# Bachelor of Business 2019 PROGRAMME OVERVIEW





Be good for business



Develop skills for the future



learning into action





# Welcome to the Bachelor of Business 2019

I'm proud of the direction we are taking in our business programmes at AUT to keep pace with employer and graduate needs. We know the workplaces of the future will likely look very different, and we want to prepare our graduates to manage ambiguity and complex challenges.

We have made some enhancements to our flagship programme, the Bachelor of Business, for 2019. These changes reflect what we know from both futurists and industry experts locally and globally.

Business leaders tell us they need graduates to be agile, creative and able to work effectively across different functions in a business. So, we have optimised our already very effective business degree to ensure our graduates are ready to thrive in the ever-changing world of work.

As a university we set ourselves apart with a teaching philosophy that prioritises student engagement and emphasises action-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. We look forward to you joining us.



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# Why the Bachelor of Business at AUT?

AUT is an innovative university with a keen eye on economic and societal trends. At the AUT Business School and School of Economics we're constantly assessing shifts in practice and policy, and engaging with business, employers and graduates to ensure that our teaching is future-focused and relevant for the ever-changing world of work.

Our latest research and employer feedback tells us that to thrive in the future of business, graduates need to have a sound understanding of a specific discipline combined with broad business knowledge. Employers also highly value transferable skills and mindsets, including adaptive, analytical thinking, cultural competency, collaboration skills, creativity, the ability to reframe problems and the ability to lead.

We've also found that more and more of our students and graduates want to have a positive impact on the world. There's an emphasis on social impact throughout the Bachelor of Business to ensure that issues of ethics, social responsibility and sustainability can be debated and explored.

We're confident that our enhanced Bachelor of Business will equip you with the knowledge and skills for future success.



Complement your major area of interest with study in one or two of our diverse range of minor subject areas. You'll develop the skills to effectively collaborate across different business functions, and learn new ways of thinking and approaching complex problems.



Develop skills, capabilities and outlooks that will be useful and transferable in the ever-changing world of work. Study options and assessments have been designed to authentically reflect contemporary business practice including the use of technology.



Undertake workplace experience, through a work placement, an applied research project or start your own business venture before graduating. You can graduate with work experience and enhanced skills. Many students manage to secure a job from their placement before graduating.



Social impact is a core theme through all three years of the degree. By studying contemporary issues you'll consider ethical approaches to business decision–making and problem–solving, and develop an enhanced understanding and appreciation of what it means to practise business in a responsible way.

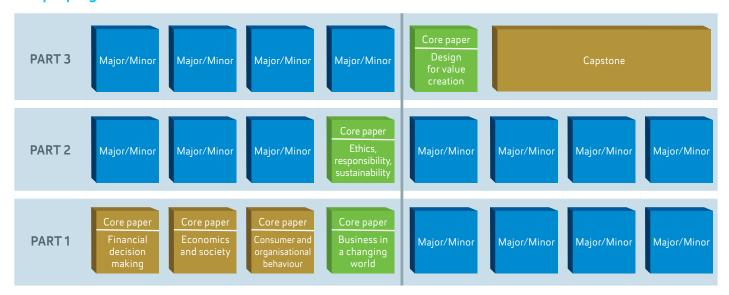
# Degree structure

We've carefully constructed the Bachelor of Business to let you build an engaging and multidisciplinary programme of study. Following an introduction to key business topics in your first semester, you can complement your major discipline with one or two smaller areas of focus in a minor.

Over the three years, you'll progressively build on your discipline knowledge and skill base, laying the groundwork for your final-year workplace experience.

Each year, a core paper also exposes you to the theories and practical application of socially responsible decision–making and problem–solving.

