

PROGRAMME HANDBOOK

GRADUATE DIPLOMA IN BUSINESS

(International Business Innovation,
International Hospitality Management
and International Tourism Management)

Level 7

2024

Outstanding Education!

TABLE OF CONTENTS

| | |
|---|----|
| <u>ICL Graduate Business Programmes</u> | 03 |
| <u>Management Team</u> | 03 |
| <u>Graduate Diploma in Business (Int. Business Innovation, Int. Hospitality Mgmt. and Int. Tourism Mgmt.) GDB Level 7</u> | 04 |
| <u>Programme Focus</u> | 04 |
| <u>Outcomes</u> | 04 |
| <u>Admission Requirements</u> | 04 |
| <u>Transfer of Credit</u> | 05 |
| <u>Credit Recognition</u> | 05 |
| <u>Admission Appeals</u> | 06 |
| <u>Programme Structure and Duration</u> | 06 |
| <u>Paper Outlines</u> | 08 |
| <u>Core Business Papers</u> | 08 |
| <u>International Business Innovation Papers</u> | 09 |
| <u>International Hospitality Management Papers</u> | 09 |
| <u>International Tourism Management Papers</u> | 10 |
| <u>Assessment Grades</u> | 12 |
| <u>Required Textbooks</u> | 13 |
| <u>Copyright</u> | 13 |
| <u>Plagiarism</u> | 13 |
| <u>Library and ProQuest</u> | 13 |
| <u>Notification of Results and Certification</u> | 13 |
| <u>Opportunities for Further Study</u> | 14 |
| <u>Further Information</u> | 14 |

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 by Thesis 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 |

GRADUATE DIPLOMA IN BUSINESS

(INTERNATIONAL BUSINESS INNOVATION, INTERNATIONAL HOSPITALITY MANAGEMENT AND INTERNATIONAL TOURISM MANAGEMENT)

GDB LEVEL 7

PROGRAMME FOCUS

The aims of the study programme are:

- To take an interdisciplinary approach to specialisation in the areas of International Business Innovation, International Hospitality Management or International Tourism Management, while retaining the core business disciplines of economics, with an emphasis on digital marketing, communication technologies, strategy and ethics.
- To move beyond traditional approaches and concepts, and develop an ability to think strategically, evaluate critically and implement new ideas to contemporary organisations in Aotearoa New Zealand and internationally.

OUTCOMES

Graduates of the Graduate Diploma in Business will be able to:

1. Bridge the gap between a first, non-business-related degree and a career in business, within an international innovation or international hospitality or international tourism context.
2. Or build upon a first general business-related degree towards a narrower field of study in international business innovation, international hospitality or international tourism.
3. Build a firm foundation for further study at the postgraduate level in the new discipline.
4. Pursue a career in the global economy with awareness of international trade concepts, cultural issues, ethics and the internationalisation of innovation; or of international hospitality or tourism management concepts.

ADMISSION REQUIREMENTS

Applicants for the Graduate 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 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 6.0 overall (with no band score lower than 5.5 and gained within the past two years in one examination), or

any other equivalent approved by NZQA.

- Credit transfer or RPL (Recognition of Prior Learning) of up to four papers will be negotiated on a case-by-case basis.
- 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.

TRANSFER OF CREDIT

Credit transfer or RPL of up to 50% of the total credits, i.e. up to 90 of the 180 credits, required for the qualification may be negotiated on a case-by-case basis. 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.

CREDIT RECOGNITION

ICL recognises prior learning achieved within formal settings. Prior learning is understood to constitute formal learning, which is a study undertaken within ICL or externally prior to enrolment.

The following definitions apply:

Credit Transfer (CT): credit awarded for having successfully completed a course of formal learning at either the same tertiary education organisation or another accredited tertiary education organisation, where there is direct equivalence of at least 80% between the learning outcomes.

Cross Credit (CC): credit awarded for having successfully completed an identical course of formal learning at either the same tertiary education organisation or another accredited tertiary education organisation.

Recognition of Prior Learning (RPL): formal assessment of a learner's relevant and current knowledge and skills gained through prior learning to determine achievement of learning outcomes of a qualification. Prior learning is matched with learning outcomes of ICL papers at the same level and the same credit value of the proposed programme in which the student wishes to be enrolled.

Any credit can be awarded to whole ICL papers only and up to a maximum of 90 credits, i.e. 50% of the total credits of the qualification. No credit will be awarded for the Level 9 applied research component of the qualification. Credit applications may be declined for study undertaken more than five years previously, at the discretion of the ICL Academic Board. Any Credit Recognition is awarded upon application and at the discretion of the ICL Academic Board.

