

6. PROGRAMME REGULATIONS

Graduate Diploma in Business [GDBus]

To be read in conjunction with Unitec's Academic Statute and associated Policies and Procedures.

These programme regulations apply to the Graduate Diploma in Business [GDBus] which leads to the Graduate Diploma in Business (Level 7) qualification, with endorsements in Human Resource Management, Marketing, Operations Management and Sales Management, (120 credits) [CA2383-3].

These regulations come into effect from Sem2 2025.

1. Ngā Ture Hei Whakaurunga | Admission Requirements

Admission Requirements comply with Unitec's Admission Requirements Guidelines.

To be eligible for admission to this programme, all applicants must meet three admission requirements:

- Requirements for either general admission, special admission, or discretionary admission
- Any additional Programme specific requirements
- English language requirements

1.1 Whakaurunga Whānui | General Admission

To be admitted to this programme all applicants must be at least 16 years of age on the date of the programme's commencement for the Sem in which they wish to enrol or provide a completed Early Release Exemption form, and meet the following requirements:

- A recognised degree or equivalent; or
- A professional qualification in a relevant discipline; or
- The ability to demonstrate competencies equivalent to a graduate from the above qualifications.

1.2 Whakaurunga Motuhake | Special Admission

Applicants must have:

- attained the age of 20 years on or before the first day of the Sem in which study for the programme is to commence; and
- provided sufficient evidence of aptitude or appropriate work or other life experience that would indicate a successful outcome in the qualification.

1.3 Whakaurunga Kōwhiringa | Discretionary Admission

In exceptional cases an applicant who does not meet the general admission requirements and who has not reached the age of 20 on or before the first day of the Sem in which study for the Certificate is to commence may apply for discretionary admission.

In assessing whether to grant discretionary admission in exceptional cases, the primary focus will be on the applicant's level of preparedness for study at the required level.

1.4 Whakaurunga Tautui | Programme Specific Requirements

To be admitted to this programme, all applicants must meet the following requirements in addition to the requirements set out above:

- Graduates of the Bachelor of Business from Unitec cannot be admitted to the Graduate Diploma in Business in the same specialisation (endorsement) in which they majored in the degree.
- 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.

1.5 Whakaurunga Reo Pākehā | English Language Admission Requirements

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) or equivalent.

International applicants must also provide evidence that they have the necessary English language proficiency required for the Programme as demonstrated through the use of evidence of one of the kinds described in [NZQA Rules](#) on the Unitec [English Language Requirements for International Students](#) Web-page.

2. Paearu Kōwhiri Tukanga Selection Criteria & Process <i>Selection Criteria and Processes comply with Unitec’s Admission Requirements Guidelines.</i>	2.1 Paearu Kōwhiri Selection Criteria When the number of eligible applicants 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. Applicants who meet the maximum number of listed criteria will be the preferred candidates
	2.2 Tukanga Kōwhiri Selection Process Selection will be made by Unitec staff members with the delegated authority to offer places to applicants. These staff members will select students on the basis of written information supplied on the enrolment form. At the discretion of the staff members, an interview (face-to-face or electronic) may be required. A list of delegated staff members is maintained by the Programme Academic Quality Committee (PAQC) responsible for the programme.
3. Ngā Ture Hei Whakawhiwhi Tohu Mātauranga Requirements for the Award of the Programme 	

BSNS7162	Business Analytics	15	Relevant Academic Authority approval		
<i>BSNS7015</i>	<i>Internship Based Learning</i>	<i>15</i>	<i>60 credits and relevant Academic Authority approval</i>		
Plus choose any one 15-credit course from BBUS at Level 7					

Table 2b: Course Details – Graduate Diploma in Business (Operations Management)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 5					
BSNS5003	Business Functions	15			
Level 6					
BSNS6350	Operations Management	15	Relevant Academic Authority approval		APMG6350
BSNS6352	Supply Chain Management	15	Relevant Academic Authority approval		
Level 7					
BSNS7340	Organisational Strategies	15	Relevant Academic Authority approval		
BSNS7350	Applied Operations Management	15	Relevant Academic Authority approval		
BSNS7162	Business Analytics	15	Relevant Academic Authority approval		
<i>BSNS7015</i>	<i>Internship Based Learning</i>	<i>15</i>	<i>60 credits and relevant Academic Authority approval</i>		
Plus choose any one 15-credit course from BBUS at Level 7					

