

## Bachelor of Applied Management (BAppMgt)

Majors may be offered in Accounting, Business Information Systems, Business Transformation and Change, Event Management, Innovation and Entrepreneurship, Project Management, Sales and Marketing, Tourism Management or unendorsed

<b>MOE Code</b>	NT5010	<b>Level</b>	7	<b>Duration</b>	3 academic years (full time)
<b>Site(s)</b>	Whangārei, Auckland	<b>Intake(s)</b>	Terms 1, 2, 3, and 4		
<b>Delivery</b>	Full-time/ Part-time, Intramural				
<b>Aim</b>	<p>The aim of this programme is to produce high quality graduates who have a sound understanding of the dynamic and changing environment in which managers operate in New Zealand and internationally, that will enable them to apply that knowledge at both organisational and strategic levels in a range of industries and organisations. This knowledge and expertise will be underpinned by a breadth of business expertise which includes an historical perspective of business development within New Zealand and an understanding of multicultural influences on business operation.</p> <p>Graduates will understand and have the skills to implement sustainable focused business practices. On reaching the workplace, graduates will be able to integrate into their workplace environment quickly, having already spent time through their course of study in a work context applying the knowledge and skills of the curriculum.</p> <p>The Bachelor of Applied Management (Accounting) is accredited by Chartered Accountants Australia and New Zealand* for both Chartered Accountants (CA) and Associate Chartered Accountants (ACA) designations.</p> <p>*Chartered Accountants Australia and New Zealand is a trading name for the Institute of Chartered Accountants in Australia (ABN 50084642571) and the New Zealand Institute of Chartered Accountants – see <a href="http://Charteredaccountantanz.com">Charteredaccountantanz.com</a> for further details.</p>				
<b>Graduate profile</b>	<p>The graduate profile provides a “picture” of a student’s skill and attributes as they progress through the programme. The profile is broken into three components representing a student at the conclusion of full-time equivalent successful study at years three, two and one. On successful completion of this qualification, graduates will have the ability to:</p> <ul style="list-style-type: none"> <li>• Apply specialised technical knowledge and skills to a specific business field, along with abilities for adapting and/or generalising these to other business fields;</li> <li>• Apply a broad range of generic business skills, principles and practices, including safety in the working environment, and be able to mentor and motivate others in such application;</li> <li>• Employ creative skills and apply them in an organised approach to problem solving;</li> <li>• Display well-developed critical thinking capabilities, including analysing, evaluating and critically reflecting on information, decisions and behaviour. These abilities also enable strategic thinking and adaptability in a constantly changing global environment;</li> <li>• Recognise, adopt and where necessary, instil in others the proper ethical dimensions inherent in business decision making having particular regard for issues of social responsibility and sustainable practice;</li> <li>• Exercise self-direction and adopt independent working practices, and an ability to foster these in others;</li> <li>• Accept responsibility for the quality of their own work outcomes, and where applicable, for the quality of others’ work outcomes;</li> <li>• Apply independent learning skills that encourage the regular accessing of new knowledge and information;</li> <li>• Use effective written communication and well-developed inter-personal skills, and an ability to foster these in others;</li> <li>• Initiate, inspire, guide, supervise, and reward the work of others;</li> <li>• Work effectively in group situations as a leader or a follower, as appropriate</li> <li>• Adapt to, and work effectively in, diverse cultural contexts and work environments, encouraging others to do likewise;</li> <li>• Use technology and communication systems effectively; and</li> <li>• Understand the relevance of the Treaty of Waitangi to applied management in New Zealand/Aotearoa.</li> </ul>				
<b>Career options</b>	<p>On completion of this programme, graduates will have a sound understanding of the dynamic and changing environment in which management takes place, enabling them to apply that knowledge at both operational and strategic levels in a range of industries.</p> <p>NorthTec’s degree with Accounting major together with the required practical industry experience of three years working under a mentor, will help students to become fully qualified Chartered Accountants. Students studying part-time can combine their studies with the relevant industry experience; and working with a mentor, work towards their final Chartered Accountant designation concurrently.</p>				
<b>Further study</b>	Further study can include postgraduate study at another tertiary institution, leading to a Master’s or a Doctoral degree.				
