

AUTUMN 2019

**AUT**

# BUSINESS & ECONOMICS

AUTUMN UPDATE



# A MESSAGE FROM THE DEAN



We are excited to see the first cohort of students tracking well into their first semester in our redesigned Bachelor of Business. We know that workplaces are changing rapidly, and graduates need to be prepared for complex challenges. Our enhancements to the programme reflect what we know from both futurists and industry experts locally and globally.

We have some exciting events coming up for Year 12 and 13 students planning to come to university in 2020. Events include our ever popular Ignite days in July and the annual AUT LIVE open day in late August this year. Read on for more details.

We look forward to seeing you and your department staff on campus for our professional development event later in the year. Be sure to have your say by completing our professional development survey on page 7 if you haven't already.

## **Professor Kate Kearins**

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

Pro Vice-Chancellor and Dean

Faculty of Business, Economics and Law

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# THE BUSINESS DEGREE FOR THE FUTURE IS HERE



Check out the video

## MAJORS AND MINORS IN THE BACHELOR OF BUSINESS

Employers tell us they want graduates who have a broad range of skills and the ability to work effectively across the different functions of a business.

We have designed study options and assessments to authentically reflect contemporary business practice. We have introduced an exciting new range of minors to complement the major areas of study, and we encourage students to study two multidisciplinary minors alongside their chosen major to set them in good stead for the ever-changing world of work.

### BACHELOR OF BUSINESS MAJORS

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

Find out more about our Bachelor of Business by visiting [www.aut.ac.nz/bbus](http://www.aut.ac.nz/bbus)

“I think the enhancements to the Bachelor of Business degree are fantastic. They ensure students coming out of AUT are ready for the workplace”

**Michael Stribling**  
Tribe Lead Digital Services, Spark New Zealand

# EXCITING MINORS FOR 2019

## Business Law

Be introduced to how business laws are identified and classified in New Zealand. Learn how business laws define acceptable behaviour, provide certainty and stability, protect the public, and provide a mechanism for businesses to resolve disputes.

## Data Analytics for Business

Develop an understanding of the methods, models and software used to draw conclusions from large data sets. Learn how to use those conclusions to aid businesses in decision-making and value creation.

## Design Thinking

Develop a mindset and creative methods that can be used to interrogate, understand and solve real-life business, social and environmental problems. Working collaboratively, you'll learn to develop an understanding of the needs of the people you're designing for, experiment and explore creative ideas, and create physical and experiential design solutions.

## Dispute Resolution

Deepen your understanding and knowledge of the processes for the resolution of conflict and disputes in business and gain competencies in the management of disputes.

## Diversity and Inclusion

Learn how to create an inclusive workplace for diverse employees. Study an interdisciplinary perspective of diversity, society and work to be able to make a difference in workplaces, organisations and our communities.

## Entrepreneurship and Innovation

Learn how to create and develop new ideas into products, services, technologies and businesses.

## Event Management

Understand the fundamentals of planning, organising and managing events of all sizes and genres. Deepen your understanding of stakeholder management, event planning and interpreting contracts.

## Hospitality

Explore the concepts and processes of hospitality operations and develop the foundations of management principles and practices within hospitality.

## International Business Management, Language and Culture

Learn to work within an international business context, and develop or enhance a foreign language, or develop a native language for a business in English context.

## Leading Self and Others

Focus on your own personal development such as personal finance, nutrition, cultural competence, and also develop your ability to lead others in the workplace.

## Occupational Health, Safety and Wellbeing

Understand the principles of risk assessment and occupational health, safety and wellbeing systems, practices and programmes for improving culture, morale and performance in organisations. Explore relevant "soft skills" like leadership, negotiation, conflict management and communication.

## Small and Medium Enterprises

Develop knowledge and skills to successfully operate, and manage small and medium sized businesses. Gain an understanding of various aspects of accounting, finance, marketing, management, law and taxation issues relating to small and medium enterprises (SMEs).

## Sports Marketing

Gain an understanding of the theoretical and practical aspects of marketing management in the sports industry, especially how sports marketing activities and strategies contribute to sports business success. Develop skills in research, segmentation, product and fan development, pricing, licensing, and communication channels.

## Supply Chain Management

Almost all products/services that serve the consumer require the efforts of multiple organisations. Collectively, these organisations make up the supply chain. Learn how supply chain activities and relationships can maximise customer value and achieve a sustainable competitive advantage. Gain an understanding of product/service development, sourcing and production, logistics, and the information systems needed to co-ordinate these activities.

## Sustainable Enterprise

Learn to strategically engage and negotiate with a wide range of stakeholders, including community, retailers, suppliers, consumers and NGOs to inform consumer choices, provide community services, drive environmental projects, and transform organisational strategies and practices.

## Tourism

The tourism industry is all about people, cultures and experiencing the physical environment. This minor prepares you for working in business within the tourism industry.

# EVENTS

## AUT LIVE

Saturday 31 August

AUT City Campus

Registration and event details coming soon.

With over 80 talks, tours and activations on offer, AUT LIVE is a chance for future students to explore study options, attend programme information sessions, experience our state-of-the-art facilities, and meet our lecturers and students.



## IGNITE 2019

(Year 12 & Year 13 information day)

South Campus 10 July

City Campus 11 July

Ignite is designed for Year 12 or 13 high school students who are thinking about studying at AUT. Students will find out about university life, timetables, assessments and have the chance to discuss their study options and have any questions answered by our friendly Future Students Team.

Students will also get to take part in interactive workshops to learn tips and tricks to successful study.

Registration for this event will be open from mid-April.



