

JUNE 2018

AUT

WELCOME TO
**BUSINESS &
ECONOMICS**





A MESSAGE FROM THE DEAN

In the AUT Business School and AUT School of Economics we understand the need for innovation, to keep pace with employer and graduate needs. The workplaces of the future will likely look very different and graduates need to be prepared to manage ambiguity and complex challenges.

We set ourselves apart with a teaching philosophy that prioritises student engagement and emphasises practice-based learning experiences. At the heart of our teaching and research is collaboration with business, the professions and the community.

We want to inspire our students to make a difference in the business world and beyond. I encourage you to take a look at what makes business and economics at AUT a distinctive choice.

Professor Kate Kearins

BEd *Waik.*, MA *Massey*, MMS, PhD *Waik.*, DipTchg, DipMngt
Pro Vice-Chancellor and Dean
Faculty of Business, Economics and Law



WHY BUSINESS AND ECONOMICS AT AUT?

AUT graduates are shaping successful careers all around the world. They're enterprising, ready to challenge routine thinking, and equipped to create innovative solutions for the changing world.

Innovating for the future

Automation, globalisation, sustainability, and flexible approaches to business are some of the key influencers changing the landscape of work. We're constantly working with employers and scanning workplace trends to keep pace with such change, to ensure our business degrees contain relevant and impactful curricula and experiences.

Creating career-ready graduates

Our students apply theory to real-life problems, issues and experiences, and class projects mirror the complex work and social environments that graduates will encounter in their careers. A unique part of our Bachelor of Business is a work placement or applied project in the final semester of study. This experience helps students put theory into action, and is great preparation for entering the professional workforce or for pursuing informed and relevant postgraduate research. For many of our students the workplace experience leads to a job offer after they graduate.

Opening up global opportunities

The AUT Business School is internationally ranked and recognised globally as a top business educator. This reputation has opened doors to some of the best business schools in the world, where students can choose to study a semester or two on an international exchange. The Bachelor of Business workplace experience can also be completed overseas, and additionally, a growing number of students have launched exciting careers through the AUT Internz International Programme.

Standing out from the crowd

Students can get involved in a range of extracurricular opportunities and business clubs that advance their problem-solving, collaboration and leadership skills. Our student-led clubs have a great track record of securing business leaders and speakers for inspirational seminars and networking events. AUT now also offers the AUT Edge Award for students seeking formal recognition of their volunteering, leadership and engagement activities, who want to stand out in the competitive employment landscape.

Connected to business

We're proud of our strong links with businesses, entrepreneurs, government organisations and the wider community. We partner with business leaders and expert professionals who advise us on our curricula, act as mentors on applied projects, and provide work placements for our students. An annual highlight is our Shadow a Leader Day, where students can learn first-hand about leadership and get behind the scenes at a range of leading Auckland businesses and organisations.

Engaging and collaborative environment

We teach in a range of formats, from large lectures to smaller classes, workshops and labs, where students can interact with the lecturer and each other. Just as graduates will be challenged to work with people from different walks of life, students are required to collaborate with their classmates, employing their creativity and communication skills to practice critical thinking and problem-solving. This emphasis on active engagement in learning is one of many reasons 9 out of 10 AUT graduates recommend us as a great place to study.



Ranked in the top 350 universities worldwide for Accounting, Finance, Business, Management, Economics and Econometrics



Connecting more students with employers through workplace experience



Transforming business and society through our research



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



94% of business grads were employed within 6 months



OUR LECTURERS

Our programmes are taught by experts in their fields, who can combine real world experience with sound theoretical knowledge. A number of our academic staff have had successful careers in business before turning to an academic career. Furthermore, engagement with business, government, the professions and the wider community is a cornerstone of our research strategy. Our academic staff are involved in wide-ranging collaborations that see positive impacts on business and social policy decision-making in New Zealand and internationally.



Drew Franklin

Following a successful career in marketing and media that took him to the US, Asia and Europe, Drew is pursuing a passion for teaching in his second career as a lecturer in the AUT Business School. His current research agenda includes topics in business-to-business relationship building and trust recovery, industrial marketing and media, and consumer decision making. His teaching features simulated decision-making exercises and case studies, to replicate as closely as possible the markets students will be operating in. Drew has a close association with local and international industry, and enjoys a consultative relationship with leading marketing practitioners.



Gail Pacheco

Gail Pacheco is a Professor of Economics and Director of the Business School's New Zealand Work Research Institute. She has considerable experience leading commissioned and funded projects involving industry collaborations (for example, with the Department of Labour, the Blind Foundation, Careers NZ, United Nations Women, and Coca-Cola Amatil NZ).

Gail teaches applied econometrics in the Bachelor of Business degree, where her research expertise comes to the fore as students apply models and methods to a range of practical problems, using a variety of real-life case studies.

