

PROGRAMME HANDBOOK

POSTGRADUATE DIPLOMA IN BUSINESS Level 8

2024

Outstanding Education!

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ICL GRADUATE BUSINESS SCHOOL PROGRAMMES

ICL Graduate Business School offers a wide range of Business Management, Business Informatics, and Early Childhood Education, up to level 9 on the New Zealand Qualifications Framework. The following study programmes are available at ICL Graduate Business School.

LEVEL 9	Master of Management Master of Management (Healthcare) Master of Business Informatics Master of Business Informatics by Thesis
LEVEL 8	Postgraduate Diploma in Business Postgraduate Diploma in Business Informatics
LEVEL 7	Graduate Diploma in Teaching (Early Childhood Education) Graduate Diploma in Business (International Business Innovation) Graduate Diploma in Business (International Hospitality Management) Graduate Diploma in Business (International Tourism Management) Bachelor of Business Information Systems
LEVEL 6	New Zealand Diploma in Business
LEVEL 5	New Zealand Diploma in Business

MANAGEMENT TEAM

Chairman and Principal	Ewen Mackenzie-Bowie
Academic Director	Professor Markus Klose

POSTGRADUATE DIPLOMA IN BUSINESS

PGDB LEVEL 8

PROGRAMME FOCUS

The aims of the Postgraduate Diploma in Business are:

To take an interdisciplinary approach to study in the fields of international business studies within a single qualification, while retaining the core business disciplines of economics, marketing, project management, organizational behaviour, leadership, and accounting.

This is a one-year, full-time programme of study designed for graduates of a first degree in a business-related subject. It is suited for those seeking to:

1. Bridge the gap between a first degree and a career in business, that requires further qualifications; and
2. Build a firm foundation for further study at the postgraduate level in the business discipline.

OUTCOMES

Graduates of this programme will have acquired an advanced-level knowledge of international business theory, assessment and management. Furthermore, students will develop the ability to prepare for and work towards running and managing a business and/or undertake mid-level management roles within a variety of industries.

Graduates will be suitable in roles, which have prospects of a management career pathway (as identified by ANZSCO as Level 1 skilled employment roles).

Graduates of the programme will have acquired the following specialist skills and knowledge:

- Critically analyse concepts of leadership, teamwork, marketing, finance, and accounting in relation to contemporary organisations.
- Evaluate and apply entrepreneurial activities, quantitative analytical techniques, market research methods and project management processes within a global setting.
- Generate a critical understanding of global economic and political activities.

Graduates of the programme will have acquired the following general skills:

- **Intellectual rigour:** a commitment to excellence in all scholarly and intellectual activities, including critical judgement.
- **Creativity:** an ability to develop creative and effective responses to intellectual, professional and social challenges.
- **Ethical practice:** a commitment to sustainability and high ethical standards in social and professional practices.
- **Knowledge of a discipline:** command of a discipline to enable a smooth transition and contribution to professional and community settings.

- **Lifelong learning:** the ability to be responsive to change, to be inquiring and reflective in practice, through information literacy and autonomous, self-managed learning.
- **Communication and social skills:** the ability to communicate and collaborate with individuals, and within teams, in professional and community settings.
- **Cultural competences:** an ability to engage with diverse cultural and bi-cultural perspectives in both global and local settings and in the context of the Treaty of Waitangi.

ADMISSION REQUIREMENTS

Applicants for the Postgraduate Diploma in Business must provide the following:

1. A completed application form.
2. Original transcripts showing a Bachelor's degree in a business-related subject such as (but not limited to) commerce, economics, accounting, marketing and communications from a recognised institution, including full transcripts; or evidence of acquiring the relevant skills and knowledge through appropriate work or professional experience in business studies areas. Scanned PDF documents will be sufficient to progress the application, but original documents will be required on arrival at ICL Graduate Business School. Failure to provide original documents will result in the cancellation of the enrolment.
3. For international students, academic IELTS with a minimum score of 6.5 overall (with no band score lower than 6.0 and gained within the past two years in one examination), or any other equivalent approved by NZQA.
4. Credit transfer or RPL (Recognition of Prior Learning) of up to four papers will be negotiated on a case-by-case basis.
5. ICL Graduate Business School also strongly recommends that a Personal Statement, written by the applicant, is attached to the application explaining why they believe they should study on the programme, their motivations and further aspirations.

RECOGNITION OF PRIOR LEARNING

Where students have acquired skills and knowledge in learning and work settings but have not been formally assessed and credited, they may apply for RPL/RCC where the claimed skills and knowledge match the learning outcomes of the Postgraduate Diploma papers.