Table 2c: Course Details – Graduate Diploma in Business (Marketing)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 5					
BSNS5003	Business Functions	15			
Level 6					
BSNS6100	Marketing Management	15	Relevant Academic Authority approval		
BSNS6363	Digital Marketing	15	Relevant Academic Authority approval		
Level 7					
BSNS7100	Advanced Marketing	15	Relevant Academic Authority approval		
BSNS7575	Search Engine Optimisation	15	Relevant Academic Authority approval		
BSNS7162	Business Analytics	15	Relevant Academic Authority approval		
<i>BSNS7340</i>	<i>Organisational Strategies</i>	<i>15</i>	<i>Relevant Academic Authority approval</i>		
<i>BSNS7110</i>	<i>Google Certified (Web-based Advertising and Analytics)</i>	<i>15</i>	<i>Relevant Academic Authority approval</i>		
<i>BSNS7015</i>	<i>Internship Based Learning</i>	<i>15</i>	<i>Relevant Academic Authority approval</i>		

BSNS7474	Social Media Marketing	15	Relevant Academic Authority approval		
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Table 2d: Course Details – Graduate Diploma in Business (Sales Management) NOT CURRENTLY OFFERED

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 5					
BS5003	Business Functions	15			APMG5340
Level 6					
BSNS6373	Sales Management	15		BSNS5340 or APMG5340	
BSNS6374	Integrated Marketing Communications	15		BSNS5340 or APMG5340 or COMM5530 or COMM5430	
<i>BSNS6372</i>	<i>Buyer Behaviour</i>	<i>15</i>		<i>BSNS5340 or APMG5340 or BSNS5400</i>	<i>APMG6372</i>
<i>BSNS6363</i>	<i>Digital Marketing</i>	<i>15</i>	<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>	<i>15</i>	<i>45 credits at Level 6 or above</i>		
<i>BSNS7015</i>	<i>Internship Based Learning</i>	<i>15</i>	<i>60 credits and relevant Academic Authority approval</i>		
<i>BSNS7575</i>	<i>Search Engine Optimisation</i>	<i>15</i>	<i>BSNS7373</i>		
<i>BSNS7474</i>	<i>Social Media Marketing</i>	<i>15</i>	<i>BSNS5340</i>		

3.2 Mahi Waehanga Pāhekoheko | Integrated and Work-based components

All Graduate Diploma in Business students have the opportunity through the Internship Based Learning course to complete an approved placement of a minimum of 140 hours in the workplace within the parameters agreed with the sponsoring organisation and academic staff member. The process of negotiating the project/work placement will be overseen by the course co-ordinator. All students must comply with the Work Based Learning: Internship Placement requirements for specific courses, as defined in the Student Handbook.

3.3 Mahi Akoranga | A Wāhanga | Course Load per Sem

The normal full-time course load is 60 credits per Semester, or 75 credits with the approval of the relevant academic authority.