OUR GRADUATES

Afra Abdeen



**Assistant Sustainable Business Manager
for South East Asia and Australasia,
Unilever, Sydney**

Bachelor of Business (Honours)

Bachelor of Business and Bachelor of Arts
conjoint programmes

"I had access to so many opportunities that were not limited to studies during my time at AUT. Being involved in student organisations put me in front of great mentors and was an invaluable experience. I had so many opportunities to apply my knowledge to real-life situations, through my final-year workplace experience and other internship opportunities."



Bronson Wilson

**Content Operator, Viacom International
Media Networks, Amsterdam**

Bachelor of Business in Market Insights:
Marketing, Advertising, Retailing, Sales

"For my final-year workplace experience, I worked for the smart navigation technology company TomTom in the Netherlands. During my placement, I managed all marketing materials for my department, created email campaigns and sales pitch presentations, overhauled their line of product presentations and assisted on UX & UI design concepts. AUT trusted me to travel to the other side of the world for my workplace experience, and enabled me to explore the different avenues marketing and advertising can open. They believed in me and for that I'm thankful."



Hana Velio

Graduate Accountant, Genesis Energy

Bachelor of Business in Accounting



"I would highly recommend AUT's business degree to others. In fact, I sometimes find myself telling others, especially kids who are fresh out of high school, how great AUT's Bachelor of Business is. The staff provided us with all the necessary information and support to succeed."

Hana did her final-year work placement at Genesis Energy which opened the door to her first job after university where she was offered a full-time role as a graduate accountant.



Monique Butler

Financial Analyst, Vodafone New Zealand

Bachelor of Business in Human Resource Management and Employment Relations, and Management

"My final-year workplace experience was the main highlight of my time at AUT. I was lucky enough to be offered an intern position within Vodafone New Zealand's human resource team...I regularly find myself using tools and concepts I learned during my time at AUT. I've found that the skills and techniques taught at AUT apply directly to my professional settings."





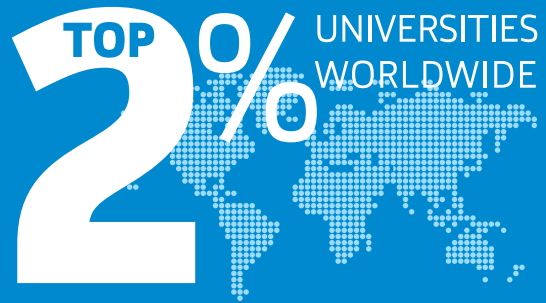
9 out of 10 students
would recommend AUT
as a great place to study



QS STARS 2018/19
For Employability, Facilities,
Inclusiveness, Internationalisation
& Teaching



60+ research centres
and institutes with
world-class expertise



UPCOMING EVENTS

For high school HODs and staff

EXPERIENCE BUSINESS AND ECONOMICS AT AUT

Thurs 22 Nov, City Campus

This event is specifically for heads of departments and business and economics teachers.

At this event, HODs and staff will learn more about the distinctive student experience offered by the AUT Business School and School of Economics. They'll also get the chance to explore our teaching and learning spaces, meet some of our great graduates and professors, and hear a bit more about some exciting developments in our flagship Bachelor of Business programme for 2019.

More information to follow.

For future students

PARENTS INFORMATION EVENINGS

City Campus – Mon 25 June
North Campus – Tues 26 June
South Campus – Thurs 28 June



At our inaugural Parents Information Evenings, parents will hear from leading researchers, academics, and alumni about what sets us apart from other universities. They'll gain insights of what industry want in university graduates, and what we're doing to produce great graduates.

[Find out more](#)

IGNITE '18

Wed 11 July, City Campus

Any Year 12 or 13 students thinking about studying at AUT should come and join our friendly Future Students Team to gain a new understanding of university life. They can discuss what they'd like to study, see what they can expect in their first semester and ask any questions they might have. They'll participate in some interactive workshops where they'll learn tips and tricks to successful study, find out about how university timetables and assessments work, all while spending part of the day with current students – no questions are off limits.



[Find out more](#)

AUT OPEN DAY

Sat 25 Aug, City Campus

Prospective students can explore their undergraduate and postgraduate options at AUT LIVE where they'll meet programme leaders, experience our world-class facilities and campuses, and can apply to study in 2019. Make sure they don't miss AUT LIVE, the most open day.



[Find out more](#)



CONTACT US

In collaboration with the AUT Future Students Team, our business and economics staff offer the opportunity to come into your school to talk about AUT's undergraduate programmes.

To find out more please contact the Future Students Team:

✉ secondary.schools@aut.ac.nz

☎ **09 921 9211** (Jayne Mayerhofer)

The logo for AUT (Auckland University of Technology) is displayed in white text on a white rectangular background. The letters 'AUT' are in a bold, sans-serif font with a slight shadow effect.

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