



Business

at Otago

COMMERCE

YOUR PLACE
IN THE
WORLD

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Visit our website
www.otago.ac.nz/business

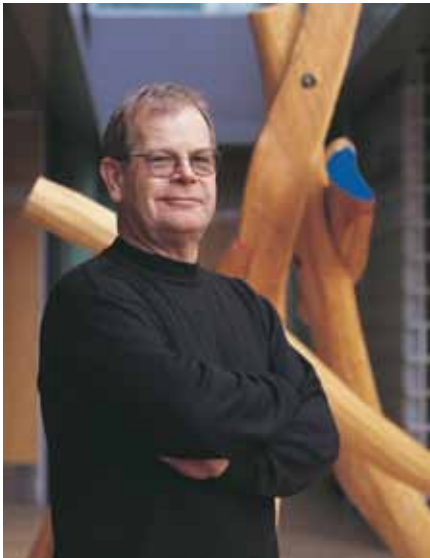
Disclaimer

While all information in this publication is correct at the time of printing, the University reserves the right to change courses and course requirements at any time. For further information see the University of Otago Business School website www.otago.ac.nz/business.

Published January 2012.

Welcome

Whatever your life goals, the University of Otago's Business School can help you reach them — whether you are a school leaver; a budding corporate leader; a senior executive, or an enthusiastic entrepreneur.



The School offers a broad range of options at all levels, with the Bachelor of Commerce (BCom) available in eight major subjects, a comprehensive set of core papers designed to ensure all of our graduates have a thorough grounding in business when they head into the world. If you haven't studied business at school, that is no disadvantage. As long as you have excellent English and maths skills you should be able to pick up all of our courses.

At postgraduate level there are research based degrees, the Master of Commerce (MCom) and the PhD available in all subjects; and for those who would prefer a mixture of taught and research study, the Master of Entrepreneurship (MEntr), Master of Business (MBus) and Master of Tourism (MTour) are available. If you are thinking about returning to study after some time in business, the Otago MBA is highly regarded; and there is now a part-time option. Busy executives who still want to keep on learning can consider the options offered by our Executive Education programmes. Most of our qualifications are taught in Dunedin, but there is an option to study for the MEntr in Queenstown.

This publication gives you an outline of the options available at Otago, and also paints a picture of the additional programmes available to ensure that our graduates have the best exposure to the world of business before they leave us. Our full-time internship programme (available in year three) is unique in New Zealand; semesters studying abroad at partner business schools open up a whole new world; and the case competitions and Audacious business challenge give students a taste of real-life business development and strategy.

Align all of that with the unique Otago residential campus experience and the well regarded, well rounded graduates we produce and you are on the way to finding your place in the world.

We look forward to helping you with any inquiries and hopefully to welcoming you to Otago in the near future.

Ask friends or family about their Otago experiences, visit our website, contact us by phone, or take a personally guided tour of Otago's wonderful campus. You won't be disappointed.