ADMISSIONS APPEALS

If a student wishes to appeal an admission process decision the following applies:

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.
4. Management team, where appropriate to discuss and resolve the appeal.
5. The Academic Director will report ICL Education Group's decision to the student concerned.

PROGRAMME STRUCTURE AND DURATION

This programme will be delivered through face-to-face classroom learning at ICL Graduate Business School, Auckland and/or blended learning.

Full-time 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 Graduate Diploma in Business within one calendar year of full-time study or equivalent part-time study.

The programme has eight papers at 15 credits each, with five papers (75 credits) at Level 7, which meets the requirements for a 120-credit Level 7 Graduate Diploma.

Background

Undergraduate degrees in a business-related field



| TRIMESTER (16 WEEKS) | GDB LEVEL 7 PROGRAMME STRUCTURE* | | | |
|--------------------------------------|-------------------------------------|--|-------|---------|
| | PAPERS | | LEVEL | CREDITS |
| 1 | 6280 | International Business | 6 | 15 |
| | 6220 | Introduction to International Economics | 6 | 15 |
| | 6281 | Business Ethics | 6 | 15 |
| 2 | 7240 | International Marketing and Digital Media | 7 | 15 |
| | 7280 | Intercultural Relations | 7 | 15 |
| INTERNATIONAL BUSINESS INNOVATION | | | | |
| 3 | 7271 | Open Innovation | 7 | 15 |
| | 7272 | Applied Innovation | 7 | 15 |
| | 7273 | Corporate Innovation: Strategy to Implementation | 7 | 15 |
| INTERNATIONAL HOSPITALITY MANAGEMENT | | | | |
| 3 | 7281 | Mindful Management | 7 | 15 |
| | 7301 | International Hospitality Management in Context | 7 | 15 |
| | 7501 | Industry Practicum and Research Project | 7 | 15 |
| INTERNATIONAL TOURISM MANAGEMENT | | | | |
| 3 | 7281 | Mindful Management | 7 | 15 |
| | 7401 | International Tourism Management in Context | 7 | 15 |
| | 7501 | Industry Practicum and Research Project | 7 | 15 |

*Subject to change without notice.



Further Studies

Level 8 Postgraduate

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.

CORE BUSINESS PAPERS

6280 - INTERNATIONAL BUSINESS (LEVEL 6) - 15 CREDITS

This paper provides an introduction to business studies for non-business students, as well as extending the skills and knowledge of students with current business degrees. The course examines trends and changes in the globalisation phenomenon and discusses the international business environments (cultural, political/legal, economic, technological, competitive, physical/natural and demographic). Key concepts of international trade and investment are analysed, and students are introduced to the implementation of international business strategies. In particular, students develop theoretical knowledge of international business strategy such as analysing international opportunities, selecting and managing entry modes, managing international operations, and managing employees in an international context.

6220 - INTRODUCTION TO INTERNATIONAL ECONOMICS (LEVEL 6) - 15 CREDITS

This paper introduces students to economic theory in the international environment. Students critically evaluate the theoretical contexts and practical aspects of international economics and trade. They will be able to analyse and apply these contexts to a broad range of situations in international economics.

6281 - BUSINESS ETHICS (LEVEL 6) - 15 CREDITS

This paper enables students to understand, evaluate, and critically assess ethical issues in business. The paper takes a person-centred approach to discussing ethical theories, such as ethical pluralism and utilitarianism, by engaging students through self-reflexive exercises, case studies and discussion probes. Ethical concepts are applied to business contexts as students explore, for example, group ethical performance, the moral demands of leadership and followership, destructive behaviour and intercultural ethics components. Issues of corporate social responsibility are also debated within this paper.

7240 - INTERNATIONAL MARKETING AND DIGITAL MEDIA (LEVEL 7) - 15 CREDITS

This paper equips students with a broad understanding of marketing principles set within a global context. Students will critically examine the future of global marketing, including the contemporary issues of digital marketing and social media.

7280 - INTERCULTURAL RELATIONS (LEVEL 7) - 15 CREDITS

This paper analyses issues of human resource management, leadership and communication within an intercultural context. Students critically reflect on intercultural theories and debates, such as the dispute over defining culture and disputes regarding dominant cultural patterns affecting indigenous cultures. Students also develop specialised knowledge of intercultural issues, such as barriers to intercultural communication and cross-cultural leadership and motivation. Students then draw upon their own intercultural viewpoints to explore concepts such as acculturation, identity and comparative cultural patterns.

INTERNATIONAL BUSINESS INNOVATION PAPERS

7271 - OPEN INNOVATION (LEVEL 7) - 15 CREDITS

This paper examines the recent paradigmatic shift in innovation theory, whereby paths to innovation are concerned with outer-firm sources. The paper provides students with an understanding of the evolution of innovation theory from its linear model to a more open strategy and evaluates how this reflects social and technological changes. In this paper open innovation in international firms, in particular, is emphasised with students applying concepts and theories to 'real-life' cases.

