



BACHELOR OF APPLIED BUSINESS STUDIES

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

ENROL NOW!



Major in finance, marketing, management or hospitality.

This practical and applied degree offers students 'real world' skills. It provides core skills in marketing, management, finance and hospitality and meets the demands of today's employers.

LOCATIONS AND SPECIALISATIONS:

Auckland campus

- > Finance (Chartered Accountant pathway check out www.nzica.com for more information)
- > Hospitality
- > Marketing
- > Management

Porirua campus

- > Management
- > Finance

PROGRAMME INFORMATION

Core papers on any of these specialisations include:

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

Papers included under each specialisation include the following:

Management

- > Organisational Leadership
- > Project Management
- > Problem Solving and Decision Making
- > Human Resource Management
- > Business Research
- > Change Management
- > Entrepreneurship



www.whitireia.ac.nz

+64 9 3794666
+64 4 237 3100
auckland@whitireia.ac.nz
international@whitireia.ac.nz



PORIRUA
KĀPITI
WELLINGTON
AUCKLAND

ADDITIONAL INFORMATION



Management

- > Strategic Management
- > International Business Management
- > Marketing Principles
- > Industry Project

Finance

- > Accounting Practices
- > Intermediate Accounting
- > Introductory Finance
- > Applied Economics
- > Analysis and Forecasting
- > Project Management
- > Advanced Accounting topics
- > Investments
- > Corporate Finance
- > Strategic Management
- > Industry Project
- > Taxation
- > Accounting Information Systems
- > Advanced Financial Accounting

Marketing

- > Marketing Principles
- > Consumer Behavior
- > Market Research
- > Project Management
- > Marketing Communications
- > Marketing Strategy
- > Change Management
- > Services Marketing
- > International Marketing
- > E-Business
- > Industry Project

Hospitality

- > Small Business
- > Marketing Principles
- > Introduction to Hospitality
- > Principles of Tourism
- > Service Marketing
- > Internship 1
- > Strategic Human Resources Management
- > Operations Management; Accommodation Services, Food and Beverage

- > Strategic Management
- > Marketing Strategy
- > Advanced Operations Management; Accommodation Services, Food and Beverage
- > Industry Project; Event Management

CAREER OPPORTUNITIES

Graduates will have the skills to seek employment in the following fields: accountancy, business administration, change management, customer services, executive assistant, hotel management, human resources, management or hospitality.

FURTHER STUDY OPTIONS

Graduates can apply to enroll in the Post Graduate programmes Offered at Whitireia NZ

QUALIFICATION

Graduates gain the Bachelor of Applied Business Studies

LOCATION

Porirua campus, Wineera Drive, Porirua City

Auckland campus, 450 Queen Street, Auckland City

START DATES

Porirua campus - 17 February, 21 July

Auckland campus - 10 February, 3 June, 15 September

DURATION

Three years, full-time

LEVEL

7

FEES (NZ\$)

International: \$18,950

ENTRY REQUIREMENTS

Successful completion of a qualification equivalent to New Zealand Year 13

International: IELTS 6.0 (No band lower than 5.5)

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