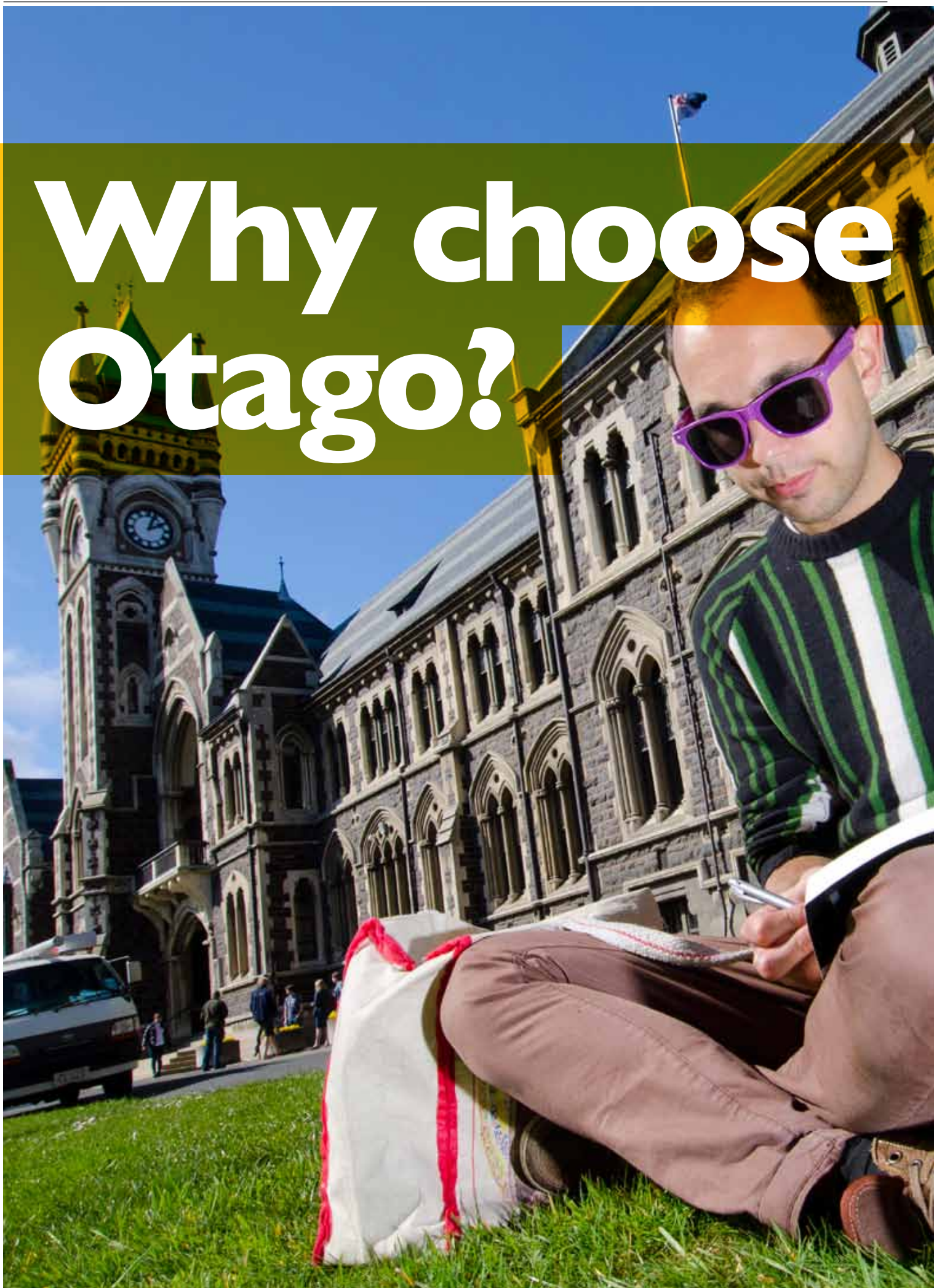
I am committed to ensuring students leave Otago as motivated, well-informed graduates, with a sense of social responsibility and an understanding of sustainability as well as a high ethical values. Our graduates therefore are sought after employees and have the ability to develop their own ventures.

PROFESSOR GEORGE L BENWELL

Dean, Otago Business School

Pro-Vice Chancellor of the Division of Commerce

Why choose Otago?





THE UNIVERSITY OF OTAGO IS NEW ZEALAND'S FIRST AND OLDEST UNIVERSITY.

What's so special about studying at the University of Otago?
Two things stand out – Otago's awesome academic reputation, and
its legendary student lifestyle.

Otago is known internationally as a modern and dynamic University that still maintains traditional quality in its teaching and research. Otago degrees are challenging and totally relevant to the real world – making them highly respected by employers in New Zealand and abroad. This booklet describes the degree programmes available to Business School students.

As to the lifestyle, Dunedin is student heaven. More than 20,000 students make up almost a fifth of the city's population, which welcomes them for the life and vitality they bring. Dunedin shops, music, arts, entertainment, and sport are strongly influenced by student culture.

Most students live within easy walking distance of campus, the city centre, and Dunedin's covered multipurpose Forsyth Barr Stadium. First years tend to find their feet staying in one of 14 residential colleges that provide excellent accommodation, meals, study tutorials, IT facilities, sporting, social and cultural activities and, above all, friendship and mutual support. Second years often evolve into flat-sharing around the campus, providing the University with some of its famous character.

Away from study, there's a whole world of fun things to do on Dunedin's doorstep. Otago is home to just about any sport or pastime you can imagine. Within easy reach of town there are tramping and mountain biking tracks and coastal hideaways to explore. Across the harbour there's the unspoiled beauty of Otago Peninsula and just a few hours' drive away are the summer and winter playgrounds of Central Otago and the Southern Lakes, home to some of the best snowboarding and skiing in the country.

