

QUALIFICATION DETAILS

Qualification number/Te nama o te tohu mātauranga	3711		
English title/Taitara Ingarihi	New Zealand Diploma in Business Management (with strands in Brand Management, Business Information Technology, Digital Ubiquitous Marketing)		
Māori title/Taitara Māori			
Version number/Te putanga	1	Qualification type/Te momo tohu	Diploma
Level/Te kaupae	7	Credits/Ngā whiwhinga	120
NZSCED/Whakaraupapa	Management and Commerce » Business and Management » Business Management		
Qualification developer/Te kaihanganga tohu	Ringa Hora Workforce Development Council		
Review Date /Te rā arotake	31 December 2030		

OUTCOME STATEMENT/TE TAUĀKI Ā-HUA

Strategic Purpose statement/ Te rautaki o te tohu

The purpose of this qualification is to prepare graduates with advanced business management knowledge and skills to operate effectively in leadership and management roles within New Zealand and global business environments.

This qualification will provide the business sector with graduates who can apply specialised skills in digital ubiquitous marketing, brand management, and business information technology to support strategic decision-making, customer engagement, and technology-driven business processes.

Graduates of this qualification will be equipped to lead teams, manage business operations, and contribute to organisational growth.

Graduate Profile/Ngā hua o te tohu

Graduates will be able to:

- Examine and analyse the overall process of strategy development to increase the performance of a company, thereby increasing the value of the enterprise to its owners and shareholders.
- Evaluate how companies use integrated marketing communication strategy to create and capture customer, and provide analysis on the importance of marketing channels.

Commented [EJ1]: Recommend to replace with: Analyse and apply strategic development processes to improve organisational performance and deliver value to stakeholders.

Evaluate and apply integrated marketing communication strategies to attract and retain customers, including analysis of marketing channels and their effectiveness.

Analyse and apply principles of organisational behaviour and human resource management to lead teams and enhance organisational effectiveness.

Evaluate and apply financial management principles to support strategic short and long-term decision-making.

- Analyse, evaluate and apply the principles of organizational behaviour and HRM to effectively manage organisations to achieve competitive advantage.
- Examine and evaluate the fundamentals of financial management to support both short and long-term financial decisions of the firm.

Graduates of the Brand Management strand will also be able to:

- Design and implement marketing programs and activities to build, measure and manage brand equity to improve the long-term profitability of the brand.
- Employ technology to connect with consumers and position their brands to increase market share.
- Evaluate Information systems and research paradigms to explore opportunities in context of research and data management.
- Analyse brand value in the market by integrating tactical aspects of operational sales.

Graduates of the Business Information Technology

- Analyse and evaluate complex network environments including application layer protocols, Internet protocols, network interfaces, local and wide area networks, wireless networks, bridging, routing and webserver administration.
- Examine the principles, processes and methods of requirement analysis and system design.
- Adjust to the ever growing paradigm of E-Business by adopting trends of online platforms to remain competitive and support strategic technology infused business processes in the digital age.
- Conceptualise logical design of databases using ER modelling and able to manage database environment using structured query language (SQL).

Graduates of the Digital Ubiquitous Marketing

- Employ technology to connect with consumers and position their brands to increase market share.
- Demonstrate comprehensive knowledge of the strategic applications of ubiquitous digital marketing using the very latest digital tools and practices.
- Adjust to the ever growing paradigm of E-Business by adopting trends of online platforms to remain competitive and support strategic technology infused business processes in digital age.
- Examine and evaluate methods, theories, concepts and ideas at the forefront of social media marketing.

Commented [EJ2]: Amend with:
Apply digital tools to enhance brand positioning and consumer engagement for market growth.

Commented [EJ3]: Amend with:
Evaluate information systems and research methodologies to identify opportunities for data-driven brand strategies

Commented [EJ4]: Amend with:
Analyse brand value through integration of sales operations and tactical marketing approaches

Commented [EJ5]: Amend with:
Analyse and evaluate complex network environments including protocols, interfaces, and webserver administration.

Commented [EJ6]: Amend with:
Apply emerging e-business trends to support strategic, technology-driven business processes.

Commented [EJ7]: Amend with:
Design logical databases using ER modelling and manage database environments using SQL

Education Pathway/ Ngā huarahi mātauranga

This qualification may lead to the Bachelor of Applied Management or other degree or post-graduate level business management qualifications.