3.4 Whakaurunga Takiwā | Enrolment Periods

	<p>The normal enrolment period is 1 year (full-time study) or 2-6 years (part-time study). Students who are prevented by ill health, or other cause, from completing the programme requirements within the maximum period of enrolment, the relevant academic authority may approve suspension of enrolment for up to a maximum of 1 Semester. The maximum period to complete this Programme is 8 years.</p> <p>3.5 Whakawhiwhi Tāpiripiri Additional Awards</p> <p>There are no additional awards available in this programme.</p>																																																
<p>4. Tūtukitanga Whakamihi Credit Recognition</p> <p><i>Credit Recognition complies with Unitec’s Assessment, Moderation and Grades Policy and associated procedure.</i></p>	<p>4.1 Whakawhiwhi Tūtukitanga Cross Credit</p> <p>Credits will not be awarded for successful study that took place more than 5 years prior to the date of first enrolment in the programme.</p> <p>a. A student may be awarded credits or exemptions in recognition of successful equivalent study, at the same or a higher level in the context of another programme.</p> <p>b. The credit recognition may be:</p> <p>i. specified, where there is direct equivalence of the learning outcomes of a completed course and a course in the programme; or</p> <p>ii. unspecified, where the previous study has taken place in a programme with a similar philosophy but there is no exact match in the programme’s courses.</p> <p>c. Cross credits will not be given for an Internship Based Learning Course.</p> <p>4.2 Aromatawai Tōmua Assessment of Prior Learning (APL)</p> <p>Assessment of Prior Learning is available for all courses in this programme. APL decisions will be made on a case-by-case basis under the Unitec Assessment of Prior Learning Procedure.</p> <p>4.3 Ngā whakawhiwhinga Credit Transfer</p> <p>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.</p>																																																
<p>5. Waeture Aromatawai Assessment Regulations</p> <p><i>Assessment Regulations comply with Unitec’s Assessment, Moderation and Grades Policy and associated procedure.</i></p>	<p>5.1 Paparahi Aromatawai Assessment Basis</p> <p>Assessment in this programme uses both achievement-based (Table 3a) and competency-based (Table 3b) grading scales for courses.</p> <p>Internship Based Learning courses are competency based. Students must achieve all of the outcomes in competency-based assessment in order to pass those courses.</p> <p>All other courses are achievement based using an 11-point grading scale. Students must obtain at least 50% overall score in order to pass that course.</p> <p>In order to achieve a passing grade for a course in which there is a final examination, all students must achieve at least 40% in the final examination for that course.</p> <p>5.2 Ākoranga Taumata Course grades</p> <p>Course grades will be determined by the mathematical aggregation of weighted assessment marks and reported according to the following scales. Participants must obtain at least 50% overall score in order to pass achievement-based assessment.</p> <p>Table 3a: Achievement based 11-point assessment system</p> <table><tr><th>Grade</th><th>Meaning</th><th>Result</th><th>Percentage</th></tr><tr><td>A+</td><td>Distinction</td><td>Credits Earned</td><td>90 – 100</td></tr><tr><td>A</td><td>Distinction</td><td>Credits Earned</td><td>85 – 89</td></tr><tr><td>A-</td><td>Distinction</td><td>Credits Earned</td><td>80 – 84</td></tr><tr><td>B+</td><td>Merit</td><td>Credits Earned</td><td>75 – 79</td></tr><tr><td>B</td><td>Merit</td><td>Credits Earned</td><td>70 – 74</td></tr><tr><td>B-</td><td>Merit</td><td>Credits Earned</td><td>65 – 69</td></tr><tr><td>C+</td><td>Pass</td><td>Credits Earned</td><td>60 – 64</td></tr><tr><td>C</td><td>Pass</td><td>Credits Earned</td><td>55 – 59</td></tr><tr><td>C-</td><td>Pass</td><td>Credits Earned</td><td>50 – 54</td></tr><tr><td>D</td><td>Fail</td><td>No Credits Earned</td><td>40 – 49</td></tr><tr><td>E</td><td>Fail</td><td>No Credits Earned</td><td>0 – 39</td></tr></table>	Grade	Meaning	Result	Percentage	A+	Distinction	Credits Earned	90 – 100	A	Distinction	Credits Earned	85 – 89	A-	Distinction	Credits Earned	80 – 84	B+	Merit	Credits Earned	75 – 79	B	Merit	Credits Earned	70 – 74	B-	Merit	Credits Earned	65 – 69	C+	Pass	Credits Earned	60 – 64	C	Pass	Credits Earned	55 – 59	C-	Pass	Credits Earned	50 – 54	D	Fail	No Credits Earned	40 – 49	E	Fail	No Credits Earned	0 – 39
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	<p>For Internship Based Learning courses the grades will be determined according to the following criteria. Participants must achieve all of the outcomes in order to pass competency-based assessment.</p> <p>Table 3b: Competency based 3-point assessment system</p> <table><tr><th>Grade</th><th>Meaning</th><th>Result</th></tr><tr><td>M</td><td>Merit Pass</td><td>Credits Earned</td></tr><tr><td>P</td><td>Pass</td><td>Credits Earned</td></tr><tr><td>NC</td><td>Not Yet Competent</td><td>No Credits Earned</td></tr></table>	Grade	Meaning	Result	M	Merit Pass	Credits Earned	P	Pass	Credits Earned	NC	Not Yet Competent	No Credits Earned																		