#### Sample programme structure



SEMESTER 1 SEMESTER 2

# Majors available:

- Accounting
- Economics
- Finance
- Human Resource Management and Employment Relations
- Information Systems
- International Business and Strategy
- Management
- Marketing, Advertising, Retailing and Sales

# Minors available:

- Business Law
- Data Analytics for Business
- Design Thinking
- Dispute Resolution
- Diversity and Inclusion
- Entrepreneurship and Innovation
- Event Management
- Hospitality
- International Business Management, Language and Culture

- Leading Self and Others
- Occupational Health, Safety and Wellbeing
- Small and Medium Enterprises
- Sports Marketing
- · Supply Chain Management
- Sustainable Enterprise
- Tourism

# Bachelor of Business overview

Level	7
Points	360
Duration	3 years full-time, part-time available
Campus	City & South
Starts	25 Feb & 15 July 2019
Minimum entry requirements	University Entrance or equivalent
Preferred school subjects	All approved NCEA level 2 and 3 language rich subjects, Business, Mathematics and Statistics subjects are useful

### What this qualification covers

#### Part 1

You take four core papers that cover fundamental business concepts:

- · Business in a Changing World
- Consumer and Organisational Behaviour
- Financial Decision Making
- · Economics and Society

You also complete four papers from your chosen majors or minors.

## Part 2

You develop in-depth skills and knowledge in an area of business, and take papers from a range of other disciplines, either within business or from another AUT degree.

You continue to explore issues of ethics, corporate responsibility and sustainability, building on the first-year paper Business in a Changing World.

#### Part 3

You complete the papers that contribute to your chosen majors and minors.

In the final paper focusing on social impact, Design for Value Creation, you work in multidisciplinary teams to address a complex real-life problem.

The Capstone paper – a workplace experience, applied project or a new business venture – is the final part of your degree and takes place in your final semester.

# Broaden your career options – study a Bachelor of Business and:

- · Bachelor of Arts (conjoint)
- Bachelor of Communication Studies (conjoint)
- Bachelor of Computer and Information Sciences (conjoint)
- Bachelor of Health Science in Psychology (conjoint)
- Bachelor of International Hospitality Management (conjoint)
- Bachelor of Science (conjoint)
- Bachelor of Design (double degrees)
- Bachelor of Laws (double degrees)
- Bachelor of Sport and Recreation (double degrees)
- Bachelor of Visual Arts (double degrees)

Today, standing out from the crowd is more important than ever. Conjoint programmes and double degrees broaden your knowledge and opportunities, but don't take double the time to complete.

#### Conjoint programmes

You study two degrees at the same time in a single programme of study. It's usually possible to complete two three-year degrees in four to five years. You need to maintain a B grade average across all papers and do papers from each degree every year.

### Double degrees

The difference between double degrees and conjoint programmes is that in the double degrees you apply for and enrol separately in each of the two degrees. If you're considering doing this, it's important that you contact AUT to discuss your plans. Double degrees can be completed either one after the other or concurrently.

# Study options at the AUT South Campus

Depending on the area you're focusing on within your degree, you can study your first semester, first year or entire degree at the South Campus.

For more details on the Bachelor of Business visit www.aut.ac.nz/business







# Accounting

Accounting is a dynamic career, delivering multifaceted business analysis, and contributing to the strategic development of business, public sector and not-for-profit organisations. Accountants must be excellent communicators and strongly analytical, as well as having the required technical skills specific to the accounting profession. They must relate to people from all walks of life, as they're frequently called on to explain concepts and strategies to those outside the financial sphere. The changing nature of accounting software packages means that accountants need to have well-developed technical skills. These broad-based skills mean that accounting graduates can start successful careers in a huge variety of roles.

## **Career opportunities**

- Chartered accountant
- Financial officer/treasurer
- Financial accountant

- Auditor
- Management accountant
- Taxation consultant



# **Economics**

Are you logical, analytical and fascinated by how incentives affect human behaviour? Would you like to see how economic theory can be brought to life in the real world? If so, a career in economics could be great for you. The discipline of economics is founded on the three fundamental fields of microeconomics, macroeconomics and econometrics. Concepts from these areas can be combined to provide answers to some of the most pressing problems facing the world, such as poverty, unemployment, climate change, crime and inequality. Alternatively, they can be applied to the commercial sphere, and can address issues like domestic and international competition, consumer and firm behaviour, world trade and finance, and economic growth and development.