<b>Award(s)</b>	<p>Bachelor of Applied Management with majors in Accounting, Business Information Systems, Project Management, Business Transformation and Change or unendorsed.</p> <p><i>Awarded by Northland Polytechnic</i></p>				
<b>Completion requirements</b>	<p>360 credits achieved, including all compulsory and/or elective courses for the specified major listed in the Programme Structure</p> <p><i>This programme has been accredited by NZQA. As it does not contain unit standards from the NZQF, credits are not reported to NZQA.</i></p>				
<b>Credit recognition</b>	Refer to the Student Programme Handbook and Programme Regulations.				
<b>Entry requirements</b>	<p>Applicants <b>under 20 years of age</b> require a minimum of NCEA (Level 3) with University Entrance.</p> <p>Applicants <b>aged 20 years or over</b> need to provide appropriate evidence of their ability to study at tertiary level. Level 4 or 5 courses or programmes are preferred.</p> <p>Applicants whom English is not their first language shall provide evidence that they have achieved an overall IELTS Academic score of 6.0 with no band score lower than 5.5 or hold an equivalent score from a recognised alternative English Proficiency Test.</p>				
<b>Selection information</b>	Where applicants exceed available places, selection will be based on evidence of interest, motivation and academic achievement.				
<b>Time limit for completion</b>	10 Years from initial enrolment				
<b>Programme structure</b>					
A list of majors/courses available in the current academic year is available from the Academic Lead					
<b>Code</b>	<b>Title</b>	<b>Credits</b>	<b>Level</b>		
<b>Year 1 Core courses – all majors</b>					
AMIA500	Introduction to Accounting	15	5		
AMPC560	Professional Communication	15	5		
AMBH500	Business Heritage, Culture and Sustainability	15	5		
AMCL510	Commercial Law	15	5		

Code	Title	Credits	Level
AMEC520	Economics	15	5
AMAP501	Accounting Practices	15	5
AMBC550	Business Computing	15	5
AMMA530	Management	15	5
<b>Year 2 – Accounting major - compulsory courses</b>			
AMIS600	Accounting Information Systems	15	6
AMAM636	Applied Management	15	6
AMAA600	Auditing and Assurance	15	6
AMFA601	Intermediate Financial Accounting	15	6
AMMA602	Intermediate Management Accounting	15	6
AMIM541	Introduction to Marketing	15	5
AMRM600	Research Methodology	15	6
AMTX606	Taxation in New Zealand	15	6
<b>Year 3 – Accounting major - compulsory courses</b>			
AMBD500	Business Data Analysis	15	5
AMIF603	Introduction to Finance	15	6
AMFA700	Advanced Financial Accounting	15	7
AMMA700	Advanced Management Accounting	15	7
AMIP700	Industry Project	45	7
<b>Year 2 – Business Information Systems major - compulsory courses</b>			
AMAC650	Applied Computing	15	6
AMBA600	Introduction to Business Analysis	15	6
AMSA652	Systems Analysis and Design	15	6
AMAM636	Applied Management	15	6
AMRM600	Research Methodology	15	6
<b>Year 3 – Business Information Systems major - compulsory courses</b>			
AMBA700	Business Analysis	15	7
AMIC700	Management of Information and Communication Technologies	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Business Transformation and Change major - compulsory courses</b>			
AMPM600	Project Management	15	6
AMPL630	Principles of Leadership	15	6
AMOB600	Organisational Behaviour	15	6
<b>Year 3 – Business Transformation and Change major - compulsory courses</b>			
AMSM700	Strategic Management	15	7
AMTC700	Business Transformation and Change	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Event Management major - compulsory courses</b>			
AMPM600	Project Management	15	6
AMEL600	Event Logistics	15	6
AMEP600	Event Planning and Management	15	6
<b>Year 3 – Event Management major - compulsory courses</b>			
AMEM700	Event Marketing and Sponsorship	15	7
AMEP700	Event Project	15	7
AMIN700	Industry Internship	45	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Innovation and Entrepreneurship major - compulsory courses</b>			
