

**TO: Chief Executive Officers
NZQA Liaison Officers**

**ATTENTION: NZDipBus Programme Managers
Heads of Business and related departments
Lecturers of NZDipBus papers
NZDipBus Graduates
NZDipBus Local Advisory Committees**

Request for a SWOT analysis on the NZ Diploma in Business

This circular requests feedback on the New Zealand Diploma in Business (NZDipBus) in the form of a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

All individuals and organisations who have an interest in the NZDipBus qualification or in business education in general are invited to respond.

Please respond by completing and returning the attached survey form by **21 August 2009**. Please also encourage people in your networks to respond.

Background

National Advisory Committee for Business Studies (NACBS) meetings during 2008 and early 2009 have included debate about the future direction of the NZDipBus and whether the qualification in its present form continues to serve business education and employment market needs.

It was agreed at the NACBS meeting of 25 March 2009 that feedback should be sought from the sector in the form of a SWOT analysis. This survey is therefore intended to take a snapshot of sector views on the NZDipBus qualification, which can be used to inform further NACBS discussion and decisions about the qualification's structure and future development.

A summary of survey outcomes will be provided in a tertiary circular in **September 2009**.

Linda Glogau
Manager
Qualifications Development and Tertiary Moderation

Enquiries

Any enquiries relating to the contents of this circular should be directed to:

Thomas Pilott

Tertiary Assessment and Moderation

New Zealand Qualifications Authority

PO Box 160

WELLINGTON 6140

Phone: 04 463 3372

Fax: 04 463 3114

Email: tam@nzqa.govt.nz

All circulars are published on the New Zealand Qualifications Authority website at:

<http://www.nzqa.govt.nz/publications/circulars/tertiary.do>



SWOT analysis on the NZ Diploma in Business (NZDipBus)

Please indicate your organisation's type, and particular perspective:

Organisation type (please tick one):

Institute of technology or polytechnic

Private training establishment

Professional body

Industry body

Business organisation

Other – please state:

Perspective (you may tick more than one):

NZDipBus lecturer

NZDipBus programme leader

NZDipBus programme team

Business Head of School/Dean

NZDipBus student

NZDipBus graduate

Employer

NZDipBus Local Advisory Committee member

Other – please state:

Optional:

Name:

Position:

For each of the following four questions, please list up to SIX key items.

1 What are the key strengths of the NZDipBus qualification?

1
2
3
4
5
6

2 What are the key weaknesses of the NZDipBus qualification?

1
2
3

4
5
6

3 What key opportunities do you see for future development of the NZDipBus qualification?

1
2
3
4
5
6

4 What threats (actual or potential) does the NZDipBus qualification face?

1	
2	
3	
4	
5	
6	

Thank you for your feedback.

Please return the completed form by **21 August 2009 to:**

Thomas Pilott
Operations Officer
Tertiary Assessment and Moderation
New Zealand Qualifications Authority
PO Box 160
Wellington 6140
Phone: 04 463 3372
Fax: 04 463 3114
Email: thomas.pilott@nzqa.govt.nz