

Postgraduate Diploma in Applied Business [PGDAB]

To be read in conjunction with [Te Kawa Maiororo | Educational Regulatory Framework](#) and associated Policies and Procedures.

Except where noted, Te Kawa Maiororo applies to all Te Pūkenga ākonga and kaimahi and all learning, teaching, research, and support activities delivered by and on behalf of Te Pūkenga. Where a higher standard is set or restrictions or exceptions apply, the programme regulations override the provisions in Te Kawa Maiororo.

Ākonga are enrolled and complete under the programme regulations in place when they first enrol except where change is required by an external regulatory or standard setting body. In such cases, ākonga are notified of any changes in writing.

These programme regulations apply to the Postgraduate Diploma in Applied Business [PGDAB] programme, which leads to the award of Postgraduate Diploma in Applied Business (Level 8) qualification, with specialisations in Business Analytics, Digital Marketing, Advanced HR, Leadership, and Supply Chain & Logistics, (120 credits) [4209-2].

These regulations come into effect from Semester 1, 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, or special 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 semester in which they wish to enrol, and meet the following requirements:

- A recognised bachelor's degree (or higher) in a relevant discipline with merit achievement deemed to be a grade average of B- or higher; or
- A professional qualification in a relevant discipline, recognised as being equivalent to merit achievement in a bachelor's degree or equivalent.

1.2 Whakaurunga Motuhake | Special Admission

Applicants must have:

- attained the age of 20 years on or before the first day of the semester 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 Tautui | Programme Specific Requirements

There are no programme specific requirements.

1.4 Whakaurunga Reo Pākehā | English Language Admission Requirements

Domestic applicants must have achieved a [the minimum requirement to go to a New Zealand University](#) or equivalent. International applicants must also meet the [English Language Entry Requirements as stated by the New Zealand Qualifications Authority | Mana Tohu Matauranga O Aotearoa](#).

<p>2. Paearu Kōwhiri Tukanga Selection Criteria & Process</p> <p><i>Selection Criteria and Processes comply with Unitec’s Admission Requirements Guidelines.</i></p>	<p>2.1 Paearu Kōwhiri Selection Criteria</p> <p>The following selection criteria will be applied to all applicants:</p> <ol style="list-style-type: none">exceeding the minimum entry requirements;relevant work experience;assurance of commitment to all aspects of the programme and to meeting learning outcomes. <p>These criteria are not ranked in any order. Applicants who meet the maximum number of listed criteria will be the preferred candidates</p> <p>2.2 Tukanga Kōwhiri Selection Process</p> <p>Selection will be made by Unitec staff members with the delegated authority to offer places to applicants. Ākonga will be selected on the basis of written information supplied on the enrolment form. A face-to-face or electronic interview may be required. A list of delegated staff members is maintained by the Programme Academic Quality Committee (PAQC) responsible for the programme.</p>															
<p>3. Ngā Ture Hei Whakawhiwhi Tohu Mātauranga Requirements for the Award of the Programme</p> <p><i>Requirements comply with Unitec’s Programme Completion and Awards Policy and associated procedure.</i></p>	<p>3.1 Whakaemi Tūtukitanga Credit Accumulation</p> <p>To be awarded the Postgraduate Diploma in Applied Business, a student must successfully complete a minimum of 120 credits in the pattern set out in Table 1 from the courses set out in Table 2a-2e depending on their specialisation.</p> <p>Table 1: Credit Requirements for Master of Applied Business</p> <table><tr><th>Level</th><th>Core Credits</th><th>Specialisation Credits</th><th>Elective Credits</th><th>Total Credits</th></tr><tr><td>8</td><td>30</td><td>45</td><td>45</td><td>120</td></tr><tr><td></td><td></td><td></td><td></td><td>120</td></tr></table>	Level	Core Credits	Specialisation Credits	Elective Credits	Total Credits	8	30	45	45	120					120
Level	Core Credits	Specialisation Credits	Elective Credits	Total Credits												
8	30	45	45	120												
				120												

