Bachelor of Applied Management

For our on-campus programme in Dunedin, please select Dunedin - this is available for domestic and international learners. For our on campus programme in Auckland, please select Auckland - this is for international students only. For our work-based learning, Capable NZ option, please select Capable NZ.

Location
Auckland International Campus. This programme is also offered at our Dunedin Campus. Visit op.ac.nz for programme details.

Level
7

Start
February, April, July and October

Duration
Three years full-time

Apply by
Anytime

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

Credits
360

APPLY

International fee
$23,400 per year

*Fees are approximate, subject to change and exchange rates

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!

This programme is offered by Future Skills Academy due to a sub-contract arrangement with Otago Polytechnic.

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, 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)

Name

Description

Credits

Organisations in a New Zealand Context

Identify the risks, ethical behaviour and bi-cultural nature of business entities in New Zealand.

Business Environments

Analyse the environment in which business entities operate and to address identified performance issues and risks.

15

Business Functions

Investigate how the principles of relevant business functions and internal relationships influence performance improvement.

15

Principles of Change Management

Analyse change, innovation and sustainable management in business entities and make decisions for performance success.

15

Organisational Planning

Evaluate organisational planning processes to inform the creation a business plan.

15

Leadership

Investigate aspects of leadership and reflect on insights in to individual potential and that of others to become effective leaders.

15

Project Management

Gain knowledge of project management theory and apply it to a team project.

15

Operational Management and Compliance

Investigate operational issues and challenges in order to promote compliance and improve organisational performance.

15

Business Planning

Develop the knowledge, skills, and competencies to engage in business planning and develop strategies that improve organisational performance.

15

Second year (Level 6)

Name

Description

Credits

Entrepreneurship

Acquire a broad overview of the principles, theories and practice of entrepreneurship and analyse the significance of entrepreneurial activity to economic wellbeing.

15

Facilities Management

Equips learners with the skills, knowledge and organisational aptitude to manage hospitality facilities.

15

Services Marketing Management

Apply practices of marketing and quality to develop effective marketing plans and objectives for service organisations.

15

Leadership in Action

Apply concepts and principles of leadership and are able to create a personal development plan to advance their leadership capabilities.

15

Human Resources

Practice ethically in the functions and application of human resource management within contemporary New Zealand organisations.

15

Consumer Behaviour

Develop the capability of interpreting and using consumer behaviour models and developing appropriate marketing communication strategies to reach consumer markets.

15

Marketing Planning and Control

Produce an effective and operational marketing plan for a market or business of interest.

15

Market Development and Sales

Create effective sales plans and conduct ethical sales encounters.

15

Rooms Division Operations Management

Develop the skills, knowledge and aptitude to implement and monitor management planning in the operations of the front office and housekeeping division.

15

Research Methods

Develop the knowledge, skills, and competencies to apply research methods within a business environment.?

15

Third year (Level 7)

Name

Description

Credits

Organisational Research Design

Conceptualise and scope an investigation to research an organisational challenge or opportunity.

15

Internship Project

Test the relevance of theories to the workplace and to reflect critically on the relationship between theory and industry practice.

45

Business Transformation and Change

Participate effectively in situations of change within organisations.

15

Contemporary Issues in Organisations

Critically examine, analyse and evaluate contemporary dynamic issues reflected in a specific industry.

15

Managing Innovation and Change

Think creatively and to evaluate critically the challenge of leadership and management needs as a company grows from start up to longevity.

15

International Marketing

Apply ethical processes to targeting of offshore markets and their cultural requirements.

15

Implementing Sustainable Practice

Lead the evaluation and practical implementation of sustainability approaches to various aspects of organisational processes, procedures, products and planning.

15

Organisational Strategy

Develop strategic thinking and practical skills in strategic decision making in organisational contexts.

15

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).

What if I don't meet the entry requirements?

Our New Zealand Diploma in Business (Level 5) teaches the skills you need to work effectively and successfully in a range of operational roles in business with this industry-relevant qualification. 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 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.

Cancellation of a programme

Any programme of study, course or course occurrence may be cancelled or postponed where there are insufficient numbers. As far as is practically possible, we avoid cancelling or making other significant changes less than two weeks before the programme starts (or five working days for short courses). If this happens, we will do our best to suggest alternative study options for you. If you don't want to do the alternative programme, we will give you a full refund. For international students, if a programme change affects your visa status, we will let you know and support you to find an alternative option. We also advise Immigration New Zealand of any programme change that will affect international students.