

BUSINESS & ECONOMICS

at AUT

WINTER UPDATE





A MESSAGE FROM THE DEAN

We are excited to see the first cohort of students tracking into their second semester in our redesigned Bachelor of Business. Students have been engaged in choosing their majors and minors from our pool of new options as they begin to tailor their degree to suit their skills and passions.

We are looking forward to our 2020 intake for Semester 1, which will include many students from your very own classrooms.

To help high school students make the right decisions for their futures we are holding our annual open day called AUT LIVE in a month's time on 31 August at our City Campus. Your students and their parents can chat with our academics and ask questions about our business study areas. There are seminars and workshops to help students understand the options available to them as they begin to think about life after high school. Do encourage your students to attend as many of them tell us they leave inspired and informed.

Lastly, we are excited to introduce Pablo to you. As your new relationship manager for the Business School he will be your one stop shop for any questions you or your students have regarding the AUT Business School and what we have to offer.

Professor Kate Kearins

BEd *Waik.*, MA *Massey*, MMS, PhD *Waik.*, DipTchg, DipMngt

Pro Vice-Chancellor and Dean
Faculty of Business, Economics and Law

CONTENTS

Message from the Dean	01
AUT LIVE (our biggest open day event)	02
Our redesigned business degree	03
Exciting majors for 2020	04
Why AUT	05
Contact us	06

AUT LIVE

Saturday 31 August
AUT City Campus

This is our annual open day. We understand that making a choice about tertiary study is a big decision and we want to help your students make the right one. At AUT LIVE, each study area has a dedicated space on campus where students can chat with our academics and ask any questions they have about study at AUT in 2020.



View our AUT LIVE highlights from 2018

WHAT YOUR STUDENTS CAN EXPECT

- 45-minute programme information sessions
- Meet AUT teaching staff
- Get help with their application
- Experience our state-of-the-art facilities
- Tour our on-campus accommodation
- Find out about student life and services for students

ON THE DAY

- Information sessions start at 9am
- Final sessions start at 2pm
- Check in is from 7.30am
- Parents and whānau are more than welcome to attend too

HOW TO REGISTER

Please encourage your students to register before the day at aut.ac.nz/live

Those who register will also go in the draw to win a MacBook Pro, receive a personalised digital day planner to help make the most of AUT LIVE, and be sent some useful information to get a head start on university life.

GETTING THERE

Free parking will be available at the North Campus and South Campus then use our free shuttle buses to get to the City Campus. (see [timetable](#))

MAPS AND SCHEDULES

To help your students plan their day, they can refer to the programme schedule.



programme
schedule

OUR REDESIGNED BUSINESS DEGREE



Check out the video

Find out more about our Bachelor of Business by visiting aut.ac.nz/bbus

TOP **1**.2%
UNIVERSITIES
WORLDWIDE



94% of business grads were employed within 6 months

#**1** IN AUSTRALASIA
FOR
INTERNATIONAL
OUTLOOK



EMPLOYABILITY

QS STARS 2017-19



EXCITING BBUS MAJORS FOR 2020

Accounting

Our accounting major involves multifaceted business analysis which contributes to the strategic development of a business or organisation. Students learn to prepare financial and managerial reports and techniques for conducting business analysis.



DID YOU KNOW?

Fact: Megan Alexander, General Manager of recruitment agency Robert Half NZ, says accountants are expected to have strong communication skills.

Economics

Our economics major covers three fundamental concepts – microeconomics, macroeconomics and econometrics, which combine to provide answers to some of the most pressing problems facing the world, including poverty, unemployment, pollution, crime and inequality. They can also be applied to the commercial sphere to focus on international competition, consumer behaviour, world trade and finance, and economic growth and development. By studying economics students better understand how the world is shaped by choices and human behaviour.



DID YOU KNOW?

Fact: In the first-year papers, students learn economic concepts that are relevant for decision making by individuals, firms and the government.

Finance

This major is all about the study of money. It explores how individuals and organisations raise, invest and consolidate funds to increase wealth and create value. We cover everything from raising funds to starting a business, helping businesses make financial decisions that increase shareholders' wealth, or managing your own or someone else's money to become financially secure.

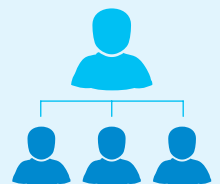


DID YOU KNOW?

Fact: What students learn in this major about shares, bonds, and derivatives is applicable to 167 countries that have a financial market.