Table 2a: Course Details – Postgraduate Diploma in Applied Business (Business Analytics)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 8					
BSNS8000	Strategic IQ	15			
BSNS8001	Design Thinking for Business	15			
BSNS8030	Data Analytics	15			
BSNS8031	Analytics Storytelling	15			
COMP8811	Data Analytics and Intelligence	15			
<i>Electives – 45 credits selected from the following OR from any of the other level 8 specialisation courses or level 8 courses from other postgraduate programmes, subject to meeting any prerequisites and with approval from the Academic Programme Manager</i>					
<i>BSNS8002</i>	<i>Digital Transformation</i>	<i>15</i>			
<i>BSNS8003</i>	<i>Industry Internship</i>	<i>30</i>	<i>60 credits at Level 8</i>		
<i>BSNS8004</i>	<i>Business Research Methods</i>	<i>15</i>			
<i>BSNS8005</i>	<i>Te Ao Pakihi Māori</i>	<i>15</i>			

Table 2b: Course Details – Postgraduate Diploma in Applied Business (Digital Marketing)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
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Level 8					
BSNS8000	Strategic IQ	15			
BSNS8001	Design Thinking for Business	15			
BSNS8040	Inbound Marketing	15			
BSNS8041	Online Advertising	15			
BSNS8042	Web Analytics	15			
<i>Electives – 45 credits selected from the following OR from any of the other level 8 specialisation courses or level 8 courses from other postgraduate programmes, subject to meeting any prerequisites and with approval from the Academic Programme Manager</i>					
<i>BSNS8002</i>	<i>Digital Transformation</i>	<i>15</i>			
<i>BSNS8003</i>	<i>Industry Internship</i>	<i>30</i>	<i>60 credits at Level 8</i>		
<i>BSNS8004</i>	<i>Business Research Methods</i>	<i>15</i>			
<i>BSNS8005</i>	<i>Te Ao Pakihi Māori</i>	<i>15</i>			

Table 2c: Course Details – Postgraduate Diploma in Applied Business (Advanced Human Resources)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 8					
BSNS8000	Strategic IQ	15			
BSNS8001	Design Thinking for Business	15			
BSNS8020	EX Employee Experience	15			
BSNS8021	Workforce Analytics	15			
BSNS8012	Building Workplace Culture	15			
<i>Electives – 45 credits selected from the following OR from any of the other level 8 specialisation courses or level 8 courses from other postgraduate programmes, subject to meeting any prerequisites and with approval from the Academic Programme Manager</i>					
<i>BSNS8002</i>	<i>Digital Transformation</i>	<i>15</i>			
<i>BSNS8003</i>	<i>Industry Internship</i>	<i>30</i>	<i>60 credits at Level 8</i>		
<i>BSNS8004</i>	<i>Business Research Methods</i>	<i>15</i>			
<i>BSNS8005</i>	<i>Te Ao Pakihi Māori</i>	<i>15</i>			

Table 2d: Course Details – Postgraduate Diploma in Applied Business (Leadership)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 8					
BSNS8000	Strategic IQ	15			
BSNS8001	Design Thinking for Business	15			
BSNS8010	Leading and Managing Change	15			
BSNS8011	Developing Tomorrow's Leaders	15			
BSNS8012	Building Workplace Culture	15			
<i>Electives – 45 credits selected from the following OR from any of the other level 8 specialisation courses or level 8 courses from other postgraduate programmes, subject to meeting any prerequisites and with approval from the Academic Programme Manager</i>					
<i>BSNS8002</i>	<i>Digital Transformation</i>	<i>15</i>			
<i>BSNS8003</i>	<i>Industry Internship</i>	<i>30</i>	<i>60 credits at Level 8</i>		
<i>BSNS8004</i>	<i>Business Research Methods</i>	<i>15</i>			
<i>BSNS8005</i>	<i>Te Ao Pakihi Māori</i>	<i>15</i>			

Table 2e: Course Details – Postgraduate Diploma in Applied Business (Supply Chain & Logistics)