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	<p>5.3 Paearu Taumata Grade Criteria</p> <p>Students may be awarded one of the following grades for a course:</p> <p>Table 4: Grade Criteria</p> <table><tr><th>Grade</th><th>Meaning</th><th>Criteria</th></tr><tr><td>CR</td><td>Credit Recognition</td><td>The student has applied for and been awarded a credit recognition from another qualification</td></tr><tr><td>CTG</td><td>Continuing</td><td>The Course runs for more than one Sem and the final Summative Assessment has not yet occurred. No Credits earned</td></tr><tr><td>DEF</td><td>Deferred</td><td>The student has approval to complete a Course Assessment beyond the schedule date. Unless an exception has been approved, any Deferred Grade remaining on a student’s record beyond a duration equal to that of the original course will be changed to the grade to which the student would otherwise be entitled. No Credits earned.</td></tr><tr><td>DNC</td><td>Did not Complete</td><td>The grade DNC (Did Not Complete) is recorded if a student has either withdrawn after 75% of the scheduled Course duration; or not attempted a compulsory item of Assessment within a Course. No Credits earned.</td></tr><tr><td>ES</td><td>Student Exchange</td><td>The student has completed an approved inter-institutional exchange, and it is not appropriate for another grade to be awarded. No Credits earned.</td></tr><tr><td>NGA</td><td>No Grade Associated</td><td>Course assessment and reporting of results are not required for this course or are carried out by an external agency. No Credits earned</td></tr><tr><td>R</td><td>Restricted Pass</td><td>The student has been awarded a restricted pass subject to Relevant clause in this schedule. Credits earned.</td></tr><tr><td>W</td><td>Withdrawn</td><td>The student withdraws from a Course after 10% of the scheduled Course duration and up to, or at, the date at which 75% of the scheduled Course has passed. No credits earned.</td></tr><tr><td>#</td><td>Estimated Grade</td><td>If any portion of Summative Assessment has been estimated, the final grade will be an estimated grade, and annotated “#” on the Student’s Academic Record.</td></tr></table>	Grade	Meaning	Criteria	CR	Credit Recognition	The student has applied for and been awarded a credit recognition from another qualification	CTG	Continuing	The Course runs for more than one Sem and the final Summative Assessment has not yet occurred. No Credits earned	DEF	Deferred	The student has approval to complete a Course Assessment beyond the schedule date. Unless an exception has been approved, any Deferred Grade remaining on a student’s record beyond a duration equal to that of the original course will be changed to the grade to which the student would otherwise be entitled. No Credits earned.	DNC	Did not Complete	The grade DNC (Did Not Complete) is recorded if a student has either withdrawn after 75% of the scheduled Course duration; or not attempted a compulsory item of Assessment within a Course. No Credits earned.	ES	Student Exchange	The student has completed an approved inter-institutional exchange, and it is not appropriate for another grade to be awarded. No Credits earned.	NGA	No Grade Associated	Course assessment and reporting of results are not required for this course or are carried out by an external agency. No Credits earned	R	Restricted Pass	The student has been awarded a restricted pass subject to Relevant clause in this schedule. Credits earned.	W	Withdrawn	The student withdraws from a Course after 10% of the scheduled Course duration and up to, or at, the date at which 75% of the scheduled Course has passed. No credits earned.	#	Estimated Grade	If any portion of Summative Assessment has been estimated, the final grade will be an estimated grade, and annotated “#” on the Student’s Academic Record.
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<p>6. Aromatawai Mahinga Assessment Procedures</p> <p><i>Assessment Procedures comply with Unitec’s Assessment Moderation and</i></p>	<p>6.1 Ākoranga Aromatawai Course Assessment</p> <p>Courses employ both formative and summative assessment activities. Formative assessments do not contribute to the final grade for a given course. All summative assessment elements are compulsory unless otherwise approved and noted in course information.</p> <p>Students must attempt all compulsory assessment activities in order to pass and receive credit for any course. Students who do not attempt a compulsory item of assessment may be awarded a ‘Did Not Complete’(DNC) for the whole course and may not earn any credits.</p> <p>6.2 Aromatawai I Roto I Te Reo Assessment in Te Reo</p>																														

