

# BUSINESS MANAGEMENT 2020

## BACHELOR OF APPLIED BUSINESS MANAGEMENT

AUCKLAND - INTERNATIONAL



The Bachelor of Applied Business Management (BABM) is a NZQA-accredited degree qualification that can lead to a range of exciting business and management careers. The structure of the degree allows learners to undertake a study in a specialised discipline area - a major.

The BABM majors offered at the Auckland Campus are:

- **Marketing & Sales**
- **Business Analysis & Knowledge Management**
- **Supply Chain & Logistics Management**

The incorporation of an industry-based (capstone) applied project (45 credits) develops skills in business and management, enabling graduates to be work-ready!

This degree qualification can lead to a 3 year NZ post-study work visa, enabling graduates to gain advanced skills, knowledge and experience working in the New Zealand.

### KEY FEATURES

#### TEACHING AND LEARNING FOCUS

- Problem solving and decision making
- Critical thinking
- Collaboration
- Communication
- Cultural awareness
- Commercial/industry awareness
- Learning to learn - skills, attributes and capability

#### WORKPLACE FOCUS

- Skills relevant to industry needs
- Employability - work-ready employable graduates
- Applied real world and project-based learning

### PATHWAYS

BABM degree graduates may progress to:

- Employment
- Graduate diploma in a business specialisation or in a new discipline
- Postgraduate degree or postgraduate diploma study
- Teacher training programme

### KEY INFORMATION

**QUALIFICATION** Bachelor of Applied Business Management (BABM)

**NZQA LEVEL** 7 (degree)

**DURATION** Standard: 3 years full-time (6 trimesters)  
Accelerated: To be advised

**CREDITS** 360 credits

**FEES** NZ\$18,500\* per year (120 credits)  
\* Based on 2019 fees; 2020 fees yet to be confirmed

**CONTACT** Scheduled class sessions between 9.00am and 5.40pm  
Monday to Thursday

**SELF STUDY** Approximately 6.5 hours per week per 15 credit paper

**START DATES** 2 March 2020 (Trimester 1)  
13 July 2020 (Trimester 2)

**CAMPUSES** Auckland - International Campus  
Wellington

### GRADUATE PROFILE (SUMMARY)

Graduates will be able to:

- Apply a broad range of generic business skills and specialised technical knowledge and skills
- Employ creative and innovative thinking skills
- Display well-developed critical thinking capabilities
- Adopt independent working practices
- Apply independent learning skills
- Use effective written communication and well-developed inter-personal skills
- Initiate, inspire, guide, supervise, and reward the work of others.
- Work effectively in teams/groups
- Effectively use technology and communication systems
- Understand the relevance of the Treaty of Waitangi

### EMPLOYMENT PATHWAYS

Graduate employment opportunities (depending on major), include:

- Business Analyst
- Data Analyst
- Business Administrator
- Digital Marketing Specialist
- Supply Chain Analyst
- Business Development Specialist
- Management Consultant
- Knowledge Management Specialist
- Other Sales and Marketing positions
- Other specialist management positions

### ENTRY CRITERIA (INTERNATIONAL)

#### ACADEMIC

Met university entry requirements or equivalent study/work experience.

#### ENGLISH LANGUAGE REQUIREMENTS

IELTS 6.0 (with no band lower than 5.5) or NZCEL Level 4 (Academic) or equivalent.