AMEN600	Entrepreneurship	15	6
AMIC600	Innovation and Creativity	15	6
AMSP631	Strategic Planning for Small Business	15	6
<b>Year 3 – Innovation and Entrepreneurship major - compulsory courses</b>			
AMMG700	Managing Growth	15	7
AMPD700	Product Development	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Project Management major - compulsory courses</b>			
AMPM600	Project Management	15	6
AMIF603	Introduction to Finance	15	6
AMOM632	Operations Management	15	6
<b>Year 3 – Project Management major - compulsory courses</b>			
AMPM700	Advanced Project Management	15	7
AMIR700 or AMTC700	Resource Integration Management or Business Transformation and Change	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Sales and Marketing major - compulsory courses</b>			
AMCB644	Consumer Behaviour	15	6
AMMD600	Market Development and Sales	15	6
AMMP648	Marketing Planning and Control	15	6
<b>Year 3 – Sales and Marketing major - compulsory courses</b>			
AMIM700	International Marketing	15	7
AMMK700	Strategic Marketing	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7

Code	Title	Credits	Level
<b>Year 2 – Tourism Management major - compulsory courses</b>			
AMAM636	Applied Management	15	6
AMRM600	Research Methodology	15	6
AMEP600	Event Planning and Management	15	6
AMSM600	Services Marketing Management	15	6
AMTP600	Tourism Principles and Transport	15	6
<b>Year 3 – Tourism Management - compulsory courses</b>			
AMTI721	Contemporary Issues in the Tourism Industry	15	7
AMTP700	Tourism Policy and Planning	15	7
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Year 2 – Unendorsed - compulsory courses</b>			
AMAM636	Applied Management	15	6
AMRM600	Research Methodology	15	6
<b>Year 3 – Unendorsed - compulsory courses</b>			
AMCE700 Or AMIP700	Co-operative Education Project Industry Project	60 45	7 7
<b>Elective courses</b>			
A range of courses are offered as electives for this programme. A full list of the electives available for the current academic year is available from the Academic Lead.			
AMBD500	Business Data analysis	15	5
AMAP501	Accounting Practices	15	5
AMAA600	Auditing and Assurance	15	6
AMFA601	Intermediate Financial Accounting	15	6
AMMA602	Intermediate Management Accounting	15	6
AMTX606	Taxation in New Zealand	15	6
AMAM636	Applied Management	15	6
AMLB610	Law of Business Entities	15	6
AMEN600	Entrepreneurship	15	6
AMHR633	Human Resources	15	6
AMIC600	Innovation and Creativity	15	6
AMIF603	Introduction to Finance	15	6
AMIR635	Industrial Relations	15	6
AMCB644	Consumer Behaviour	15	6
AMPL630	Principles of Leadership	15	6
AMSP631	Strategic Planning Small Business	15	6
AMST600	Special Topic	15	6
AMTF676	International Trade and Finance	15	6
AMWD500	Web Design and Fundamentals	15	6
AMPM600	Project Management	15	6
AMOB600	Organisational Behaviour	15	6
AMBS700	Business and Society	15	6
AMOM632	Operations Management	15	6
AMSM700	Strategic Management	15	7
AMMK700	Strategic Marketing	15	7
AMST700	Special Topic	15	7
AMIN700	Industry Internship	45	7
AMCE700	Co-operative Education Project	60	7
AMTC700	Business Transformation and Change	15	7

**Course Prescriptors** (Note: all courses may not be offered every year)

Title	Code	Credits	Level
<b>Accounting Information Systems</b>	<b>AMIS600</b>	<b>15</b>	<b>6</b>
Aim: To focus on the design, implementation, operation, management and control of management and accounting information systems; to develop understanding and skills in the use of spreadsheets, databases, and accounting packages and an appreciation of evolving technologies. Pre-requisites: AMIA500, AMAP501, and AMBC550			
<b>Accounting Practices</b>	<b>AMAP501</b>	<b>15</b>	<b>5</b>
Aim: Students will record and process financial transactions and prepare financial statements and cash budgets for entities in accordance with current accounting practices.			
