. Requirements for the Award of the Qualification

5.1 Graduate Diploma in Business

To be awarded the Graduate Diploma in Business, a student must have successfully completed 120 credits, accumulated in the pattern set out in Table 1, from the courses set out in Tables 2a, 2b, 2c, and 2d.

Table 1: Credit Accumulation¹

Compulsory and Elective courses	120 credits
Total	120 credits

Note: ¹ Required credits at each level are made up of compulsory and elective courses, in accordance with Tables 2a to 2d.

5.2 Course Details

Table 2a: Compulsory and Elective Courses for the Graduate Diploma in Business (Human Resource Management)¹

Compulsory courses are shown in **bold**.

Elective courses are shown in *italics*.

Course No.	Course Name	Credits	Pre-requisites	Co-requisites	Restrictions
Level 5					
BSNS5341	Introduction to Human Resources Management	15			APMG5341
Level 6					
BSNS6342	Organisational Behaviour	15		Relevant Academic Authority approval	APMG6342
<i>BSNS6341</i>	<i>Talent Development and Management</i>	<i>15</i>		<i>BSNS5341 or APMG5341</i>	
<i>BSNS6343</i>	<i>Employee Relations and Legislation</i>	<i>15</i>		<i>BSNS5341 or APMG5341</i>	<i>APMG6343</i>
<i>BSNS6730</i>	<i>Leadership</i>	<i>15</i>			<i>APMGNZ630</i>
Level 7					
BSNS7140	Applied Human Resource Management	15	BSNS6342 or APMG6342		BSNS7341
BSNS7340	Organisational Strategies	15	AL Approval		APMG7340
BSNS7162	Business Analytics	15			
<i>BSNS7360</i>	<i>International Business</i>	<i>15</i>			
<i>BSNS7349</i>	<i>Industry Based Learning – HRM</i>	<i>15</i>	<i>60 credits and relevant Academic Authority approval</i>		<i>APMG7349 or BSNS7359 or APMG7359 or BSNS7389 or APMG7389</i>
<i>BSNS7730</i>	<i>Sustainability in Business</i>	<i>15</i>			

Note:¹ Students must take three electives, one at level six and two at level 7 from table 2a.

Table 2b: Compulsory and Elective Courses for the Graduate Diploma in Business (Operations Management)¹

Compulsory courses are shown in **bold**.

Elective courses are shown in *italics*.

Course No.	Course Name	Credits	Pre-requisites	Co-requisites	Restrictions
Level 5					
BSNS5350	Introduction to Operations Management	15			APMG5350
Level 6					
BSNS6350	Operations Management	15		BSNS5350 or APMG5350	APMG6350
<i>BSNS6162</i>	<i>Managing Projects</i>	<i>15</i>			<i>BSNS7351</i>
<i>BSNS6351</i>	<i>Managing Quality</i>	<i>15</i>		<i>BSNS5350 or APMG5350</i>	
<i>BSNS6352</i>	<i>Supply Chain Management</i>	<i>15</i>		<i>BSNS5350 or APMG5350</i>	<i>APMG6352</i>
Level 7					
BSNS7340	Organisational Strategies	15	PL Approval		APMG7340
BSNS7350	Applied Operations Management	15	BSNS6350 or APMG6350 or with departmental consent		APMG7350
<i>BSNS7360</i>	<i>International Business</i>	<i>15</i>			
BSNS7162	Business Analytics	15			
<i>BSNS7359</i>	<i>Industry Based Learning – Operations Management</i>	<i>15</i>	<i>60 credits and relevant Academic Authority approval</i>		<i>APMG7359 or BSNS7349 or APMG7349 or BSNS7389 or APMG7389</i>
<i>BSNS7730</i>	<i>Sustainability in Business</i>	<i>15</i>			

Note:¹ Students must take three electives, one at level six and 2 at level 7 from table 2b.

Table 2c: Compulsory and Elective Courses for the Graduate Diploma in Business (Marketing)¹

Compulsory courses are shown in **bold**. Elective courses are shown in *italics*.