View our AUT LIVE highlights from 2018

# WHY AUT

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



Check out the video

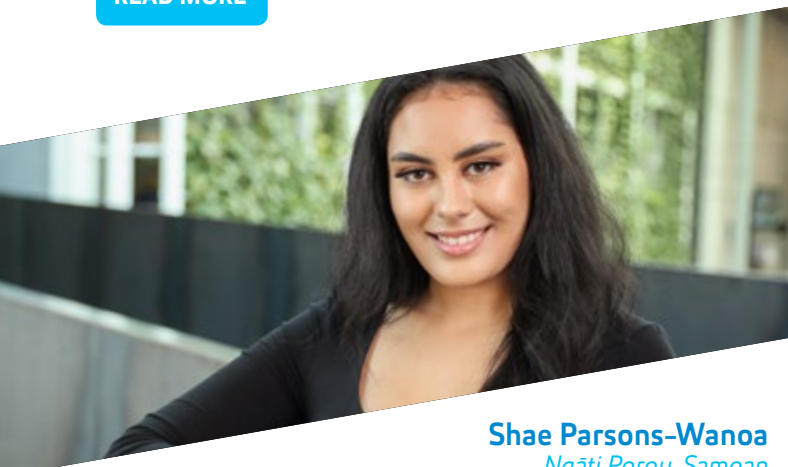
# SOME OF OUR BUSINESS GRADUATES



**Lucy Conyngham**  
**Sales and Marketing Coordinator,**  
**CoGo – Connecting Good, London**  
Bachelor of Business

“AUT is instilling ethics and sustainability into every student from the start, so that by the end of our degrees we’re ready to create a positive impact through any career we choose to build. Looking back at my degree, my biggest achievements were not just the grades I got, but also the multiple business ideas my studies sparked, and the networks of creative and talented people I leave with.”

[READ MORE](#)



**Shae Parsons-Wanoa**  
*Ngāti Porou, Samoan*  
**Communications Intern,**  
**Baldwin Boyle Shand, Singapore**  
Bachelor of Business and Bachelor of  
Communication Studies

“AUT was a sure-fire choice for me – I needed a university that would enable me to flourish in an innovative and creative manner, and AUT gives you the opportunity to do what no other person your age is doing; to really navigate that uncharted territory. AUT is doing things many other educational providers just wouldn’t consider – think CV help and demonstrations on how to do job interviews, especially remote-based ones. It’s the little things that really distinguish this university from the rest.”

[READ MORE](#)



**Nam Do**  
**Owner / Manager, Fusion Café**  
Bachelor of Business

“The Bachelor of Business prepares you well for the future. I liked that we could try papers from different majors in our first year before deciding which one was right for us. I had a lot of support and helpful information sessions run by AUT staff to ensure I chose the majors that were right for me. I also liked the structural thinking and learning processes we were taught at AUT – thinking about the input needed to achieve the output.”

[READ MORE](#)



**Montana Northcroft**  
*Ngāti Tuwharetoa*  
**Marketing Intern,**  
**Kettlebell Kitchen, New York City**  
Bachelor of Business

“I wanted an experience that is more hands-on than the more ‘traditional’ university experience. I think the forward thinking sets AUT apart from other universities. I truly believe AUT is leading the way within New Zealand universities in many areas, from the technologies to the opportunities for students to excel, not just during their time at AUT but also long after they leave.

“The student exchange as a whole was an amazing experience, allowing me to not only immerse myself within the American lifestyle, but also to understand how business operates differently outside of New Zealand. Getting to experience an American university not only improved me as a student but also as an individual.”

[READ MORE](#)

# SOME OF OUR LECTURERS

Our programmes are taught by experts in their fields, who combine practical experience with sound theoretical knowledge. Our staff are successful in conducting world-changing research and their connections with employers and research institutions help to provide graduates with excellent career pathways. Below are just a few examples of our diverse and expert teaching staff in the Business School.



## **Dr Marian Makkar (Marketing)**

After working in retail marketing, owning her own business and completing a PhD in marketing, Marian is now a lecturer in AUT's Marketing Department. She brings a wealth of real work experience to her teaching, as well as sound academic knowledge and a passion for everything marketing.

[READ MORE](#)



## **Professor Jarrod Haar (Human Resource Management)**

Professor Jarrod Haar (PhD) is a Professor of Human Resource Management in the Department of Management and has tribal affiliations of Ngāti Maniapoto and Ngāti Mahuta. Jarrod is ranked in the top 6% of New Zealand business researchers and has recently been featured in national and international media for his research around the four-day work week. Jarrod's fun, relaxed and informal manner make him a hit with students of all levels.

[READ MORE](#)



## **Dr Ayesha Scott (Finance)**

Ayesha is a senior lecturer in the Finance Department who prides herself on providing inclusive learning environments that facilitate student excellence. Her approach has been recognised with multiple teaching awards, both at AUT as well as at Queensland University of Technology (QUT) where Ayesha taught prior to joining AUT. Ayesha is also an interdisciplinary researcher, with an agenda that spans violence against women, empirical finance, personal finance and financial econometrics. Her work has generated a lot of national media interest.

[READ MORE](#)

# TELL US WHAT YOU THINK

We would like to invite you and your department colleagues to our City Campus for a free session on professional development in 2019.

If you haven't already, please complete the two-minute survey below and tell us when would suit you, and which topics you would be interested to learn more about.

**TAKE THE SURVEY NOW**

## CONTACT US

In collaboration with the AUT Future Students Team, our business and economics staff are available 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](mailto:secondary.schools@aut.ac.nz)

☎ 09 921 9239

**AUT**



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



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