# **Career opportunities**

- · Acquisition manager
- · Business risk auditor
- Financial markets analyst
- Investment banker
- · Service designer

- Researcher in a consulting firm or non-profit organisation
- Strategic planner, analyst or policy advisor in a local council

# Finance

Whether launching an entrepreneurial start-up or working in a giant multinational corporation, finance is at the heart of business operations. It explores how individuals and organisations raise, invest and consolidate funds to increase wealth and create enterprise. Finance is a dynamic field within the modern global economy. Professionals in this field could work with anyone from small private investors in a financial advising role to guiding large companies through the process of listing their shares on stock exchanges worldwide. While many jobs are in the private sector, you could equally work in public or non-government organisations (NGOs).

#### Career opportunities

- Commercial banker
- Commodities trader
- Corporate finance manager
- Fund manager

- Finance manager
- Investment banker
- · Securities analyst
- Stock broker



# Human Resource Management and Employment Relations

Human resources professionals work at the interface between employees and employers, ensuring that staff are productive, safe and developing as valued and skilled workers. Careers in human resources and employment relations encompass workforce planning, negotiation, recruitment and selection, performance management, learning and development, health, safety, and wellbeing, legal compliance, and employer/ employee relations. A key aspect of this work is change management, as organisations are constantly adapting to and influencing the environment in which they operate. If you enjoy finding solutions to problems, are interested in diversity and organisational culture and want to have influence with people at all levels in a variety of types of organisations, a career in human resources and employment relations could be for you.

## **Career opportunities**

- Employment relations specialist
- Human resource manager
- · Industry training advisor
- Organisational development manager
- Recruitment consultant

- · Talent manager
- · Health and safety manager
- · Union organiser
- · Policy analyst

# Information Systems

Are you methodical, analytical and interested in digital technology? Do you like the idea of developing and acquiring innovative digital technologies to support business? Would you enjoy working with a broad range of professionals? If so, a career in information systems (IS) would be great for you. IS professionals operate in the crucial area between an organisation's technological systems and its users, managing and organising the systems for the organisation.

#### Career opportunities

- Business analyst
- Process analyst
- Database administrator
- Project manager
- IS manager
- Consultant

# International Business and Strategy

Managing intensifying competition driven by globalisation and technology is the key driver for the future success of countries, companies and individuals. The pace of this change is having profound effects across the economy. In New Zealand, international trade accounts for two thirds of total economic activity, and many sectors export most of their stock. International business and strategy focuses on understanding, navigating and succeeding in this increasingly complex environment. Dealing with this situation presents challenges for policy makers and organisations and offers excellent opportunities for those who can understand and manage these issues.

#### Career opportunities

- Export manager
- International account manager
- · International project manager
- International sales representative
- Management consultant
- National or regional trade development advisor
- Overseas buyer
- Policy and research advisor
- · Regional marketing manager





# Management

Do you like the idea of developing innovative ways to make businesses and other organisations run as effectively and efficiently as possible? Would you enjoy working with a broad range of people, roles and technologies? Organisations of all sizes, types and industries need managers who can deal with the myriad demands of leadership in the modern environment. Profitability, sustainability, innovation, social responsibility, stakeholder relations, market share and resource utilisation are just some of the issues that managers must face, which makes this a stimulating and challenging career direction. A key aspect of management is the ability to get the best out of people, to motivate them and integrate their own professional development with the requirements of the business. This calls for extremely well-developed interpersonal skills and emotional intelligence, allied to a strong sense of commercial awareness.

## **Career opportunities**

- · Change manager
- Business development manager
- · Management consultant
- · Project manager

- Stakeholder liaison manager
- Services manager
- · Small business owner
- · Departmental manager

# Marketing, Advertising, Retailing and Sales

New media channels are emerging and rivalling traditional ways of going to market. Integrated shopping experiences extend from the shop floor to Facebook, Twitter, email marketing, texting, television, radio, direct mail, catalogues etc. Because of this omni–channel environment, businesses need to keep tabs on what is driving their consumers, so they can anticipate trends to prepare for what is coming next and identify the best opportunities for growth. Businesses need staff who are confident and competent at taking an interactive, omni–channel approach to business solutions and who know how to identify customers and connect with them in meaningful ways. If you're curious about how the marketplace operates and why consumers respond as they do, then studying marketing, advertising, retailing and sales may be a great option for you.