Course No.	Course Name	Credits	Pre-requisites	Co-requisites	Restrictions
Level 5					
BSNS5340	Marketing Fundamentals	15			APMG5340
Level 6					
BSNS6100	Marketing Management	15		BSNS5340	BSNS6370
<i>BSNS6374</i>	<i>Integrated Marketing Communications</i>	15		<i>BSNS5340</i> or <i>APMG5340</i> or <i>COMM5530</i> or <i>COMM5430</i>	
<i>BSNS6375</i>	<i>Services Marketing</i>	15		<i>BSNS5340</i>	<i>BNS5372 & APMG5372</i>
<i>BSNS6363</i>	<i>Digital Marketing</i>	15		<i>BSNS5340</i>	
Level 7					
BSNS7100	Advanced Marketing	15	BSNS6100		BSNS7370
BSNS7575	Search Engine Optimisation	15			
BSNS7162	Business Analytics	15	60 credits and 45 BBus credits at Level 6		
<i>BSNS7340</i>	<i>Organisational Strategies</i>	15	<i>AL Approval</i>		<i>APMG7340</i>
<i>BSNS7110</i>	<i>Google Certified (Web-based Advertising and Analytics)</i>	15	<i>45 credits at level 6</i>		
<i>BSNS7360</i>	<i>International Business</i>	15			
<i>BSNS7389</i>	<i>Industry Based Learning – Marketing</i>	15	<i>60 credits and relevant Academic Authority approval</i>		<i>APMG7389 or BSNS7349 or APMG7349 or BSNS7359 or APMG7359</i>
<i>BSNS7474</i>	<i>Social Media Marketing</i>	15	<i>BSNS5340</i>		
<i>BSNS7676</i>	<i>Inbound Marketing and Marketing Automation</i>	15	<i>45 Credits at Level 6 or above from the BBus or BComm.</i>		

Note:¹ Students must take three electives, one at level six and 2 at level 7 from table 2c

Table 2d: Compulsory and Elective Courses for the Graduate Diploma in Business (Sales Management)¹ NOT CURRENTLY OFFERED

Compulsory courses are shown in **bold**. Elective courses are shown in *italics*.

Course No.	Course Name	Credits	Pre-requisites	Co-requisites	Restrictions
Level 5					
BSNS5340	Marketing Fundamentals	15			APMG5340
<i>BSNS5373</i>	<i>Advertising and Promotion</i>	15			
Course No.	Course Name	Credits	Pre-requisites	Co-requisites	Restrictions
Level 6					
BSNS6373	Sales Management	15		BSNS5340 or APMG5340	
BSNS6374	Integrated Marketing Communications	15		BSNS5340 or APMG5340 or COMM5530 or COMM5430	
<i>BSNS6370</i>	<i>Marketing Planning</i>	15		<i>BSNS5340 or APMG5340</i>	<i>APMG6370</i>
<i>BSNS6372</i>	<i>Buyer Behaviour</i>	15		<i>BSNS5340 or APMG5340 or BSNS5400</i>	<i>APMG6372</i>
<i>BSNS6375</i>	<i>Services Marketing</i>	15		<i>BSNS5340</i>	<i>BSNS5372 & APMG5372</i>
<i>BSNS6363</i>	<i>Digital Marketing</i>	15	<i>BSNS5340</i>		
Level 7					
BSNS7370	Marketing Strategy	15	BSNS6373 or APMG6373		
BSNS7373	Applied Digital Marketing	15		BSNS5340	
BSNS7452	Advanced Sales Management	15	BSNS6373 or APMG6373		
BSNS7454	Strategic Brand Management	15		BSNS5340 or APMG5340	
<i>BSNS7110</i>	<i>Google Certified (Web-based Advertising and Analytics)</i>	15	<i>45 credits at level 6</i>		
<i>BSNS7360</i>	<i>International Business</i>	15			
<i>BSNS7389</i>	<i>Industry Based Learning – Marketing</i>	15	<i>60 credits and relevant Academic Authority approval</i>		<i>APMG7389 or BSNS7349 or APMG7349 or BSNS7359 or APMG7359</i>
<i>BSNS7450</i>	<i>Project in Market Research</i>	15	<i>BSNS6371 or APMG6371</i>		
<i>BSNS7456</i>	<i>Advertising Practice</i>	15	<i>60 credits</i>		
<i>BSNS7575</i>	<i>Search Engine Optimisation</i>	15	<i>BSNS7373</i>		
<i>BSNS7474</i>	<i>Social Media Marketing</i>	15	<i>BSNS5340</i>		

Note:¹ Students must take two electives, one at level seven and one at levels five, six or seven.

6. Credit Recognition and Exemptions

Specified and unspecified credit recognition will be determined on a case-by-case basis in accordance with the Graduate Diploma Regulations.

Graduates of the Bachelor of Business from Unitec may be granted credit recognition towards the Graduate Diploma in Business at the discretion of the relevant Academic Authority, to a maximum of 45 credits.

6.1 Restrictions

Cross credits will not be given for the following courses if they were completed more than 5 years before the application date:

- ACTY 6201 Financial Accounting
- ACTY7201 Advanced Financial Accounting
- ACTY6210 Taxation
- ACTY7210 Advanced Taxation
- ACTY5320 Law of Business Obligations
- ACTY6320 Law of Business Entities
- ACTY7209 Advanced Auditing

7. Assessment

7.1 Assessment basis

All assessments are achievement based using an 11 point grading scale, except for assessment in courses ACTY7219, ACTY7319, BSNS7349, BSNS7359 and BSNS7389 (Industry Based Learning), in which assessment will be competency based.