Applications for recognition of prior learning (RPL) are welcomed and will be given early consideration. Decisions on RPL are based on one or more of the following: a portfolio; attestation by an experienced subject or industry expert; and references from previous employers or educational organisations.

CROSS CREDITS

Credit transfers from other qualifications will be individually considered when supported by detailed documentation from the other organisation. To obtain credit transfer the student needs to present a case to ICL for the ICL Senior Lecturer to assess. The onus is on the student to demonstrate a match, normally of 80% of content, from a course, paper or module studied to the unit standard for which credit transfer is claimed.

To make an assessment the student needs to provide:

- Level of course taken.
- Duration of course taken: number of weeks and hours per week, both contact teaching and self-study.
- Content summary of course taken.
- How an 80% match is achieved between the course taken and the unit standard for which credit is requested.

Credit transfers of up to four papers and RPL will be negotiated on a case-by-case basis. All course components are compulsory.

ADMISSION APPEALS

If a student wishes to appeal an admission process a credit transfer or an RPL/RCC assessment decision the following will apply:

1. An Admission Appeal should be directed in writing to the Academic Director outlining the reasons for the appeal.
2. The Academic Director may request further information and evidence to support the appeal.
3. The Academic Director will consult with the relevant academic team(s) and the senior management team, where appropriate to discuss and resolve the appeal.
4. The Academic Director will report ICL Education Group's decision to the student concerned.

PROGRAMME STRUCTURE AND DURATION

This full-time programme will be delivered through face-to-face classroom learning at ICL Graduate Business School, Auckland.

Students will take up to three papers per trimester. Each paper will be taught through one four-hour class per week, delivered by an ICL staff member across a 16-week trimester on either a day or evening timetable.

In total, students will receive four contact hours per paper per week. Students are also expected to study independently for five hours per paper per week. This totals 27 hours of learning per week for each student.

Programmes are offered at ICL continuously, with a one-week study break between trimesters and a two-week break over the Christmas period.

Therefore, students will complete the Post Graduate Diploma in Business within one calendar year of full-time study.

Background

Level 7 Undergraduate Degree in a business-related field



TRIMESTER (16 WEEKS)	PGDB LEVEL 8 PROGRAMME STRUCTURE*			
	PAPERS		LEVEL	CREDITS
1	8200	Accounting for Managers	8	15
	8241	Marketing in the 21st Century	8	15
	8230	Organisational Behaviour, Leadership and Change	8	15
2	8220	Economics and Quantitative Analysis	8	15
	9201	Global Business Management	9	15
	9202	Entrepreneurship and Marketing	9	15
3	9203	Project Management	9	15
	9230	Contemporary Leadership and Management	9	15

*Subject to change without notice.



Further Studies

Level 9 Master's degree

PAPER OUTLINES

Students will be provided with a paper outline for each paper they take at the start of the trimester. Important information is included within these paper outlines and it is the student's responsibility to ensure they have read and fully understood these documents. If a student seeks further clarity, they should discuss this with their lecturer. Most papers have no prerequisites, with only the student required to meet the programme entry requirements.

8200 - ACCOUNTING FOR MANAGERS (LEVEL 8) - 15 CREDITS

This paper introduces students to the fundamentals of financial and management accounting viewed from the perspective of the manager. The focus is on the critical evaluation of accounting information contained in financial statements and management accounting reports for use by managers to inform responsible decisions.

8241 - MARKETING IN THE 21ST CENTURY (LEVEL 8) - 15 CREDITS

This paper introduces students to the concepts of markets and the philosophy of marketing underpinning our contemporary business environment. Look at aspects of marketing management: customer focus, relationship marketing, monitoring of the environment, buyer behaviours, marketing research, marketing planning, the marketing mix, and competitive strategy. Concepts are applied to products and services in a global context.

8230 - ORGANISATIONAL BEHAVIOUR, LEADERSHIP AND CHANGE (LEVEL 8) - 15 CREDITS

This paper introduces students to work and worker behaviour; behaviour at work; group and organisational behaviour; links between behaviour and organisational restructure; tasks and job design; administrative hierarchy; job satisfaction and worker adjustment; stress and other factors related to the environment of work; values associated with work behaviour.

8220 - ECONOMICS AND QUANTITATIVE ANALYSIS (LEVEL 8) - 15 CREDITS

This paper focuses on aspects of microeconomics and macroeconomics of most relevance to managers. The main themes are the market systems and what they can accomplish; limitations and failures of markets; government policies and other factors in the macroeconomic environment impacting business; and how issues and government policies concerning the international economy impact business. Quantitative analytic techniques for business and economics are introduced and applied.

