



BACHELOR OF APPLIED BUSINESS STUDIES

(MAJOR IN HOSPITALITY)

Learn practical skills that will enable you to work in a variety of organisations. Focus on outcomes including strong communication, people skills and technical knowledge.

PROGRAMME INFORMATION

Core papers

- >Introduction to Accounting
- >Introduction to Commercial Law
- >Economic Management
- >Organisation and Management
- >Business Communication
- >Computer Concepts
- >Business Data Analysis

Hospitality Papers

- >Small Business
- >Marketing Principles
- >Introduction to Hospitality
- >Principles of Tourism
- >Service Marketing
- >Internship 1
- >Strategic Human Resource Management
- >Operations Management: Accommodation Services and Food and Beverage
- >Advanced Operations Management: Accommodation Services and Food and Beverage

CAREER OPPORTUNITIES

Graduates will have the skills to seek employment in the fields of Hotel Management, Hospitality, Customer services and Human Resource Management



ENROL NOW!



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PORIRUA
KĀPITI
AUCKLAND
WELLINGTON



ADDITIONAL INFORMATION



FURTHER STUDY OPTIONS

Graduates can apply to enroll in the Post Graduate Programmes offered at Whitireia.

DURATION

Three years, full time

CAMPUS/ START DATES 2014

Auckland—10 February, 3 June, 15 September

Porirua- 17 February, 21 July

FEES (NZ\$)

\$ 18,950

LEVEL

7

ENTRY CRITERIA

Successful completion of a qualification equivalent to New Zealand Yr. 13

IELTS 6.0 (No band lower than 5.5)



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