# **Career opportunities**

- · Market insights analyst
- Customer experience specialist
- Sales account manager
- Advertising agency planner
- Brand manager
- Marketing manager
- Business development manager
- Product buyer
- · Customer relationship manager



# Course Planner

YEAR	SEMESTER 1	SEMESTER 2
1	Core: Financial Decision Making	Major/Minor
120	Core: Economics and Society	Major/Minor
points	Core: Consumer and Organisational Behaviour	Major/Minor
	Core: Business in a Changing World	Major/Minor
2	Major/Minor	Major/Minor
<b>2</b> 120	Major/Minor	Major/Minor
points	Major/Minor	Major/Minor
	Core: Ethics, Responsibility and Sustainability	Elective
3	Major/Minor	Core: Design for Value Creation
120	Major/Minor	Co-operative Education or Capstone Project
points	Major/Minor	(45 points)
	Major/Minor	

# **360** points total

All papers are 15 points unless indicated otherwise. Majors are made up of 7 papers. Minors are made up of 4 papers. Electives can be one paper. Majors are made up of level 6 and 7 papers. Electives can be any paper from any AUT programme.

# For a single major choose:

- 1 Major
- 2 Minors
- 1 Elective

#### For a double major choose:

- 2 Majors
- 1 Elective

# Majors available:

- Accounting
- Economics
- Finance
- Human Resource Management and Employment Relations
- Information Systems
- International Business and Strategy
- Management
- Marketing, Advertising, Retailing and Sales

#### Minors available:

- Business Law
- Data Analytics for Business
- Design Thinking
- Dispute Resolution
- Diversity and Inclusion
- Entrepreneurship and Innovation
- Event Management
- Hospitality
- International Business Management, Language and Culture
- · Leading Self and Others
- Occupational Health, Safety and Wellbeing
- Small and Medium Enterprises
- Sports Marketing
- · Supply Chain Management
- Sustainable Enterprise
- Tourism



# How to apply

Below is the step-by-step guide to the application process for domestic students. For more information visit www.aut.ac.nz/apply

1

#### **APPLY EARLY**

- · Places are limited.
- Domestic students: Submit your application well before semester starts.
- International students: We recommend that you submit your application at least three months before the semester starts as places are limited and visa processing times can vary. You can apply online or through an AUT approved international agent. For more information visit www.aut.ac.nz/international

2

# COMPLETE AND SUBMIT AN APPLICATION FORM

- Apply online
- Indicate your programme(s) of choice and major (if known)
- You will be automatically assessed for all your programme choices at the same time
- We will send you an acknowledgment email/ letter, which explains how to check the status of your application
- We will contact you if we need more information

3

# WE ASSESS YOUR APPLICATION

- We assess your application to ensure you have met the entry criteria for the programme(s) you are applying for
- We consider your academic history and relevant experience to ensure you can succeed in your programme
- We let you know if your application has been successful

ACCEPT YOUR OFFER

For information on fees www.aut.ac.nz/fees
For information on scholarships www.aut.ac.nz/scholarships

# Questions?

For the latest information on AUT programmes and to keep up-to-date with what's happening at AUT visit **www.aut.ac.nz** 

# Call us

To speak to one of our friendly advisors call the AUT Student Hub on 0800 AUT UNI (0800 288 864).

#### Email us

You can also email any questions you have to **futurestudents@aut.ac.nz** 

International students should email business.info@aut.ac.nz

# Drop in and see us at the **AUT Student Hub**

#### City Campus

Level 2, ground entry, WA building, 55 Wellesley Street East, Auckland

#### **North Campus**

AS building, 90 Akoranga Drive, Northcote, Auckland

**South Campus** MB building, 640 Great South Road, Manukau, Auckland