Human Resource Management and Employment Relations

This major teaches students to be human resource professionals who can build organisational relationship architecture for people to be productive, safe and develop as valued employees. They learn to understand people and relationships and gain confidence in managing the dynamics of competing interests in the workplace to drive organisational performance.



DID YOU KNOW?

Fact: According to the World Economic Forum (2016), by 2020 social skills will be in higher demand across industries than narrow technical skills.

EXCITING MAJORS FOR 2020

continued

Information Systems

Our information systems major is about how organisations use digital technology to create, collect, process and distribute data to enable business process improvements and transformation. Information systems is the crucial area between an organisation's technological systems and its users. It can improve business processes, helping an organisation stay competitive, increase efficiency, share information and make effective decisions.



DID YOU KNOW? Fact: Every paper in this major uses a software tool.

International Business and Strategy

Driven by disruptive changes in technology, policy and globalisation, today's dynamic business environment presents new challenges and opportunities to organisations. Our international business and strategy major focuses on the skills needed to do business successfully in this environment, from working across different cultures and in diverse teams, to creating value through analytical and conceptual thinking, and managing innovation.



DID YOU KNOW? Fact: Students can take their knowledge one step further by completing their workplace experience overseas too.

Management

Organisations of all sizes, types and industries need managers who can motivate and lead people to enhance organisational performance. Our management major will equip students with the knowledge of operational and strategic organisational relationships and work, plus the confidence to influence a range of organisational stakeholders.



DID YOU KNOW? Fact: 65% of children entering primary school today will work in jobs that don't exist yet (World Economic Forum, 2016). We need managers who are comfortable leading change.

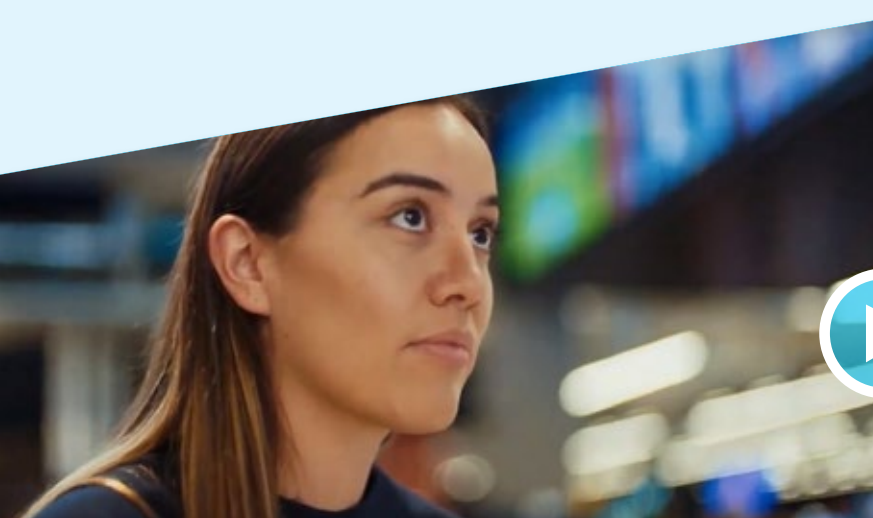
Marketing, Advertising, Retailing and Sales

New media channels are emerging and rivalling traditional ways of taking products and services to market. Businesses need staff who are confident and competent at taking a multi-channel approach to identify prospective customers and communicate with them in meaningful ways at the right touchpoints in the customer journey. Our marketing, advertising, retailing and sales major covers the activities and processes for creating, communicating and delivering value to customers in ways that mutually benefit the organisation and the customer.



DID YOU KNOW? Fact: In the third year of the major, students work on a real-life project with the help of a business mentor from industry.

All these majors can also be taken as minors.



WHY AUT



Check out the video



CONTACT US

In collaboration with the AUT Future Students team, our relationship manager Pablo Fernandez would love to meet with you, or come and talk to your students about the AUT business and economics programmes.

Ranked in the top 300 universities worldwide for Accounting, Finance, Business, Management, Economics and Econometrics

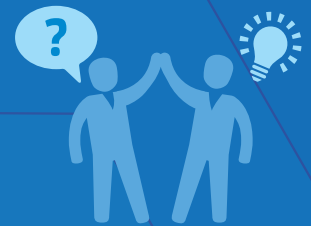


Feel free to get in touch with Pablo any time.

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Gain transferable character skills like communication, creativity, problem solving and collaboration



Connecting more students with employers through workplace experience



Transforming business and society through our research

