

Business at Otago



BUSINESS SCHOOL
Te Kura Pakihi

Diploma for Graduates (DipGrad)

Study a Business major, re-train or update your existing qualification

- Our Diploma for Graduates (DipGrad) is for those who already hold a university degree.
- It requires you to complete at least seven papers, of which at least four are at 300-level or above.
- It provides an additional Business major, and is a great way to re-train, update existing qualifications or create a bridge to postgraduate study.

Duration

- A graduate diploma can usually be completed in one academic year of full-time study, or the equivalent in part-time study.

Formats

- **Flexible format** In its flexible form, the diploma is intended for graduates who wish to broaden their undergraduate background.
For a DipGrad in Business a student would choose a major subject from the Bachelor of Commerce (BCom), excluding Tourism.
- **Endorsed format** The endorsed form identifies a subject of specialisation and requires that papers are concentrated in that subject. Business endorsements include:
 - Advertising
 - Information and Communications Technology
 - Sports Business
 - Tourism.



Diploma for Graduates (DipGrad) Business endorsements

Diploma for Graduates (DipGrad) endorsed in Advertising

One of the most flexible and inclusive study options at the University of Otago. The creative industries are by nature multi-disciplinary, ranging from strategy to the arts, from copywriting to digital media production, and from research to business. Beyond the two core Advertising papers and a MART 300-level paper, you may include papers from any department, and build a creative portfolio that suits your individual interests. This endorsement has a special focus on how to use creative marketing for good – to foster sustainable development, environmental conservation and social change.

Diploma for Graduates (DipGrad) endorsed in Information and Communications Technology

Allows students with a degree in other areas to acquire fundamental skills in IT. This diploma is a pathway to one of the fastest growing industries. It features a combination of classroom and lecture-based learning with real-life industry projects, internships and visits. Graduates are work-ready and gain the opportunity to develop their own personal IT sector network.

Diploma for Graduates (DipGrad) endorsed in Sports Business

In recent years the sports industry in New Zealand and elsewhere has grown exponentially and become increasingly business-orientated. Its development extends across many sectors, including sports marketing, law, tourism, event management, personal fitness and sports management. There is a growing variety of careers available to graduates who are enthusiastic about sport, and academically qualified in both business and sport-related subjects.



Diploma for Graduates (DipGrad) endorsed in Tourism

Tourism at Otago goes beyond conventional thinking and explores all aspects of the industry. Focusing on local and international perspectives, you will understand the big picture as well as the day-to-day operations. By studying Tourism at Otago you'll be immersed in a rich, multicultural environment, and become set to really discover what the world has to offer. Be a part of the future of tourism in New Zealand and shape the international stage.

Enquire today and continue to build your business knowledge.

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