

EDENZ COLLEGES

QUALIFICATION: Diploma in Business (Level 5)

COURSE OUTLINE

Graduates will have a broad range of business knowledge and skills to enable them to successfully undertake further study at undergraduate level in business. Graduates will also have a range of vocational skills relevant to clerical, administrative, junior management and related occupations in business and commerce.

There are 6 papers in this course, drawn from the New Zealand Diploma in Business*.

1. Business Communications:

The purpose of this course is to develop, within a business context, knowledge and understanding of current communication theory and principles, and an understanding of how communication functions in the workplace. Students will also gain an awareness of how communication is influenced by emerging technology, and skills of effective interpersonal, group and organisational communication.

Main topics are:

- *Communication Theory and Principles*
- *Interpersonal Communications*
- *Intrapersonal Communications*
- *Group Communications*
- *Organisational Communications*

2. Principles of Marketing

The purpose of this course is for students to gain a broad understanding of marketing principles, including knowledge and understanding needed to assess product, price, promotion and distribution options, and marketing mix options for specific target markets.

Main topics are:

- *The Marketing Environment and Marketing Information Systems*
- *Major Markets, Segmentation, and Target Markets*
- *Consumer Behaviour*
- *The Marketing Mix*
- *Coordination and Control*

3. Organisation and Management

Students will understand the factors that influence management and the organisation.

Main topics are:

- *Purposes and philosophies of management*
- *The influence of environment*
- *Ethics and social responsibility*
- *Problem solving and decision making*
- *Planning and control*
- *Leadership, motivation and delegation*
- *Team dynamics*

4. Accounting Principles

The aim is to provide students with an understanding of financial statements and reports and to enable them to analyse and interpret business performance.

Main topics are:

- *Accounting & the Business Environment*
- *Financial Statements & Components*
- *Budgeting*
- *Analysis & Interpretation of Financial Statements*

5. Business Computing

To provide students with a working knowledge of information technology, and how it relates to a business environment.

Main topics are:

- *Hardware, software and system components*
- *Data communications and the Internet*
- *System security and control*
- *People and Ethical issues*
- *Examples of Applications such as Travel Industry*

6. Economics

To enable students to apply elements of economic theory to contemporary issues.

Main topics are:

- *Supply and Demand and Pricing*
- *Pricing and output decision making under different market structures.*
- *Strengths and limitations of the market.*
- *Free Trade theory and practice*
- *Macro-economics and current issues*

* These papers are drawn from the New Zealand Diploma in Business, and relate to other qualifications at Edenz Colleges, as shown below

Diploma of Business (Level 5 – 1 year) (also 1st year of NZDipBus)	Diploma of Tourism Management (Level 5 – 1 year)	Diploma of e-Business (Digital Media) (Level 5 – 1 year)	New Zealand Diploma in Business (Level 6 – 2 years) (example of 2nd year)
Marketing	Marketing	Marketing	Accounting Practices
Business Computing	Business Computing	Business Computing	Quantitative Methods
Org & Management	Org & Management	Web Development 1	Applied Management
Bus. Communications	Principals of Tourism	Bus. Communications	Internal Auditing
Accounting Principles	Accounting Principles	Digital Media 1	Operations Management
Economics	Tourism Management	Digital Media 2	HR Management