<b>Advanced Financial Accounting</b>	<b>AMFA700</b>	<b>15</b>	<b>7</b>
Aim: To provide students with sufficient theoretical understanding of New Zealand's financial reporting environment and sufficient technical skills to prepare complex financial statements that comply with generally accepted accounting practice. The second aim is for students to gain a wider appreciation of financial reporting to enable them to respond and contribute to the development of the accounting profession. Pre-requisite: AMFA601			
<b>Advanced Management Accounting</b>	<b>AMMA700</b>	<b>15</b>	<b>7</b>
Aim: To provide you with advanced techniques and skills to be able to provide and evaluate accounting information, including its behavioural implications and contribute to organisational success. Pre-requisite: AMMA602			
<b>Advanced Project Management</b>	<b>AMPM700</b>	<b>15</b>	<b>7</b>
Aim: To enable the student to learn the principles of the project management body of knowledge and cover the content of the Project management Institute of PMBOK® and its application and evaluation in the workplace. Pre-requisites: AMPM600 Project Management or prior experience with project management at a basic level			
<b>Applied Computing</b>	<b>AMAC650</b>	<b>15</b>	<b>6</b>
Aim: Students will use software applications in developing computer based solutions for business problems. Pre-requisite: AMBC550 or equivalent knowledge and skills			
<b>Applied Management</b>	<b>AMAM636</b>	<b>15</b>	<b>6</b>
Aim: Students will apply management concepts. Pre-requisite: AMMA530 or equivalent knowledge and skills			

Title	Code	Credits	Level
<b>Auditing and Assurance</b>	<b>AMAA600</b>	<b>15</b>	<b>6</b>
Aim: Students will understand the professional, ethical, legal and procedural issues that are relevant to modern auditing and assurance industry. Students will also develop an understanding of the theoretical background and current research interests in auditing profession. <i>Pre-requisites: AMIA500, AMAP501, AMFA601 (recommended) or equivalent knowledge and skills</i>			
<b>Business and Society</b>	<b>AMBS700</b>	<b>15</b>	<b>7</b>
Aim: To provide students with comprehensive skills in the implementation of business strategy that integrates corporate citizenship and recognises its inherent value in both social and economic terms. In addition, students will develop understanding of ethical issues in business including theory and reasoning and business system development that responds to internal and external factors. The course exposes students to theoretical and pragmatic approaches to turning good practice into profitable futures. Students will examine a range of insights, concepts, ideas and theories of the sociology of work and apply their understanding in societal and organisational contexts. <i>Pre-requisites: Two of AMPL630, AMSP631, AMSM600 or equivalent knowledge and skills</i>			
<b>Business Analysis</b>	<b>AMBA700</b>	<b>15</b>	<b>7</b>
Aim: To provide students with knowledge and skills to prepare them for business analyst roles in an information system context. <i>Pre-requisites: AMBA600, or equivalent knowledge and skills</i>			
<b>Business Data Analysis</b>	<b>AMBD500</b>	<b>15</b>	<b>5</b>
Aim: To enable students to make sense of numbers, graphs and fundamental statistical concepts; to use, interpret and report them in a meaningful way in business practice. This course provides a foundation for further study, research and project management requiring an analytical approach.			
<b>Business Computing</b>	<b>AMBC550</b>	<b>15</b>	<b>5</b>
Aim: Students will understand, discuss, evaluate and apply information technology to meet business requirements.			
<b>Business Heritage, Culture and Sustainability</b>	<b>AMBH500</b>	<b>15</b>	<b>5</b>
Aim: To develop and enhance the students' awareness and knowledge of New Zealand in terms of its history, heritage and commercial development by exploring key historical events that have occurred within this cultural, political and social framework. This course will develop the students' understanding of how culture, heritage and commerce are contributing to the development of New Zealand society and why and how these values and qualities should be protected and enhanced for future generations.			