7.2 Calculation of course grades

- a) All student work will be graded using grade related criteria.
- b) Where a course contains a final examination as part of its assessment a student must obtain a mark of at least 40% in that final examination in order to achieve a passing grade for that course.
- c) Where assessment is achievement based, the final course grade will be determined by the mathematical aggregation of weighted grades achieved in summative assessments and reported according to the following scale, except as provided for in 8.2b above:

Table 3: Course Grades

Grade	Percentage	Result
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A+	90 – 100	Pass
A	85 – 89	Pass
A-	80 – 84	Pass
B+	75 – 79	Pass
Grade	Percentage	Result
B	70 – 74	Pass
B-	65 – 69	Pass
C+	60 – 64	Pass
C	55 – 59	Pass
C-	50 – 54	Pass
D	40 – 49	Fail
E	0 - 39	Fail

- d) Where assessment is competency based, course grades will be reported according to the following criteria:

Grade	Status
M	Merit Pass
P	Pass
NC	Not Yet Competent

- e) Students may be awarded one of the following grades for a course if they meet the criteria described:

Table 4: Grade Criteria

Grade	Meaning	Criteria
CR	Credit Recognition	The student has applied for and been awarded a credit recognition from another qualification.
DEF	Deferred	The course result has been deferred.
W	Withdrawn	If a student withdraws from a course after the 10% date of the course is completed and up to or at the 75% date of the course. No credits earned.
DNC	Did not complete	A student has either withdrawn after the 75% date of the course has been taught or not attempted a compulsory item of assessment within a course. No Credits earned.

- f) The final grade for a course shall be calculated from the aggregation of all summative assessment activities.
- g) Final grades for courses which have practical components will be determined by the grade gained in the written component of the summative assessment following successful achievement of all practical assessment.

7.3 Conditions applying to restricted passes

Restricted passes are not available for courses in this programme.

7.4 Resits and resubmissions

Resubmissions are available only for courses BSNS7349, BSNS7359 and BSNS7389 (Industry Based Learning). The following conditions will apply:

- a) Resubmissions and resits are only available to students who have received a

fail grade for an assessment event in an Industry Based Learning course. Failure to attend an assessment event does not normally entitle the student to resit or resubmit work.

- b) Any student wishing to resit or resubmit work for a course must apply in writing to the relevant Academic Authority within 14 days of the date in which the original graded assignment was returned.
- c) There will be a two week timeframe imposed on the resubmission process (from the date of notification).
- d) The maximum grade possible for a resit or resubmission is a P.

7.5 Submission and late submission of work

- a) Applications for extensions must be made under the Special Assessment Circumstances policy
- b) Any assessment that is submitted late (and does not have a prior approved extension or Special Assessment Circumstance) will be penalised by a deduction of 10% per day of the student's assignment mark, up to five (5) days, inclusive of weekends.
- c) No assignments will be accepted five (5) days (inclusive of weekends) after the due date. If the assessment is not compulsory, the student will receive a 'zero' grade for that assignment. If the assignment is compulsory, then the student will receive a DNC grade for the entire course.

8. Transitional Arrangements / Modified Programmes of Study

8.1 Graduates of the Unitec Bachelor of Business

Graduates of the Bachelor of Business from Unitec may apply for entry to the Graduate Diploma in Business, but these graduates cannot be admitted to the Graduate Diploma in Business in the same specialisation in which they majored in the degree.

Courses in common to the degree studied and the Graduate Diploma in Business must be replaced with courses approved by the relevant Academic Authority. Credit recognition may be granted at the discretion of the Authority, to a maximum of 45 credits.

8.2 Transitional arrangements for students enrolled in the Graduate Diploma in Business programme before semester 1, 2016

Compulsory Courses for Graduate Diploma in Business (Operations Management endorsement)

Course Name	Transitional Course
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BSNS7351	Project Management	Any Level 7 elective from courses approved for Graduate Diploma in Business (Operations endorsement). This is only effective for those students who enrolled in 2016 and 2017.
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Compulsory Courses for Graduate Diploma in Business (Human Resource Management endorsement)

Course Name		Transitional Course
BSNS7351	Project Management	Any Level 7 Elective from courses approved for Graduate Diploma in Business (HRM endorsement). This is only effective for those students who enrolled in 2016 and 2017.

Compulsory Courses for Graduate Diploma in Business – Marketing Major

Course Name		Transitional Course
BSNS6370	Marketing Planning	BSNS 6100 Marketing Management
BSNS7370	Marketing Strategy	BSNS 7100 Advanced Marketing

8.3 Transitional arrangements for students enrolled in the Graduate Diploma in Business programme from semester 1, 2018

Course Name		Transitional Course
BSNS7373	Applied Digital Marketing	BSNS7575 Search Engine Optimisation

8.4 Modified Programme of Study

Students will be considered by the relevant Academic Authority on a case by case basis and required to complete a modified programme of study if approved. The modified programme of study may include a negotiated study course at an appropriate level.

9. Commencement

These regulations came into force in Semester 1, 2019.