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

Course No	Course Name	Credits	Pre- requisites	Co-requisites	Restrictions
Level 8					
BSNS8000	Strategic IQ	15			
BSNS8001	Design Thinking for Business	15			
BSNS8050	Procurement Management	15			
BSNS8051	Supply Chain Design	15			
BSNS8052	Warehousing and Distribution	15			
<i>Electives – 45 credits selected from the following OR from any of the other level 8 specialisation courses or level 8 courses from other postgraduate programmes, subject to meeting any prerequisites and with approval from the Academic Programme Manager</i>					
<i>BSNS8002</i>	<i>Digital Transformation</i>	<i>15</i>			
<i>BSNS8003</i>	<i>Industry Internship</i>	<i>30</i>	<i>60 credits at Level 8</i>		
<i>BSNS8004</i>	<i>Business Research Methods</i>	<i>15</i>			
<i>BSNS8005</i>	<i>Te Ao Pakihi Māori</i>	<i>15</i>			

3.2 Mahi Waehanga Pāhekoheko | Integrated and Work-based components

The Industry Internship is completed in the workplace with academic supervision provided by Unitec staff. In such instances, the project will be governed by a tripartite agreement between Ākonga, Unitec and the external organisation. This agreement will specify the arrangements for academic supervision by Unitec staff, pastoral care and professional supervision by the workplace organisation and expectations for Ākonga compliance with relevant policies of Unitec and the external organisation.

3.3 Mahi Akoranga | A Wāhanga | Course Load per Semester

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

- The normal enrolment period is 12 months (full-time study) or 24 months (part-time study).
- The maximum period to complete this qualification, with the approval of the relevant Academic Authority is 36 months.
- Ākonga 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 six months.

3.5 Whakawhiwhi Tāpiripiri | Additional Awards

3.5.1 Exit Award

There are no formal exit or milestone awards for this programme. Ākonga enrolled in the Postgraduate Diploma in Applied Business may choose to exit the programme before completion and seek to cross credit completed courses to another programme under the conditions described in the Programme Regulations of that programme.

4. Tūtukitanga Whakamihi | Credit Recognition

Credit Recognition complies with Unitec's

4.1 Whakawhihi Tūtukitanga | Cross Credit

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.

- Ākonga 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.
- The credit recognition may be:
 - specified, where there is direct equivalence of the learning outcomes of a completed course and a course in the programme; or

Assessment, Moderation and Grades Policy and associated procedure.	<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>4.2 Aromatawai Tōmua Assessment of Prior Learning (APL) 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 whakawhitinga Credit Transfer 4.3.1 Transfer from Postgraduate Certificate in Applied Business a. Graduates of the Postgraduate Certificate in Applied Business may apply for a transfer of relevant credits towards the Postgraduate Diploma in Applied Business, provided that the period between completing the award of the Postgraduate Certificate and applying for admission to the Postgraduate Diploma programme does not normally exceed three years; in exceptional circumstances, the relevant Academic Authority may approve the waiver of this requirement.</p>																																																
5. Kaupapa-here Assessment Policy and Kaupapa-here Moderation Policy	<p>5.1 Paparahi Aromatawai Assessment Basis Assessment in this programme is achievement based using an 11-point grading scale. Ākonga must attempt and submit all summative assessment items within the timeframe or by due date indicated in the course outline unless an extension has been applied for and granted. Ākonga must obtain at least 50% overall score in any achievement-based course in order to pass that course.</p> <p>5.2 Ākoranga Taumata Course grades 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 3: 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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5.3 Paearu Taumata | Grade Criteria

Students may be awarded one of the following grades for a course:

Table 4: Grade Criteria

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 semester 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.

6. Aromatawai Mahinga | Assessment Procedures

6.1 Ākoranga Aromatawai | Course Assessment

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.

Ākonga must attempt all compulsory assessment activities in order to pass and receive credit for any course. Ākonga 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.

6.2 Aromatawai I Roto I Te Reo | Assessment in Te Reo

Ākongahave 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.

6.3 Tāpaetanga Tōmuri | Submission and late submission of course work

- The due dates for all summative assessment work will be notified at the commencement of each course.

- b. Any assessment that is submitted late (and does not have a prior approved extension) will be penalised by a deduction of 10 per cent per day of the student's assessment mark, up to five calendar days.
- c. No assessments will be accepted five calendar days after the due date.
 - i. If the assessment is not compulsory, the student will receive a 'zero' grade for that assessment;
 - ii. If the assessment is compulsory, the student will receive a DNC grade for the entire course.
- d. Applications for extensions must be made by according to procedure noted in Ākonga Handbooks and course documentation.
- e. 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.