<b>Business Transformation and Change</b>	<b>AMTC700</b>	<b>15</b>	<b>7</b>
Aim: To give students an insight into the excitement and challenge associated with introducing change, especially strategic change in organisations. It will examine the forces that impact on an organisation in today's business environment such as pressures of deregulation, privatisation, social renewal, globalisation and other external and internal factors; practical aspects of implementing change; alignment of business strategy, culture and management capability to match the level of turbulence within the organisation's operating environment.			
<b>Commercial Law</b>	<b>AMCL510</b>	<b>15</b>	<b>5</b>
Aim: Students will demonstrate knowledge of commercial law, to enable application of legal reasoning.			
<b>Consumer Behaviour</b>	<b>AMCB644</b>	<b>15</b>	<b>6</b>
Aim: Students will understand buyer behaviour and develop appropriate marketing communication strategies to reach consumer and organisation markets. <i>Pre-requisites: AMIM541</i>			
<b>Contemporary Issues in the Tourism Industry</b>	<b>AMTI721</b>	<b>15</b>	<b>7</b>
To critically examine contemporary issues in the tourism industry. The issues selected for study will reflect the dynamic nature of the tourism industry. <i>Pre-requisite: Successful completion of two (2) level 6 courses related to major</i>			
<b>Co-operative Education Project</b>	<b>AMCE700</b>	<b>60</b>	<b>7</b>
Aim: To develop capabilities related to chosen area of specialisation, in a "hands-on" immersion in industry practice fulltime for a minimum of 12 weeks. To enable students to apply their learning, test the relevance of academic theories to the workplace and to reflect critically on this relationship between their academic study and industry practice. To enable students to carry out a significant work assignment for the host organisation on a topic in a field allied to their major and present a project report in conjunction with an academic supervisor. The project forms the final component of the programme and requires students to produce work of the highest quality as evidence of their development. <i>Pre-requisite: AMRM600</i>			
<b>Economics</b>	<b>AMEC520</b>	<b>15</b>	<b>5</b>
Aim: Students will apply elements of economic theory to contemporary business issues.			
<b>Entrepreneurship</b>	<b>AMEN600</b>	<b>15</b>	<b>6</b>
Aim: Students will acquire a broad overview of the principles, theories and practice of entrepreneurship and analyse the significance of entrepreneurial activity to economic well-being. They will explore the key resources, skills, techniques, attitudes and ethics required to operate successfully in an entrepreneurial environment. Students will also examine the role of governments and other regulatory bodies in fostering entrepreneurial activity.			
<b>Event Logistics</b>	<b>AMEL600</b>	<b>15</b>	<b>6</b>
Aim: To enable the students to develop an understanding of and an appreciation for the conceptual thinking, strategic planning and tactical implementation of operational systems and processes to achieve event and management performance outcome. <i>Pre-requisite: AMMA530 Co-requisite: AMEP600</i>			
<b>Event Marketing and Sponsorship</b>	<b>AMEM700</b>	<b>15</b>	<b>7</b>
Aim: To apply current theory and practice in analysing, planning, monitoring, evaluating and controlling the marketing efforts related to events. <i>Pre-requisite: AMIF541</i>			
<b>Event Planning and Management</b>	<b>AMEP600</b>	<b>15</b>	<b>6</b>
Aim: To enable students to use contemporary project management, event and conference planning theory in the planning, management and evaluation of events and conferences. <i>Pre-requisite: AMMA530 Co-requisite: AMPM600</i>			
<b>Event Project</b>	<b>AMEP700</b>	<b>15</b>	<b>7</b>
Aim: To enable students to plan, create, manage, implement and evaluate an event or event related project. <i>Pre-requisites: Students must complete and pass of at least two level 6 courses related to their major</i>			
<b>Human Resources</b>	<b>AMHR633</b>	<b>15</b>	<b>6</b>
Aim: Students will understand the roles, functions and application of human resource management within contemporary New Zealand organisations.			
<b>Industrial Relations</b>	<b>AMIR635</b>	<b>15</b>	<b>6</b>
Aim: Students will apply knowledge of current industrial relations legislation, process and practices, and understand the relationship of the parties involved.			

