



Bachelor of Applied Business Management



Kia ora, Welcome!

The new Bachelor of Applied Business Management is jointly offered by WelTec and Whitireia. 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.

Majors available at our Auckland and Wellington campuses include:

- Accounting (**Wellington only**)
- Business Analysis and Knowledge Management
- Marketing & Sales
- Supply Chain and 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. 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

GET IN TOUCH



international@whitireia.ac.nz
international@weltec.ac.nz



whitireiaweltec.ac.nz



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

GRADUATE PROFILE

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

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 nonspecified pathway

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

ENTRY CRITERIA

Academic

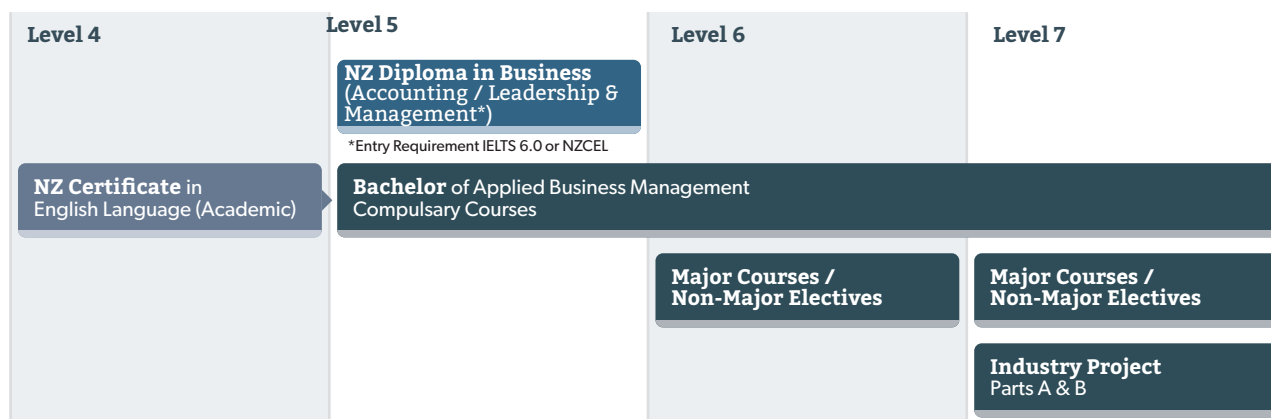
Met university entry requirements or equivalent study/work experience.

English Language requirements

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

PATHWAYS

Enter via the **English language study pathway** with NZCEL (Academic) or the **Cross-credit/RPL pathway** with NZ Diploma in Business (with strands in Accounting, Leadership and Management)



COMPULSORY COURSES

Courses below are worth 15 credits, unless specified.

- **Business operations**, BM5201, Level 5
- **People and Change**, BM5202, Level 5
- **Communication**, BM5203, Level 5
- **New Zealand Business Context**, BM5204, Level 5
- **Business Planning**, BM5209, Level 5
- **Applied Business Planning**, BM5210, Level 5
- **Leading Projects**, BM5211, Level 5
- **Leading in the Workplace**, BM5212, Level 5
- **Business Statistical Analysis**, AM5112, Level 5
- **Introduction to e-Business**, BM5213, Level 5
- **Leadership**, BM6201, Level 6
- **Organisational Behaviour**, AM6208, Level 6
- **Human Resources & Employment Relationships** BM6202, Level 6
- **Problem Solving & Decision making**, BM6203, Level 6
- **Business Transformation & Change**, BM7201, Level 7
- **Business Sustainability**, BM7202, Level 7
- **Industry Project Part A**, AM7331, Level 7
- **Industry Project Part B**, AM7332, Level 7, 30 credits

Business Analysis and Knowledge Management

- **Introduction to Business Analysis**, AM6211, Level 6
- **Operations Management**, AM6225, Level 6
- **Systems Analysis and Design**, AM6210, Level 6
- **Contemporary Issues in Knowledge Management**, BM7203, Level 7
- **Strategic Knowledge Management**, BM7204, Level 7

Marketing and Sales

- **Buyer Behaviour**, BM6208, Level 6
- **Selling and Sales Management**, BM6209, Level 6
- **Services Marketing Management**, AM6217, Level 6
- **Strategic Marketing**, AM7321, Level 7
- **International Marketing**, AM7320, Level 7

Supply Chain and Logistics Management

- **Global Supply Chain Management and Transport**, BM6207, Level 6
- **Introduction to Supply Chain Management**, BM6206, Level 6
- **Operations Management**, AM6225, Level 6
- **Supply Chain Management**, BM7208, Level 7
- **Sustainable Strategic Procurement**, BM7207, Level 7

MAJOR COURSES

The following course are compulsory for each major and are each worth 15 credits.

Accounting*

- **Intermediate Financial Accounting**, AM6203, Level 6
- **Intermediate Management Accounting**, AM6204, Level 6
- **Taxation in NZ**, AM6205, Level 6
- **Advanced Financial Accounting**, AM7302, Level 7
- **Advanced Management Accounting**, AM7303, Level 7

*CAANZ/CPA pathway is available, please contact us for details.

PROGRAMME OUTLINE



Qualification

Bachelor of Applied Business Management



NZQA Level

Level 7



Credits

360 credits



2021 Start Dates

1 March, 12 July



Campuses

Whitireia Auckland, WelTec Petone



Duration

Three years, full-time



Fees

NZ\$19,250.00 per year (excludes an additional annual fee of \$220 for administration and \$560 coverage under Whitireia and WelTec's default medical and travel insurance, provided by Uni-Care International)

CONTACT US



international@whitireia.ac.nz
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whitireiaweltec.ac.nz