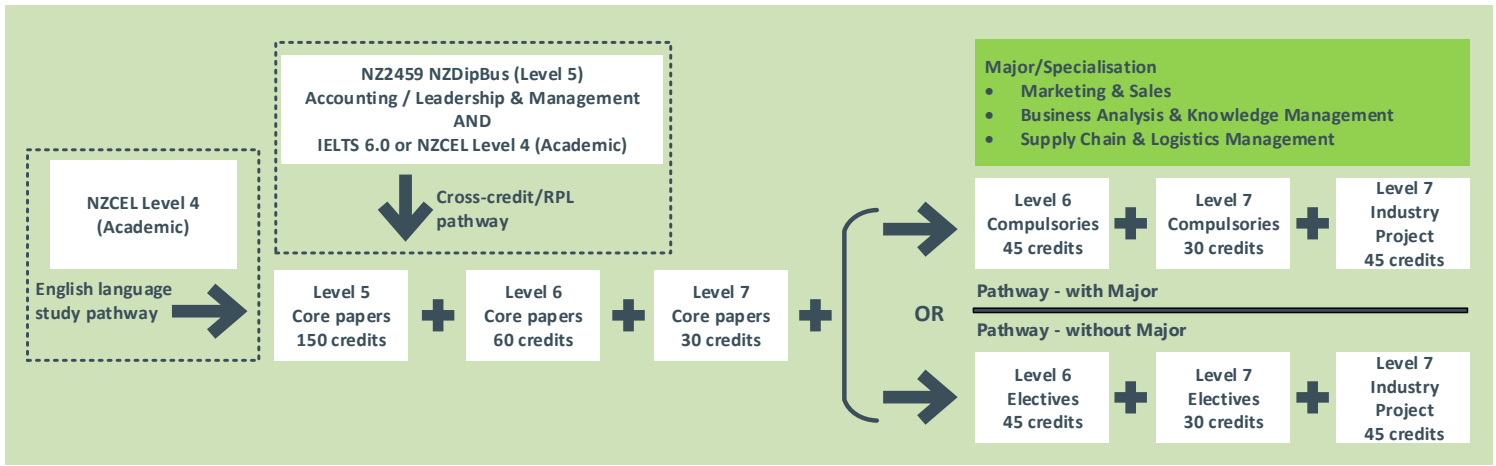
### CONTACT US TODAY!

► [international@whitireia.ac.nz](mailto:international@whitireia.ac.nz)

► [www.whitireia.ac.nz](http://www.whitireia.ac.nz)



## PATHWAYS



## DEGREE STRUCTURE

To be awarded the BABM degree (with or without a major) students must successfully complete 360 credits at Levels 5 and above as shown below:

- a minimum of 105 credits at Level 7
- all core compulsory courses - Years 1 and 2
- all compulsory courses specified for their major or
- a selection of courses at levels 6 and 7 for the non-specified pathway.

## CORE (COMPULSORY) PAPERS

Code	Course Name	Level	Credits
BM5201	Business operations	5	15
BM5202	People and Change	5	15
BM5203	Communication	5	15
BM5204	New Zealand Business Context	5	15
BM5209	Business Planning	5	15
BM5210	Applied Business Planning	5	15
BM5211	Leading Projects	5	15
BM5212	Leading in the Workplace	5	15
AM5112	Business Statistical Analysis	5	15
BM5213	Introduction to e-Business	5	15
BM6201	Leadership	6	15
AM6208	Organisational Behaviour	6	15
BM6202	Human Resources & Employment Relationships	6	15
BM6203	Problem Solving & Decision making	6	15
BM7201	Business Transformation & Change	7	15
BM7202	Business Sustainability	7	15
	Major compulsory course (level 6) or elective	6	15
	Major compulsory course (level 6) or elective	6	15
	Major compulsory course (level 6) or elective	6	15
	Major compulsory course (level 7) or elective	7	15
	Major compulsory course (level 7) or elective	7	15
AM7331	Industry Project	7	45
AM7332	Part A (15 cr.) & Part B (30 cr.)	7	45
<b>Total credits</b>			<b>360</b>

## COMPULSORY PAPERS FOR EACH MAJOR/SPECIALISATION

Code	Major/Course Name	Level
<b>Major: Business Analysis and Knowledge Management</b>		
AM6211	Introduction to Business Analysis	6
AM6225	Operations Management	6
AM6210	Systems Analysis and Design	6
BM7203	Contemporary Issues in Knowledge Management	7
BM7204	Strategic Knowledge Management	7
<b>Major: Marketing and Sales</b>		
BM6208	Buyer Behaviour	6
BM6209	Selling and Sales Management	6
AM6217	Services Marketing Management	6
AM7321	Strategic Marketing	7
AM7320	International Marketing	7
<b>Major: Supply Chain and Logistics Management</b>		
BM6207	Global Supply Chain Management and Transport	6
BM6206	Introduction to Supply Chain Management	6
AM6225	Operations Management	6
BM7208	Supply Chain Management	7
BM7207	Sustainable Strategic Procurement	7



2020v1

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