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<b>Industry Internship</b>	<b>AMIN700</b>	<b>45</b>	<b>7</b>
<p>Aim: To enable students to experience “hands on” the complexities of a real world events organisation. Students will learn how to effectively contribute to the operational functions and routine events of an Internship Provider; carryout critical analysis of projects and development of new ideas and concepts in the work environment. Students should be considering management systems and processes to improve and enhance operations and services of the event organisation; and provide an opportunity for students to demonstrate competency and capability as event professionals.</p> <p><i>Pre-requisites: Students must complete and pass of at least two level 6 courses related to their major</i></p>			
<b>Industry Project</b>	<b>AMIP700</b>	<b>45</b>	<b>7</b>
<p>Aim: To develop capabilities related to chosen area of specialisation, in a “hands-on” immersion in industry practice; enable students to apply their learning, test the relevance of academic theories to the workplace and to reflect critically on this relationship between their academic study and industry practice; enable students to carry out a significant work assignment for the host organisation on a topic in a field allied to their major and present a project report in conjunction with an academic supervisor – the project forms the final component of the programme and requires students to produce work of the highest quality as evidence of their development.</p> <p><i>Pre-requisites: Students must complete and pass of at least two level 6 courses related to their major</i></p>			
<b>Innovation and Creativity</b>	<b>AMIC600</b>	<b>15</b>	<b>6</b>
<p>Aim: To examine the nature of creativity and innovation within a business environment.</p>			
<b>Intermediate Financial Accounting</b>	<b>AMFA601</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will apply the regulatory and technical aspects of financial accounting and external reporting for companies and evaluate financial and non-financial information.</p> <p><i>Pre-requisite: AMIA500 and AMAP501 or equivalent knowledge and skills</i></p>			
<b>Intermediate Management Accounting</b>	<b>AMMA602</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will collect, interpret, present and use relevant management accounting information for an organisation to effectively plan, control and make appropriate decisions regarding business operations.</p> <p><i>Pre-requisite: AMIA500 or equivalent knowledge and skills</i></p>			
<b>International Marketing</b>	<b>AMIM700</b>	<b>15</b>	<b>7</b>
<p>Aim: To provide students with an understanding of marketing from an international perspective. The increased access to new markets across the world means that both opportunities and threats face marketers in the global context. Understanding cultural issues remains a key challenge, along with the ability to communicate effectively to perhaps a very different target audience. International marketing examines a range of case examples in a number of countries in the rapidly changing global trends. This course will enable students to analyse marketing issues in an international context by providing a range of theoretical frameworks, examples and allowing students to apply relevant theories.</p>			
<b>International Trade and Finance</b>	<b>AMTF676</b>	<b>15</b>	<b>6</b>
<p>Aim: To provide students with a comprehensive knowledge of the benefits, risks and financing of international trade and develop an awareness of foreign exchange and capital markets. On completion of this course, students should be capable of undertaking routine supervised tasks in the international department of a financial intermediary, bank etc. with a view to gaining the practical experience to progress further.</p> <p><i>Pre-requisite: AMBC520</i></p>			
<b>Introduction to Business Analysis</b>	<b>AMBA600</b>	<b>15</b>	<b>6</b>
<p>Aim: To provide students with skills and knowledge in the modelling of systems, systems methodologies, project management and requirements analysis.</p>			
<b>Introduction to Accounting</b>	<b>AMIA500</b>	<b>15</b>	<b>5</b>
<p>Aim: Students will understand financial statements and reports and be able to analyse and interpret business performance for sole traders and small companies.</p>			
<b>Introduction to Finance</b>	<b>AMIF603</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will apply financial management knowledge and skills to a small or medium size business for decision-making purposes.</p> <p><i>Pre-requisite: AMIA500 or equivalent knowledge and skills</i></p>			
<b>Introduction to Marketing</b>	<b>AMIM541</b>	<b>15</b>	<b>5</b>