<p><i>Grades Policy and associated procedure.</i></p>	<p>All students have the right to submit any summative assessment task in Te reo Māori. The process for submission of summative assessment work in Te reo Māori is governed by the Unitec Assessment in Te Reo Māori procedure and detailed in course material.</p> <p>6.3 Tāpaetanga Tōmuri Submission and late submission of work</p> <ol style="list-style-type: none"> The due dates for all summative assessment work will be notified at the commencement of each course. Any assessment that is submitted late (and does not have a prior approved extension) will be penalised by a deduction of 10% per day of the participants assignment mark, up to five (5) days, inclusive of weekends. Applications for extensions must be made by according to procedure noted in Student Handbooks and course documentation. Any extension will be carried out within a specified time period as agreed with the relevant academic authority and no further extensions will be granted. No assignment will be accepted five (5) days (inclusive of weekends) after the due date. If the assessment is not compulsory, the participants will receive a 'zero' grade for that assignment. If the assignment is compulsory, then the participants will receive a Did Not Complete (DNC) grade for the entire course. <p>6.4 Whakamātautau Anō Resubmission or Reassessment</p> <p>Resubmission/reassessment is only available for Internship Based Learning courses. <i>No other courses allow resubmission or reassessment.</i></p> <p>A student may apply to undertake a resubmission/reassessment for a failed assessment in Internship Based Learning courses within 5 days of receiving their marked assessment.</p> <p>The following conditions apply:</p> <ol style="list-style-type: none"> only one reassessment or resubmission per Internship Based Learning course. Any approved resubmission/reassessment will be carried out within a specified time period as agreed with the relevant academic authority. In all cases for resubmission, the original marked assignment will accompany resubmitted assignments. If resubmitted work is not accompanied by the original marked assignment, the resubmitted work will not be marked, and the original grade will stand. The maximum grade for any resubmission/reassessment of an assessment is the lowest pass grade. Assignments that are handed in late are not eligible for resubmission or reassessment. <p>6.5 Āhuatanga Aromatawai Motuhake Affected Performance Consideration</p> <p>A student may apply for Affected Performance Consideration (APC) if:</p> <ul style="list-style-type: none"> The student is unable to attend an examination, compulsory assessment or fixed time and place assessment activity due to illness, injury, bereavement or other critical circumstances The student's preparation for, or performance in an examination or any summative assessment has been seriously impaired due to circumstances beyond their control <p>Applications for APC are made by a student within 5 working days of the affected assessment event. Decisions to approve an APC and to apply any remedy are made according to the Assessment and Grading Procedures and Regulations.</p> <p>6.6 Pāhi Rāhui Restricted Pass</p> <p>Restricted passes are not available in this programme.</p> <p>6.7 Tuaruatanga Repeating Courses</p> <p>Students who are repeating a Level 1–8 course would normally be required to submit all assessment items. In some cases, with the prior approval of the relevant academic authority, students may not be required to repeat an equivalent assessment item that they had previously passed. This should be negotiated within the first two weeks of the commencement of the course and will specify any course grade that will be carried over.</p> <p>Students may enrol and repeat a course that they have failed only once. Permission to enrol for a third time is governed by Exclusion provisions below.</p>
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7.2.3 Transitional arrangements for students enrolled in the Graduate Diploma in Business from Sem 1 2018

Compulsory Courses for Graduate Diploma in Business – Marketing Major

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

The transition arrangements expire at the end of December 2026.

7.3 Hōtaka Whakarerekē O Ngā Āhuatanga Ako | Modified Programmes of Study

Modified programmes of study allow transitioning students to achieve the award of this qualification by undertaking a modified set of courses which may differ from those specified in 3.1 above. Students will be considered on a case-by-case basis and required to complete a modified programme of study as approved. The modified programme of study may include a negotiated study course at an appropriate level.