

GRADUATE DIPLOMA IN APPLIED BUSINESS STUDIES

(FINANCE, MANAGEMENT, MARKETING, HOSPITALITY)



ENROL NOW!

The Graduate Diploma in Applied Business Studies (GDABS) is a "real world" degree. This programme is for students who have already completed a degree outside the field of business. This Level 7, one year fulltime Qualification allows students to specialise in Management, Finance, Marketing or Hospitality with a specialist focus on Business, Organisational Leadership and Planning

LOCATIONS AND SPECIALISATIONS:

Auckland campus

- > Finance
- > Hospitality
- > Marketing
- > Management

Porirua campus

- > Management
- > Finance

PROGRAMME INFORMATION

The Graduate Diploma in Applied Business Studies programme comprises six papers.

Some of the Paper Options:

- > Organisational Leadership
- > E Business
- > Services Marketing
- > Consumer Behaviour
- > Strategic Marketing
- > Entrepreneurship
- > Marketing Communication
- > Marketing Strategy
- > Change Management
- > Strategic Human Resource Management
- > Project Management (Compulsory)
- > Industry Project (Compulsory)



www.whitireia.ac.nz

+64 9 379 4666
+64 4 237 3100
auckland@whitireia.ac.nz
international@whitireia.ac.nz



PORIRUA
KĀPITI
AUCKLAND
WELLINGTON



ADDITIONAL INFORMATION



CAREER OPPORTUNITIES

Graduates will have the skills to seek employment in the fields of Finance, Business Management, Marketing and Human Resource Management

QUALIFICATION

Graduates gain Graduate Diploma in Applied Business Studies

FURTHER STUDY OPTIONS

Having a Graduate Diploma in Applied Business Studies can lead to Post Graduate Study in a wide variety of fields.

DURATION

One year, full time

CAMPUS/ START DATES 2014

Auckland—10 February, 3 June, 15 September
Porirua- 17 February, 21 July

FEES (NZ\$)

\$ 18,950

LEVEL

7

ENTRY CRITERIA

Degree or equivalent study/work experience
IELTS 6.0 (No band lower than 5.5)



ENROL NOW!