<p>Aim: Students will have a working knowledge of fundamental marketing concepts relevant to contemporary organisations.</p>			
<b>Innovation and Creativity</b>	<b>AMIC600</b>	<b>15</b>	<b>6</b>
<p>Aim: This course examines the nature of creativity and innovation within a business environment. Students will master a number of practical tools to aid the creative process, and learn how to use innovation to establish and maintain competitive advantage in increasingly unpredictable business environments.</p>			
<b>Management</b>	<b>AMMA530</b>	<b>15</b>	<b>5</b>
<p>Aim: Students will understand the factors that influence management and the organisation and apply a range of factors.</p>			
<b>Management of Information and Communication Technologies</b>	<b>AMIC700</b>	<b>15</b>	<b>7</b>
<p>Aim: To give students an overview of management strategies appropriate for the IT industry. To provide specific management skills appropriate for the IT industry.</p> <p><i>Pre-requisite: AMBA600 Co-requisite: AMAM636</i></p>			
<b>Managing Growth</b>	<b>AMMG700</b>	<b>15</b>	<b>7</b>
<p>Aim: Students will critically evaluate the challenge of managing change in organisations that aspire to pursue high growth, innovation, globalisation and/or entrepreneurial strategies.</p> <p><i>Pre-requisite: AMEN600</i></p>			
<b>Market Development and Sales</b>	<b>AMMS600</b>	<b>15</b>	<b>6</b>
<p>Aim: To enable students to understand and apply the principles and practices of personal selling, the importance of personal selling to organisational performance, personal selling and sales people in New Zealand, competencies needed to successfully manage the sales function and various systems and processes that support it.</p>			
<b>Marketing Planning and Control</b>	<b>AMMP648</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will produce an operation marketing plan for a market or business of interest.</p> <p><i>Pre-requisite: AMIM541</i></p>			
<b>Operations Management</b>	<b>AMOM632</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will understand functions of operations management and apply techniques to ensure efficient and effective provision of goods and services. Operations Management focuses on the management of people and resources through systematic management feedback.</p>			
<b>Organisational Behaviour</b>	<b>AMOB600</b>	<b>15</b>	<b>6</b>
<p>Aim: Students will investigate the impact that individuals, groups and structures have on the behaviour of people within organisations. Further students will develop an awareness of their personal behaviour and the effect of that behaviour as members of working groups. Students will be provided with an understanding of social and psychological phenomena in organisations at individual, group and inter-group levels.</p>			

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<b>Principles of Leadership</b> Aim: Students will understand concepts and apply principles of leadership. Students will create a personal plan to develop leadership capabilities.	<b>AMPL630</b>	<b>15</b>	<b>6</b>
<b>Product Development</b> Aim: To examine the requirements for the effective management of the cross-functional activities in the new product and service development, and critically evaluate appropriate tools and methods for achieving the best outcomes. <i>Pre-requisites: Students must complete and pass of at least two level 6 courses related to their major</i>	<b>AMPD700</b>	<b>15</b>	<b>7</b>
<b>Professional Communication</b> Aim: To enable students to apply communication knowledge and skills in the evolving context of New Zealand and global business.	<b>AMPC560</b>	<b>15</b>	<b>5</b>
<b>Project Management</b> Aim: To enable the student to learn the basic principles and terminology of project management and apply this to create project plans using project management software (MS Project®).	<b>AMPM600</b>	<b>15</b>	<b>6</b>
<b>Research Methodology</b> Aim: To introduce students to the key analytical tools used within business and the implications for managerial decisions. Students will learn to apply appropriate research methodologies to identify and solve a business related problem. <i>Pre-requisite: Students must complete and pass at least 4 level 6 courses. Previous experience in quantitative methods and reporting of results required</i>	<b>AMRM600</b>	<b>15</b>	<b>6</b>
<b>Resource Integration Management</b> Aim: To develop skills, knowledge and expertise in the related disciplines of supply chain management, business facility layout/modification, and engineering economics, to ensure resource integration occurs at various levels for business operation, technical management, project management and production of goods or services. <i>Pre-requisites: Students must complete and pass of at least two level 6 courses related to their major</i>	<b>AMIR700</b>	<b>15</b>	<b>7</b>
