

# Graduate Diploma in Applied Business Studies

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The Graduate Diploma in Applied Business Studies is a Level 7, one year, full-time qualification (part-time options available) which allows students to select their area of specialisation. Students will need to demonstrate prior knowledge or completion of study to meet the prerequisites of the papers they wish to study.

## International Information

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Strands available at our Auckland campus include:

- Marketing
- Management

## Programme Outline

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The Graduate Diploma in Applied Business Studies programme comprises six papers (120 credits). Four papers must be at level 7 or above, drawn from papers listed in the schedules for the Bachelor of Applied Business Studies.

- Organisational Leadership
- Problem Solving & Decision Making
- E Business
- Services Marketing
- Project Management (compulsory paper)
- Industry Project (compulsory paper)
- Consumer Behaviour
- Strategic Management
- Entrepreneurship
- Marketing Communication
- Marketing Strategy
- Strategic Human Resource Management
- Change Management
- Market Research
- Business Research
- International Marketing
- International Business Management

**Enrol now!**



### Duration

One year, full-time



### International Fees

TBC

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## More info

[whitireia.ac.nz](http://whitireia.ac.nz)  
[weltec.ac.nz](http://weltec.ac.nz)  
[teauaha.com](http://teauaha.com)



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## Contact Us

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0800 WHITIREIA (944 847)

[enrolments@weltec.ac.nz](mailto:enrolments@weltec.ac.nz)  
0800 WELTEC (935 832)



## Entry Requirements

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### Degree or equivalent study/work experience

#### International students

Proven equivalence to domestic entry requirements and IELTS 6.0 (with no band lower than 5.5)

Some papers have prerequisites (requirements which must be met before enrolling in a paper). A student may be required to study papers in addition to those specified to meet the prerequisites.

Students enrolling in the Accounting strand need to have completed a three year Bachelor degree that includes introductory courses in Accounting.

IELTS 6.0 (with no band lower than 5.5) or equivalent (including NZCEL (Academic) Level 4).



**Enrol now!**

### Campuses

**Auckland Campus** 450  
Queens St  
Auckland

**Porirua Campus**  
3 Wi Neera Dr  
Porirua

**School of Construction**  
18 Western Hutt Rd  
Petone

**Petone Campus**  
21 Kensington Ave  
Petone

**School of Hospitality**  
52 Cuba St  
Wellington

**Te Kāhui Auaha**  
65 Dixon St  
Wellington



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