



Bachelor of Applied Management



Location	> Dunedin Campus or Auckland International Campus (the Auckland-based programme is for international students only). > 10 month full-time / 18-20 month part-time distance learning option available through Capable NZ for those with prior knowledge and skills due to practical experience in business. Learn more >
Duration	Three years full-time; part-time options for domestic students only
Delivery	On campus with an internship that can be completed in New Zealand or anywhere in the world

Credits	360
Level	7
Start	Dunedin: February and July Auckland: February, April, July and October Capable NZ: Monthly
Apply	Until start date (Dunedin); anytime (Auckland)

Gain a business degree based in real-world knowledge. As organisations are constantly changing, real-life learning is more relevant than ever.

This programme has industry experiences at its centre with case studies and workplace-based or focused assignments. The practical learning doesn't stop there as you'll also complete an internship during your third year. This internship will place you within a real-world business where you'll need to complete a research project as part of your time with the organisation.

Through this hands-on learning experience, you'll develop the understanding and skills to work in a range of management environments at operational and strategic levels – not to mention the great industry and business connections you'll also make!

At our Dunedin Campus, you can either create a personalised degree by choosing from a range of elective options or choose to fully-focus on an area that interests you most such as Human Resources, Event Management or Sales and Marketing. New elective papers include Contemporary Communication, and Design Thinking*.

Our Auckland International Campus offers papers in areas such as Entrepreneurship, Consumer Behaviour and Leadership in Action. Both campuses embrace our commitment to sustainability with a sustainability perspective embedded across all courses.

Apply now and become a work-ready and future-ready business professional ready to take on the world!

Domestic fee

\$7,252 (first year)

International fee

Standard: \$20,350 (first year)

Price after Covid-19 scholarship:
\$15,350 (first year) (onshore students only)

Capable NZ fee (Recognition of Prior Learning)

Domestic: \$5,591

International: \$19,960

Compulsory student levy >
[StudyLink >](#)

*Fees are approximate, subject to change and exchange rates

*Both elective papers subject to final approval.

What will I learn during the Dunedin-based programme?

This programme is all about practical learning so you can really understand the world of business and hit the ground running when you graduate. During your degree, you'll do case studies, workplace-based or focused assignments, and an internship where you'll complete a large research project into a real-world organisation.

When the world allows it again, you'll also have the opportunity to study for one or two semesters at one of our partner universities overseas (including in the USA, Germany and Hong Kong).

Focus in an area that interests you!

The great thing about this degree is that you can choose to focus on an area that interests you (or develop a study pathway with the Programme Leader). We offer the below specialty areas (although not all are available every year):

Accounting

This qualification has Chartered Accountants Australia and New Zealand (CAANZ) accreditation and is ideal if you want to embark on a career in accounting as a Chartered Accountant or Associated Chartered Accountant. If you want to study this focus area, you'll need to apply for our Bachelor of Applied Management (Accounting) qualification.

Read about our Bachelor of Applied Management (Accounting) here >

Event Management

This fast-paced industry requires vibrant, organised and dedicated people and there is a growing demand for qualified event management practitioners both here and overseas. Careers exist in event planning and management, conference management, sponsorship and fundraising, and the hospitality and entertainment industries.

Human Resource Management

With a strong applied human resources focus, this programme is ideal if you wish to specialise and find start an HR career. This practical approach is coupled with exploration of human resource practices and issues (both current and future-focused), applicable to a wide range of roles and organisations.

Sales and Marketing

Marketing and selling products and services in today's competitive business environment requires a sophisticated and unique skill set. A sales and marketing degree specialisation allows you to acquire the expertise to work in a variety of career fields such as sales, advertising, marketing, promotions and public relations.

Strategic Management

Ideal if you wish to develop a portable set of management experiences applicable to a wide range of industries, this major has an applied approach focusing on the strategic nature of business management.

Tourism Management

Developed to meet the current needs of the tourism industry locally, nationally and internationally, you will be equipped with the skills to work at a supervisory or management level, or to operate your own business.

What will the three years look like?

During your first year, you'll complete core courses/papers about business fundamentals. During your second and third year, you can choose to focus on an area of interest or create a personalised degree from a range of elective options. Your internship will happen during your third year.

