

# Bachelor of Applied Management



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!

We offer papers in areas such as Entrepreneurship, Consumer Behaviour and Leadership in Action. We 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!

## What will I learn?

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. During your second and third year,

**Location** Auckland International Campus.  
This programme is also offered at our Dunedin Campus. Visit [op.ac.nz](http://op.ac.nz) for programme details.

**Duration** Three years full-time

**Delivery** On campus with an internship that can be completed in New Zealand or anywhere in the world

**Credits** 360

**Level** 7

**Start** February, April, July and October

**Apply** Anytime

you'll complete compulsory courses in Improving Organisational Performance and Organisational Research Design as well as several courses we will help place you in. All students will also complete an Internship in their final year.

#### First year (Level 5)

- Organisations in an Aotearoa New Zealand Context
- Business Environments
- Business Functions
- Change and Innovation
- Managing Projects
- Introduction to Leadership
- Project Management
- Operational Management and Compliance
- Business Planning

#### Second year (Level 6)

- 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

#### Third year (Level 7)

- Managing Innovation and Change
- International Marketing
- Organisational Strategy
- Business Transformation and Change
- Implementing Sustainable Practice
- Contemporary Issues in Organisations
- Organisational Research Design
- Internship Project

### How does the internship work?

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 has. This is an amazing way to get authentic experience and to make some important business connections before you even graduate.

#### 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?

You will be expected to spend about 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).

#### COVID-19 adjustments to NCEA requirements

- If you completed your NCEA Level 3 during 2020, you only need 12 credits per Level 3 subject (i.e. a total of 36 credits).
- If you completed your NCEA Level 3 during 2021, please visit [this page on the NZQA website](#). There are different adjustments depending upon which part of New Zealand you studied in.
- 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 or Auckland Campus

Duration: Dunedin - 32 weeks, Auckland - One year

Start: Dunedin - February and July, Auckland - February, April, July, October

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.

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?

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

Apply Now