9201 - GLOBAL BUSINESS MANAGEMENT (LEVEL 9) - 15 CREDITS

This paper allows students to examine the (additional) challenges confronting the global business manager. Firstly, it explores the vibrant dynamic global business environment and the opportunities and threats posed by operating in a global environment, notably in the political economy and culture. Then it turns to the development of a global business strategy,

addressing strategic management, entry strategies, organisational design and the functional areas of marketing, finances and human resources management.

9202 - ENTREPRENEURSHIP AND MARKETING (LEVEL 9) - 15 CREDITS

This paper introduces students to the realities confronting entrepreneurial decision-making in a contemporary context and introduces students to core marketing concepts – students assess how to harness the creative potential of complex dynamics in a systemic approach that creates, grows and amplifies value throughout the system. This paper explores strategy, entrepreneurship and marketing and provides a framework for understanding relevant theory and its application.

9203 - ENTREPRENEURSHIP AND MARKETING (LEVEL 9) - 15 CREDITS

This paper is designed to develop students' understanding of the principles of project management from a managerial perspective in an organisational setting and to develop skills to plan and manage projects with teams. Students will be introduced to the various phases and processes associated with a project life cycle and should understand the knowledge areas associated with any project and explore practical applications of the knowledge acquired through this unit.

9230 - CONTEMPORARY LEADERSHIP AND MANAGEMENT (LEVEL 9) - 15 CREDITS

This paper introduces students to theories and practices of contemporary leadership and management in a global setting. Various leadership styles will be canvassed and applied reflectively in developing a student's own approach to leading and managing, as two separate, but interrelated skill sets.

ASSESSMENT GRADES

GRADE	% MARK RANGE	DEFINITION
A+	90-100	Pass with Distinction
A	85-89	
A-	80-84	
B+	75-79	
B	70-74	
B-	65-69	
C+	60-64	
C	55-59	
C-	50-54	Pass
D	40-49	Fail
E	0-39	Clear Fail
DNS		Did Not Submit an Assessment
W		Withdrawn from Course/Programme
NC		Did not Complete the Course
CC		Cross-Credit
CT		Credit Transfer
RPL		Recognition of Prior Learning

Students are required to achieve 50% overall for each paper. Where group work is included in an assessment, individual contributions will be peer-evaluated and confirmed by the Lecturer.

REQUIRED TEXTBOOKS

Students will be provided with the e-Textbooks for each of the subjects that they will be studying. The paper outline will state which textbooks are required for each paper.

COPYRIGHT

Illegal photocopying of texts is strictly prohibited and any such material will be confiscated and forwarded to the relevant publisher who owns the intellectual property. If students persist in such illegal replication, then the School will inform the publisher. In New Zealand, you cannot copy from a textbook unless the book is out of print or less than 10% of the content is being copied. This is only allowed once. It is illegal to copy a complete book. Such a copy must be destroyed. If you copy a book, you are liable to prosecution under New Zealand law. For a full explanation refer to www.whatiscopyright.org Copyright laws grant the creator the exclusive right to reproduce, prepare derivative works, distribute, perform and display the work publicly. Most countries are members of the Bern Convention and the Universal Copyright Convention (UCC) which allow you to protect your works in countries of which you are not a citizen or national. For more details refer to www.whatiscopyright.org

PLAGIARISM

ACADEMIC DISHONESTY AND PLAGIARISM POLICY PRINCIPLE

The principle to be applied is that no student shall obtain, or attempt to obtain, an advantage in assessment through unfair or improper means. Any such attempts shall be deemed to be in contravention of the regulations governing ICL's academic qualifications and subject to disciplinary action.

LIBRARY AND PROQUEST

You have access to ProQuest, an electronic database with many resources at your disposal. P

ProQuest can be accessed for free whilst using the computers or Wi-Fi network whilst on campus. You can access ProQuest on campus using this link:

<http://search.proquest.com/business/index?accountid=164702>

Auckland Council Library, with 55 outlets across the city, offers free membership to everyone. ICL encourages all students to avail of the membership and make use of the enviable lending services on offer.

NOTIFICATION OF RESULTS AND CERTIFICATION

Student results are released after assessments have been moderated and results approved by the Programme Committee and ratified by the Academic Board. You will be notified of your results via your ICL email address. Upon successful graduation from this programme, you will be awarded a certificate with an academic transcript.

OPPORTUNITIES FOR FURTHER STUDY

ICL has an understanding with several institutions regarding the opportunity for further studies for its students. Programmes at Auckland University of Technology, and Massey University will take into consideration ICL student applications for some of their Master's programmes. In some instances, cross-credit may be permitted. Successful applications and enrolments are at the individual university's discretion.

FURTHER INFORMATION

For further information concerning studying at the ICL Education Group, please refer to the following information: **Academic Handbook** and **Student Services Support Handbook** or to our website icl.ac.nz