Employment, Cultural, Community Pathway/ Ko ngā huarahi ā-mahi, ā-ahurea, ā-whānau, ā-hapū, ā-iwi, ā-hapori anō hoki
Employment pathways include team leader / management roles in a variety of business contexts, digital marketing specialists, SEO and IT administrators

QUALIFICATION SPECIFICATIONS/ NGĀ TAUWHĀITITANGA O TE TOHU

Qualification Award/ Te whakawhiwhinga o te tohu	This qualification can be awarded by any education organisation with an approved programme or accreditation to deliver an approved programme.
Evidence requirements for assuring consistency/ Ngā taunaki hei whakaū i te tauritenga	<p>Evidence requirements should include:</p> <ul style="list-style-type: none"> an overview of the mapping of the programme learning outcomes and assessments to the graduate profile outcomes analysis and interpretation of graduate performance relative to the graduate profile outcomes in their next role: study and/or employment analysis and interpretation of graduate and employer surveys analysis and interpretation of external and internal moderation.
Minimum standard of achievement and standards for grade endorsements/ Te pae o raro e tutuki ai, ngā paerewa hoki hei whakaatu i te taumata o te whakatutukinga	Achieved
Other requirements for the qualification (including regulatory body or legislative requirements)/ Kō ētahi atu here o te tohu (tāe atu hoki ki ngā here ā-hinonga whakamarumaru, ki ngā here ā-ture rānei)	None
General conditions for programme/ Ngā tikanga whānui o te hōtaka	<p>Programme delivery must be in the context which allows for all assessment to be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.</p> <p>Programme delivery must reflect Te Tiriti o Waitangi outcomes and promote equity for all ākonga (learners) in the context of this qualification. Te Tiriti o Waitangi -</p>

	<p>Programme Development: Supporting Information provides guidance for programmes.</p> <p>Programme Endorsement</p> <p>Providers are advised to refer to the Ringa Hora Services Workforce Development Council programme endorsement considerations:</p> <ul style="list-style-type: none"> • Ngā Whakamārama - Programme content • Mana ōrite mō te hunga ako - Equity for learners • Torotoronga me te kimi whakairo - Programme engagement and consultation • Te ao Māori • Te akoako me ngā reo o Te Moana-nui-a-Kiwa - Pacific languages and learner • Tangata Whaikaha – Disabled people. <p>Additional guidance and recommendations for programme development can be found on the Ringa Hora website at Programme Guidance Documents - Ringa Hora.</p>
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CONDITIONS RELATING TO THE GRADUATE PROFILE /NGĀ TIKANGA E HĀNGAI ANA KI NGĀ HUA O TE TOHU

Qualification outcomes/ Ngā hua	Credits/ Ngā whiwhinga	Conditions/ Ngā tikanga
1. Examine and analyse the overall process of strategy development to increase the performance of a company, thereby increasing the value of the enterprise to its owners and shareholders.	15	
2. Evaluate how companies use integrated marketing communication strategy to create and capture customer, and provide analysis on the importance of marketing channels.	15	
3. Analyse, evaluate and apply the principles of organizational behaviour and HRM to effectively manage organisations to achieve competitive advantage.	15	
4. Examine and evaluate the fundamentals of financial management to support both short and long-term financial decisions of the firm.	15	

	Brand Management strand		
5.	Design and implement marketing programs and activities to build, measure and manage brand equity to improve the long-term profitability of the brand.	15	
6.	Employ technology to connect with consumers and position their brands to increase market share.	15	
7.	Evaluate Information systems and research paradigms to explore opportunities in context of research and data management.	15	
8.	Analyse brand value in the market by integrating tactical aspects of operational sales.	15	
	Business Information Technology strand		
9.	Analyse and evaluate complex network environments including application layer protocols, Internet protocols, network interfaces, local and wide area networks, wireless networks, bridging, routing and webserver administration.	15	
10.	Examine the principles, processes and methods of requirement analysis and system design.	15	
11.	Adjust to the ever growing paradigm of E-Business by adopting trends of online platforms to remain competitive and support strategic technology infused business processes in the digital age.	15	
12.	Conceptualise logical design of databases using ER modelling and able to manage database environment using structured query language (SQL).	15	
	Digital Ubiquitous Marketing strand		
13.	Employ technology to connect with consumers and position their brands to increase market share.	15	
14.	Demonstrate comprehensive knowledge of the strategic applications of ubiquitous digital marketing using the very latest digital tools and practices.	15	
15.	Adjust to the ever-growing paradigm of E-	15	

	Business by adopting trends of online platforms to remain competitive and support strategic technology infused business processes in digital age.		
16.	Examine and evaluate methods, theories, concepts and ideas at the forefront of social media marketing.	15	

TRANSITION INFORMATION/ HE KŌRERO WHAKAWHITI

Replacement information/ He kōrero mō te whakakapi	This qualification replaced the Diploma in Business Management (Level 7) (with specialisations in Brand Management, Business Information Technology, Digital Ubiquitous Marketing) [Ref: 3711]. This qualification will be discontinued.
Additional transition information/ Kō ētahi atu kōrero mō te whakakapi	It is the intention of Ringa Hora Services Workforce Development Council that no existing learner should be disadvantaged by these transition arrangements. Any person who considers they have been disadvantaged may contact: Ringa Hora Services Workforce Development Council PO Box 445 Wellington 6140 Telephone: 04 909 0306 Email: qualifications@ringahora.nz