7272 - APPLIED INNOVATION (LEVEL 7) - 15 CREDITS

This paper pursues the implications of innovation and how the capacity of innovation can change and transform established systems. To this end, students will review and assess recent case studies on innovative technologies, such as social network channels. In addition, students will exercise applied creativity to innovation in the form of a class project to launch a technologically innovative project at ICL Business School.

7273 - CORPORATE INNOVATION: STRATEGY TO IMPLEMENTATION (LEVEL 7) - 15 CREDITS

This paper investigates how multinational enterprises actively engage in exploratory activities and how these are implemented in practice. Within this paper, students learn to apply innovation concepts and initiatives, such as designing innovation strategies, assessing and implementing innovation strategies, and measuring innovation in real business situations.

INTERNATIONAL HOSPITALITY MANAGEMENT PAPERS

7281 - MINDFUL MANAGEMENT (LEVEL 7) - 15 CREDITS

This paper aims to prepare students to manage today's dynamic, constantly changing work environments. Business pressures have led to countless waves of engineering, quality efforts, and downsizing. Speed-to-market initiatives have also increased the need for managers with outstanding 'people skills'. A manager's ability to effectively communicate, motivate, make

decisions, resolve conflicts and so on, plays a crucial role in enabling today's organisations to succeed.

7301 - INTERNATIONAL HOSPITALITY MANAGEMENT IN CONTEXT (LEVEL 7) - 15 CREDITS

This paper introduces students to management in the hospitality industry, which is a vital service provider in the international tourism industry. The significant contribution hospitality can have on a country's economy has led to an increase in research and education in the sector and has established hospitality roles as a popular career choice for many. This paper will allow students to gain a deeper understanding of the contemporary hospitality industry in New Zealand, and its relationships with sectors of the tourism industry. It will provide further knowledge of the management issues that occur within the industry. Students will learn hospitality management theory, gain insight into contemporary hospitality research practices and findings, and apply their knowledge and research to current hospitality industry environments.

7501 - INDUSTRY PRACTICUM AND RESEARCH PROJECT (LEVEL 7) - 15 CREDITS

This paper aims to enable students to develop capabilities related to the chosen area of specialisation, with a 'hands-on' immersion in industry practice referred to as a Practicum. Students will observe business practices and test the relevance of what they have learnt. Students will be required to apply their learning, test the relevance of academic theories to the workplace and reflect critically on the relationship between their academic study and industry practice in the Industry Research Project. It will enable students to carry out a significant work assignment for the placement provider (organisation) on a topic aligned with their specialisation and present a project report. The industry research project report forms the final component of the programme and requires students to produce research as evidence of their development.

INTERNATIONAL TOURISM MANAGEMENT PAPERS

7281 - MINDFUL MANAGEMENT (LEVEL 7) - 15 CREDITS

This paper aims to prepare students to manage today's dynamic, constantly changing work environments. Business pressures have led to countless waves of engineering, quality efforts, and downsizing. Speed-to-market initiatives have also increased the need for managers with outstanding 'people skills'. A manager's ability to effectively communicate, motivate, make decisions, resolve conflicts and so on, plays a crucial role in enabling today's organisations to succeed.

7401 - INTERNATIONAL TOURISM MANAGEMENT IN CONTEXT (LEVEL 7) - 15 CREDITS

This paper introduces students to management in the tourism industry, which is a vital service provider. The significant contribution tourism can have on a country's economy has led to an

increase in research and education in the sector and has established tourism roles as a popular career choice for many. This paper will allow students to gain a deeper understanding of the contemporary tourism industry in New Zealand, and its relationships with other sectors of the industry. It will provide further knowledge of the management issues that occur within the industry. Students will learn tourism management theory, gain insight into contemporary tourism research practices and findings, and apply their knowledge and research to current tourism industry environments.

7501 - INDUSTRY PRACTICUM AND RESEARCH PROJECT (LEVEL 7) - 15 CREDITS

This paper aims to enable students to develop capabilities related to the chosen area of specialisation, with a 'hands-on' immersion in industry practice referred to as a Practicum. Students will observe business practices and test the relevance of what they have learnt. Students will be required to apply their learning, test the relevance of academic theories to the workplace and reflect critically on the relationship between their academic study and industry practice in the Industry Research Project. It will enable students to carry out a significant work assignment for the placement provider (organisation) on a topic aligned with their specialisation and present a project report. The industry research project report forms the final component of the programme and requires students to produce research as evidence of their development.

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, Waikato University and Massey University may take into consideration ICL student applications for some of their Master's programmes. 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