6.4 Whakamātautau Anō | Resubmission or Reassessment for courses

Ākonga may be granted permission to undertake:

- a. a resubmission/reassessment for a failed assessment item within a course with the following conditions:
 - i. an application for a resubmission/reassessment must be made within 5 days of receiving their marked assessment;
 - ii. only one reassessment or resubmission per course;
 - iii. any approved resubmission/reassessment will be carried out within a specified time period as agreed with the relevant academic authority;
 - iv. in all cases for resubmission, the original marked assessment will accompany resubmitted assessment. If resubmitted work is not accompanied by the original marked assignment, the resubmitted work will not be marked, and the original grade will stand;
 - v. the maximum grade for any resubmission/reassessment of an assessment is the lowest pass grade;
 - vi. assessments that are handed in late are not eligible for resubmission or reassessment.

6.5 Āhuatanga Aromatawai Motuhake | Assessment Consideration

A student may apply for Assessment Consideration if:

- a. 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
- b. The student's preparation for, or performance in an examination or any summative assessment has been seriously impaired due to circumstances beyond their control.

Applications for Assessment Consideration are made by a student within 5 working days of the affected assessment event. Decisions to approve an Assessment Consideration and to apply any remedy are made according to the business division procedures and approved by the delegated authority.

6.6 Pāhi Rāhui | Restricted Pass

There are no restricted passes available in this programme.

6.7 Tuaruatanga | Repeating Courses

- a. Ākonga may not enrol to repeat a level 8 course that they have failed without the permission of the Academic Programme Manager.
- b. Ākonga 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.

6.8 Whakakorenga | Exclusions

Ākonga will be allowed to enrol in any course more than twice unless there are exceptional circumstances approved by the relevant academic authority.

- a. Ākonga who fails to achieve at least 50 per cent of the credits that he or she is enrolled in in any 12-month period may be excluded by the relevant Academic Authority from re-enrolling in any

	<p>further courses. The decision whether students can re-enrol in further courses will be based on a student's likelihood of succeeding in further study and will be made by the relevant Head of School.</p> <ul style="list-style-type: none"> b. When calculating the 12-month period in a. above, Unitec reserves the right to include any relevant time spent by the student studying at another tertiary institution. c. Ākonga who has not achieved a Pass Grade for a Course shall not be enrolled again for that Course except with the permission of the relevant Academic Authority. d. The relevant Academic Authority will advise the student in writing of their decision, and the reasons for such decision, and any orders made. <p>6.9 Examination Regulations All examinations in this programme are governed by the Unitec Examinations Regulations Policy.</p> <p>6.10 Tono Pīra Appeals Ākonga may appeal the decisions made under these regulations in accordance with the Ākonga Concerns and Complaints Policy and the Ākonga Appeals Policy and Procedures.</p>
<p>7. Whakaritenga Whānui General Provisions</p>	<p>7.1 Whakamāramatanga ā-kaupapa Definition of Terms In these regulations, unless the context otherwise requires, the following definitions shall apply:</p> <ul style="list-style-type: none"> • 'Relevant academic authority' refers to an individual or role holder, or in some cases a committee, who have been delegated the authority to make a decision within a specific circumstance. A schedule of the various relevant academic authority delegations is maintained by the Programme Academic Quality Committee responsible for the Programme. <p>7.3 Hōtaka Whakarerekē O Ngā Āhuetanga Ako Modified Programmes of Study A modified programme of study may be created to allow a specific group of students under a specific circumstance to transition between versions of programmes, or from one programme to the next. Any transitions should be noted in Schedule 1 below and include any conditions.</p> <p>7.4 Ētahi Atu Whakaritenga Other provisions not covered elsewhere 7.4.1 Transfer from one Specialisation to another On application by a student, transfer from one specialisation of the Postgraduate Diploma in Applied Business to another specialisation may be approved by the relevant Academic Authority on a case-by-case basis.</p>