<b>Services Marketing Management</b> Students will understand the roles, functions and application of services marketing management within contemporary New Zealand organisations. They will explore the key resources, skills, techniques, attitudes and ethics required to operate successfully in a range of service environments. <i>Pre-requisite: AMIM541</i>	<b>AMSM600</b>	<b>15</b>	<b>6</b>
<b>Special Topic</b> Aim: To allow students to carry out research into a Special Topic in Business. Students will present a research proposal and will negotiate objectives, learning plan, assessment criteria and time frame with a supervising lecturer and Academic Lead. <i>Pre-requisite: Students must complete and pass of at least two level 6 courses</i>	<b>AMST700</b>	<b>15</b>	<b>7</b>
<b>Strategic Management</b> Aim: To give students an understanding of the application of strategic management and the management processes aimed at improving organisational effectiveness by means of a systematic set of strategic goals, plans and actions. Students will analyse and evaluate the use of strategic management concepts and problems within business, through research of strategic analysis, choice and the implementation of various management practices and philosophies. <i>Pre-requisite: Students must complete and pass of at least two level 6 courses</i>	<b>AMSM700</b>	<b>15</b>	<b>7</b>
<b>Strategic Marketing</b> Aim: To enable students to think strategically about marketing situations; be aware of the major aspects of planning and controlling marketing operations; demonstrate how the available range of analytical models and techniques might be applied to produce superior marketing performance; and to give full recognition to the problems of implantation and how these problems might be overcome. <i>Pre-requisite: Students must complete and pass of at least two level 6 courses related to their major</i>	<b>AMMK700</b>	<b>15</b>	<b>7</b>
<b>Strategic Planning for Small Business</b> Aim: Students will develop a strategic plan for a small business in New Zealand.	<b>AMSP631</b>	<b>15</b>	<b>6</b>
<b>System Analysis and Design</b> Aim: Students will analyse and develop a simple work group application to improve productivity in a multi-user environment, using a systems development methodology. <i>Pre-requisite: AMAC650 or equivalent knowledge and skills</i>	<b>AMSA652</b>	<b>15</b>	<b>6</b>
<b>Taxation in New Zealand</b> Aim: Students will apply knowledge of taxation rules to New Zealand taxable entities in a range of situations. <i>Pre-requisite: AMIA400 or equivalent knowledge and skills</i>	<b>AMTX606</b>	<b>15</b>	<b>6</b>
<b>The Law of Business Entities</b> Aim: Students will demonstrate an understanding of the legal requirements for establishment, operation and the cessation as applied to various forms of business entity. <i>Pre-requisite: AMCL510 or equivalent knowledge and skills</i>	<b>AMLB610</b>	<b>15</b>	<b>6</b>
<b>Tourism Policy and Planning</b> Aim: To provide students with the knowledge and understanding of tourism policy and planning. Identify the processes relating to the key policy and planning issues affecting the development of tourism. Planning is examined within a policy framework and applied in the context of the tourism development process including the critical analysis of sustainability and tourism impacts and the expectation of the changing tourism market. <i>Pre-requisite: Successful completion of two (2) level 6 courses related to major</i>	<b>AMTP700</b>	<b>15</b>	<b>7</b>
<b>Tourism Principles and Transport</b> Aim: To provide an opportunity to examine and subsequently analyse the principles of tourism with particular reference to transportation and tourism. Investigation of the impacts of tourism and the role of governance and research will be examined and analysed. The students will become familiar with the competitive forces, which will have significant impact on the provision of transport services in the future which will also affect the future of the tourism industry into the 21 <sup>st</sup> century.	<b>AMTP600</b>	<b>15</b>	<b>6</b>
<b>Web Design Fundamentals</b> Aim: To introduce students to Internet technologies and web authoring using HTML, the essential tools to create and manage web-related solutions for business issues, such as standard text editors or advanced editorial tools, multimedia and cascading style sheet standards. Students will gain an understanding of the theories related to website design and construction, along with information architecture concepts, web project management, scenario development and usability analyses necessary to build a complex but static website.	<b>AMWD500</b>	<b>15</b>	<b>5</b>