First year	Second year	Third year
<p>Complete all core papers (all 15 credits)</p> <ul style="list-style-type: none"> > Business Functions > Business Environment > Organisations in a New Zealand Context > Principles of Change <p>Then complete:</p> <p>All Leadership & Management papers (all 15 credits)</p> <ul style="list-style-type: none"> > Organisational Planning > Organisational Management and Compliance > Leadership > Project Management <p>OR</p> <p>All Accounting papers (all 15 credits)</p> <ul style="list-style-type: none"> > Preparation and Analysis of Financial Statements > Planning and Managing Financial Performance > Financial Accounting > Tax and Managing Financial Risk 	<ul style="list-style-type: none"> > Improving Organisational Performance (compulsory) <p>> 6 x electives from the electives list below (please note that not all electives are available every year)</p>	<ul style="list-style-type: none"> > Organisational Research Design (compulsory) > Internship Project (compulsory) <p>> 4 x electives from the electives list below - 2 of these have to be at Level 7 (please note that not all electives are available every year)</p>

Electives	
Level 6	Level 7

<ul style="list-style-type: none"> > Design Thinking* > Contemporary Communication* > Contemporary Iwi Māori Organisations > Tourism Industry and Enterprises > Accommodation Services Management > Sustainable Tourism Practices > Organisational Behaviour > Employment Relations > Leadership in Action > Event Logistics > Strategic Planning for Small Business > Information for Managerial Use > Managerial Decision Processes > Event Planning and Management > Facilities Management > Market Development and Sales > Project Management > Services Marketing Management > Human Resources > Consumer Behaviour > Marketing Planning and Control 	<ul style="list-style-type: none"> > Destination Management > Advanced Human Resource Management > Event Marketing and Partnership > Event Project > International Marketing > Business and Society > Managing Innovation and Change > International Marketing > Strategic Marketing > Strategic Management > Implementing Sustainable Practice > Contemporary Issues in Organisations > Contemporary Issues in the Tourism Industry
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**Electives still subject to final approval.*

What will I learn during the Auckland-based programme?

This programme is all about practical learning so you can really understand the world of business and hit the ground running when you enter the workforce.

During your degree, you'll:

- > learn by looking at case studies, completing workplace assignments and a major research project
- > receive help with part-time job placement during your studies and with job placement when you graduate
- > complete a 300-hour internship, gaining hands-on experience and developing important industry and business connections.

What will the three years look like?

During your first year, you'll complete core Level 5 courses about business fundamentals before completing more advanced business courses during your second and third year. You'll complete your internship during your third year.

First year (Level 5)	Second year (Level 6)	Third year (Level 7)
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<ul style="list-style-type: none"> > Organisations in a New Zealand Context > Business Environments > Business Functions > Principles of Change Management > Organisational Planning > Leadership > Project Management > Operational Management and Compliance 	<ul style="list-style-type: none"> > Improving Organisational Performance > Entrepreneurship > Event Planning and Management > Facilities Management > Market Development and Sales > Consumer Behaviour > Project Management > Rooms Division Operations Management > Services Marketing Management > Introduction to Finance > Leadership in Action > Human Resources > Marketing Planning and Control 	<ul style="list-style-type: none"> > Managing Innovation and Change > International Marketing > Strategic Marketing > Strategic Management > Business Transformation and Change > Implementing Sustainable Practice > Contemporary Issues in Organisations > Organisational Research Design > Internship Project
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How does the internship work?

For both the Dunedin and Auckland-based programmes, you'll complete an internship during your third year. You'll be placed in a real-world business and will need to complete a research project to answer a question or solve an issue that the business have. This is an amazing way to get authentic experience and to make some important business connections before you even graduate.

Dunedin Campus internship

You'll do a 300-hour internship as part of the Dunedin programme. We'll help place you in an organisation and then check in with you regularly to make sure that you're doing ok. We'll also help you establish your research question and make sure that you're sorting all your research documents, including ethical approval. You'll be assigned an Otago Polytechnic staff member who'll provide advice and support throughout your internship.

Our students have been placed in organisations such as Dunedin Venues Management Limited, Polson Higgs, Otago Rugby, Emmerson's Brewery, Cancer Society, New Zealand PGA, Thai Airways, Southern District Health Board, Petri Dish, Innovate HQ, Green Island Community Association, St Clair Golf Course, Tuapeka Gold, Otakau Presbyterian Support, Audit NZ, Naylor Love, and Larnach Castle.

Auckland International Campus internship

You'll do a 300-hour internship placement as part of the Auckland programme during your third year. This internship will be within a local organisation and our students have been placed in companies such as Bridgestone and Heinz. We'll help you with CV guidance and interview/industry preparation before you start your internship. And you'll be supported during your placement and will have a workplace supervisor and an academic supervisor to help guide your progress.

What's the weekly workload?

Dunedin Campus

In your first year, course work will require approximately 24 hours of both directed and self-directed study per week. As you progress through the qualification, directed study hours are reduced as your study becomes much more self-directed.

Auckland International Campus

You will be expected to spend about 38 hours per week (or 300 hours per study block) on your course work. This includes both scheduled class time and self-directed study. Some of these hours may be spent in a workplace gaining hands-on experience and developing important industry and business connections.

What are the entry requirements?

