



OTAGO
POLYTECHNIC
Te Kura Matatini ki Otago



> Business Careers > Applied Management

Bachelor of Applied Management

With majors in Strategic Management, Innovation and Entrepreneurship, Human Resource Management, Food and Beverage Management, Hotel Management, Tourism Management, Sport Management, Sales and Marketing, Event Management, Business Transformation and Change and Sustainable Practice

Duration:	Three Years (Full-Time)
Location:	Dunedin
Options:	Full-Time, Part-Time
Start:	February
Fee*:	Domestic (approx): \$4,684 (Per Year) International (approx): \$18,000 Per Year
Application:	Preferred by: 30 November

People with proven management expertise, excellent communication skills and the ability to adapt to change are always in high demand. This technical and applied management degree provides a sound understanding of the dynamic and changing environment in which management takes place. Graduates will be able to apply that knowledge at both operational and strategic levels in a range of industries and organisations. The Bachelor in Applied Management has a selection of majors, and students will be expected to select one or two of these as their specialty(ies) from year two of study. Please note that not all of the listed majors will be offered every year. The option of a non-specified major is also available. Please contact the School of Applied Business to discuss your choice.

ENTRY REQUIREMENTS:

Applicants under 20 years must have:

- 42 NCEA credits at Level 3 across four subjects OR
- 72 NCEA/NQF credits at Level 2 across four subjects with:
 - 14 NCEA/NQF credits at Level 1 or above in mathematics, and
 - 4 NCEA/NQF credits at Level 2 or above in reading and
 - 4 NCEA/NQF credits at Level 2 or above in writing, or equivalent.

Mature Students: Applicants 20 years or older may also be admitted if you can supply evidence of relevant industry experience, and/or substantiated, relevant alternative qualifications such as the New Zealand Diploma in Business.

International Students: Must meet all stated entry requirements, plus demonstrate English language skills equivalent to an IELTS overall band score (academic) of 6.0 (with no individual score less than 6.0), or equivalent.

BRIDGING OPTIONS:

The New Zealand Diploma in Business provides a sound initial understanding of business operations and therefore staircases fully into this programme. Other programmes of study may also provide bridging options, particularly at Diploma Level 5, and above.

RECOGNITION OF PRIOR LEARNING:

Students may apply for RPL according to the Otago Polytechnic RPL policy, AP501 Recognition of Prior Learning. Capable NZ facilitates the assessment towards partial or full awarding of this degree. This is based on your significant prior workplace experience.

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School of Applied Business
Te Kura whakahaeraka-a-mahi
info@op.ac.nz

ADDITIONAL DOCUMENTATION:

Applicants must supply certified copies of proof of identify, academic records and proof of residency (where appropriate).

SELECTION PROCEDURE:

Eligible applicants will be accepted as received.

FURTHER STUDY OPTIONS:

Postgraduate study in management.

STUDENT LOANS/ALLOWANCES:

Full-time students of this programme are eligible for student loans and allowances (dependent on age and financial circumstances). Please contact Studylink for additional information. Phone: 0800 88 99 00 or visit www.studylink.govt.nz

YOUR WORKLOAD:

In your first year, course work will require approximately 30 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.

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YOU WILL STUDY:

In year one, students will study core business papers through a series of integrated team projects with both individual and group assessments. In years two and three, study will be tailored towards the chosen major(s). Students will learn fundamental skills in management and other generic business competencies, and will be immersed in case studies, relevant industry examples of best practice scenarios, presentations, visits to relevant businesses and investigations into management issues in the local and international community. In the final semester of year three, students will undertake a cooperative research project and internship in the workplace.

Students now have the opportunity to study a single major with five electives OR a double major, within three years full-time study.

Further, students may study a non-specified major in which they choose their own coherent path of study (agreed prior with written permission of the programme manager).

CORE BUSINESS MANAGEMENT PAPERS:

Year One:

- Management
- Introduction to Accounting
- Business Heritage, Culture and Sustainability
- Professional Communication
- Business Computing
- Economics
- Commercial Law
- Introduction to Marketing

Year Two:

- Research Methodology
- Applied Management

MAJORS:

Years Two and Three:

Strategic Management

The Strategic Management major has an applied approach focusing on the strategic nature of business management. It is ideal for students who wish to develop a portable set of management experiences applicable to a wide range of industries.

Innovation and Entrepreneurship

Thinking about owning and operating your own business or intending to work in an organisation focused on innovation? The Innovation and Entrepreneurship major focuses on skills relevant to small and medium businesses but also touches on corporate entrepreneurship and professional practices.

Human Resource Management

The major in Human Resource Management has a strong applied human resources focus for students who wish to specialise and find employment in that area. 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.

Food and Beverage Management

This major, has been developed to meet the growing demand for management skill in the catering industry at local, national and international levels. Graduates will be prepared to work at supervisory and management levels in a range of hospitality roles and organisations or alternatively operate their own businesses.

Hotel Management

The Hotel Management major has been developed to meet the current needs of the accommodation industry locally, nationally and internationally. The applied skills and knowledge gained in this major will prepare students to work at supervisory and management levels in a range of roles and organisations in the accommodation industry or alternatively in their own businesses.

Tourism Management

The Tourism Management major has been developed to meet the current needs of the tourism industry locally, nationally and internationally. Students will be equipped to work at supervisory and management levels in a range of tourism roles and organisations or alternatively in their own businesses.

Sport Management

This major, has been developed to meet the growing demand of management of sporting events at a local, national and international level. Graduates will be equipped to work at supervisory or higher management levels in sporting/event organisations.

Sales and Marketing

Marketing and selling products and services in today's competitive business environment requires a sophisticated and unique skill set. Graduates will be equipped to work in a variety of career fields such as sales, advertising, marketing promotions and public relations.

Event Management

This exciting, fast-paced industry requires vibrant, creative and dedicated people with a 'can do' attitude. 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.

Business Transformation and Change

This major explores how new technology, optimised processes, emerging business models and employee-consumer behaviour interact to create sustainable and differentiated enterprises. Career opportunities include project leadership, change management, advisory roles, coaching, training/learning and development, strategic planning, performance management and organisational development roles.

Sustainable Practice

This major will allow you to undertake intense, specialised study focusing on global change, trends and issues, social responsibility, big picture thinking and the need for future focused leadership.

*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.