

# Bachelor of Applied Business Management

The new Bachelor of Applied Business Management is jointly offered by WelTec and Whitireia. Co-designed with industry, the degree includes part-time options for people in work.

Want a career in business? Learn the skills to be a business leader and specialise in one of our new majors: Accounting, Business Analysis and Knowledge Management, Marketing and Sales or Supply Chain and Logistics.

Designed with our industry partners, the new business and management degree gives you the skills organisations need, preparing you to head straight into the workplace.

Work directly with a local business in your final year, giving you real-world experience and helping you land your dream job.

## International Information

Majors available at our Auckland campus include:

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

## What you will learn

- Specialise in your passion, working towards your dream career
- Get real-world experience during your industry project
- Develop your communication skills, helping you land your dream job
- Learn to think critically, act ethically and communicate effectively
- Develop problem-solving skills that you can use in any industry

## Choose a specialisation:

Accounting

With a high demand for accountants in New Zealand, majoring in accounting can help you create a career in your passion. Read more about our Accounting major [here](#).

Business Analysis and Knowledge Management

**Enrol now!**



### Programme Dates

09/11/2020 (Petone)  
01/03/2021 (Petone)  
01/03/2021 (Auckland)



### Duration

3 years, part-time options available



### Domestic Fees

TBC



### International Fees

TBC



### Campus

Petone  
Auckland

## More info

[whitireia.ac.nz](http://whitireia.ac.nz)  
[weltec.ac.nz](http://weltec.ac.nz)  
[teauaha.com](http://teauaha.com)



## Contact Us

[enrolments@whitireia.ac.nz](mailto:enrolments@whitireia.ac.nz)  
0800 WHITIREIA (944 847)

[enrolments@weltec.ac.nz](mailto:enrolments@weltec.ac.nz)  
0800 WELTEC (935 832)



Learn how to design and create solutions to help businesses meet their targets and achieve their goals. Read more about our Business Analysis and Knowledge Management major [here](#).

### Marketing and Sales

Develop marketing strategies to reach target markets and grow your sales techniques. Read more about our Marketing and Sales major [here](#).

### Supply Chain and Logistics Management

Build the skills to plan and implement effective supply chain strategies for retailers and manufacturers. Read more about our Supply Chain and Logistics Management major [here](#).

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## Careers

This programme was designed with our industry partners so you will graduate with awesome skills that are valued by employers.

You will be ready to take on a number of roles including:

- Accountant
- Business services and corporate advisor
- Project manager
- Business advisor
- Content manager
- Sales or marketing manager
- Logistics manager
- Events manager

You can find out more about developing your business career [here](#).

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## Entry criteria

### Under 20 years

University Entrance or equivalent study or relevant work experience.

### Over 20 years

If you're 20 years or over, you may qualify for special admission on this programme. Contact us if you don't meet the Under 20 entry criteria.

### International students

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

[Go to International Students main page](#)



**Enrol now!**

## Campuses

### Auckland Campus 450

Queens St  
Auckland

### Porirua Campus

3 Wi Neera Dr  
Porirua

### School of Construction

18 Western Hutt Rd  
Petone

### Petone Campus

21 Kensington Ave  
Petone

### School of Hospitality

52 Cuba St  
Wellington

### Te Kāhui Auaha

65 Dixon St  
Wellington



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## More info

[whitireia.ac.nz](http://whitireia.ac.nz)  
[weltec.ac.nz](http://weltec.ac.nz)  
[teauaha.com](http://teauaha.com)



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