> If you are under 20, you must have:

> NCEA Level 3

> 14* credits at Level 3 in each of three NZQA approved university entrance subjects, and

> 10 Literacy credits at Level 2 or above, made up of:

- > 5 credits in reading and 5 credits in writing, and
- > 10 Numeracy credits at Level 1 or above, made up of:
 - > specified achievement standards available through a range of subjects OR
 - > package of three numeracy unit standards (26623, 26626, 26627- all three required).

*Due to Covid-19 disruption, if you studied and achieved NCEA Level 3 during 2020 you only need 12 credits per Level 3 subject (i.e. a total of 36 credits).

- > If you are over 20, you must supply evidence of industry experience and/or alternative qualifications such as the New Zealand Diploma in Business.
- > International students will be individually assessed to ensure they meet degree-level entry requirements. [Click here for equivalent academic entry requirements by country.](#)
- > If English is not your first language, you must provide:
 - > New Zealand University Entrance OR
 - > Overall Academic IELTS 6.0 with no individual band score lower than 5.5 (achieved in one test completed in the last two years), OR
 - > Acceptable alternative evidence of the required IELTS ([see here for NZQA proficiency table and here for list of recognised proficiency tests](#)).

If you need to improve your English Language skills, we offer a wide range of English programmes.

What if I don't meet the entry requirements?

No problem! We offer several different pathways into our business degree so you can get the requirements you need for entry.

New Zealand Certificate in Study and Career Preparation (Level 4) – Pathway to Business

Location: Dunedin Campus or Auckland Campus

Duration: 17 weeks

Start: February and July (Dunedin); August and October 2021, and February, April, July and October 2022

Entry: Open entry

IELTS: 5.5 (no band score lower than 5.0)

This programme will teach you what is needed for diploma – and degree-level study. You'll develop your academic reading and writing skills and an understanding of the research processes. You'll also build your computer skills, learn how to better manage your time and gain confidence by exploring your own personal learning style. Graduates will get guaranteed entry into the New Zealand Diploma in Business (Level 5), New Zealand Diploma in Tourism and Travel (Level 5) and Bachelor of Applied Management.

New Zealand Certificate in Business (Administration and Technology) (Level 4)

Location: Dunedin or online (through eCampus NZ)

Duration: 17 weeks on campus; 20 weeks online

Start: February and July on campus; Monthly online

Entry: Open entry

IELTS: 5.5 (no band score lower than 5.0)

Designed to give you an overview and understanding of administration procedures, this programme will help you make an office run smoothly and efficiently. Courses include The Business Workplace, Professional Administrator, Financial and Data Management, and Executive Business Administration. Pathway into the Bachelor of Applied Management.

New Zealand Diploma in Business (Level 5)

Location: Dunedin Campus

Duration: 32 weeks

Start: February and July

Entry: (Under 20) Minimum NCEA Level 2 including 10 UE Literacy credits (but we prefer that you have NCEA Level 3); (Over 20) Equivalent life/work experience or qualification

IELTS: 5.5 (no band score lower than 5.0)

Focus on the skills you need to work effectively and successfully in a range of operational roles in business with this industry-relevant qualification. Amongst other things, you'll learn how to lead others to implement

activities that result in high productivity, manage projects within scope, resources and time, and develop a positive workplace culture. Graduates are eligible to enter the second year of the Bachelor of Applied Management.

Want your existing skills recognised?

If you have extensive knowledge and skills due to practical experience in business, please enquire about our recognition of prior learning process. You may have already gained credits towards this qualification. Read more about studying the Bachelor of Applied Management via Capable NZ here.

What could I study next?

We offer a range of postgraduate business programmes which will enable you to deepen your knowledge.

- > Postgraduate Certificate in Applied Management – *Dunedin and Auckland*
- > Postgraduate Diploma in Applied Management (Business Information Systems) – *Auckland only*
- > Postgraduate Diploma in Applied Management (Business Management) – *Dunedin and Auckland*
- > Master of Applied Management (Business Information Systems) – *Auckland only*
- > Master of Applied Management (Business Management) – *Dunedin and Auckland*

Are there any additional costs?

If studying at our Dunedin Campus

You'll need to purchase some textbooks during this programme and cover any costs associated with field trips.

If studying at our Auckland Campus

Each course has a textbook recommended as a resource. Some may need to be purchased, other resources are available online.

Student loans/allowances

Student loans and allowances are for domestic students only. For information about student loans and allowances please visit the Studylink website. It is important to apply for your student loan/allowance at the same time as you apply for this programme, due to the length of time Studylink take to process applications. Loan/allowance applications can be cancelled at any time if you decide to withdraw your programme application or if it is unsuccessful.

Disclaimer

While every effort is made to ensure that this sheet is accurate, Otago Polytechnic reserves the right to amend, alter or withdraw any of the contained information. The fees shown in this document are indicative ONLY. Both domestic and international fees are subject to change and are dependent on the development and implementation of Government policies. Please note that additional fees may from time to time be required for external examination, NZQA fees and/or additional material fees.

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