You can get in shape on campus at the impressive Unipol Recreation Centre located at University Plaza directly beside Forsyth Barr Stadium — a gym solely for students and staff. Unipol has something for everyone – a large cardio space (featuring treadmills, cross trainers, cycles, rowers and steppers), two sports halls (for

fitness classes, badminton, table tennis, punch/kick bags, volleyball, basketball and netball), three resistance areas (with a range of machine and free weights, stretch, swissballs and warm up spaces), a multi-purpose area, gear hire, and even its own café.

Otago's academic support is equally impressive. The heart of University knowledge, the Central Library, is internationally renowned – not only for its 1.3 million books, databases, journals, internet access and networks, but also for its luxurious sofas in architecturally designed study areas. Swotting has never been so good. There are computer resource rooms throughout the University, and study methods are right up to date with web-based programmes, Blackboard, podcasting, and our own iTunesU channel.

Business School academic and support staff are housed in the University's Commerce Building. There's a striking atrium area with wireless access and space for group work, a Start-up Lounge where entrepreneurial students can swap business ideas, and a shop that provides coffee, food, and stationery. The building also hosts lecture theatres and tutorial rooms. Furthermore business students have access 24/7 to a number of well-equipped computer labs that provide PCs as well as the facility to use laptops.

Student support at Otago is unparalleled. Between the Schools' Liaison Service, University Information Centre, Student Learning Centre, Student Health and Counselling Centre, Scholarships Office, Disability Support, Māori Centre, Pacific Islands Centre, International Office, Career Development Centre, Undergraduate Internship Office, and Alumni and Development Office, Otago has every student's needs covered from first enrolment right through to graduation and beyond.

Things to know about studying at Otago's Business School

Who can take a Business School qualification?

Anyone with university entrance can study towards an Otago Business School qualification. Your first qualification would be the Bachelor of Commerce (BCom) degree. Even without university entrance you may be able to take a degree by first completing a Foundation Year - see www.otago.ac.nz/foundationstudies

See Entrance and Enrolment, page 46 or visit www.otago.ac.nz/study/entrance for further information.

What high school subjects might help?

If you have studied Economics, Accounting, Tourism or general business studies at high school then this will give you an insight into these subject areas. However it is important to note that there are no subjects you must have studied at high school to begin a BCom at the Business School. You won't be disadvantaged if you start studying business for the first time when you arrive at Otago.

We do nonetheless strongly recommend you study English (or an English rich subject such as History, Classics, or Geography), and Maths (e.g. Statistics) to Year 13 (Level 3 NCEA). And because the business world is truly global it might be handy to learn another language - although you can always pick one up when you come to Otago.

If you've participated in the Young Enterprise Scheme at high school and enjoyed learning about business and how products and services are brought to market, then studying at the Otago Business School will definitely enhance your insight into what makes organisations tick.

Can I study more than one business subject as part of my degree?

Yes, many students complete a double major. This is when you choose two subjects to be your main area of study (eg: BCom in Accounting and Finance). Choosing two specialty areas within the BCom instead of one does not increase the amount of time it will take to complete your degree, but will provide you with considerable depth of knowledge in two areas - ultimately making you more employable.

Regardless of your main area of study all business students will gain an insight into every business discipline taught at the Business School. As part of your BCom you will complete seven 'core' papers. See page 14 for more information on core papers.

I'm interested in business and a subject from outside the Business School, can I study both?

Yes, it is possible, and very common to complete a business degree (single or double major) while studying papers from the Division of Humanities or Division of Science. You may choose to study only a few papers outside of the Business School, or complete a double degree - e.g. complete a full business degree and full degree from another division. See page 11 for examples of common double degrees.

Can I transfer from another tertiary institution?

Papers successfully completed at another university may be credited to your degree programme at Otago if appropriate. You'd have to supply an officially certified transcript from the other university - we can't do that for you. It may also be possible to transfer credit from a polytechnic or other tertiary institution. See <http://www.otago.ac.nz/study/enrolment/otago001283.html>

Business at Otago



If you're looking for a career to take you to the top, the University of Otago's Business School can start you off, be beside you as you climb, and still be there for you when you reach your goal.

With a degree from Otago's Business School you prepare yourself not only for your first job, but also for your future career.

Your BCom

The School has a variety of programmes, including Accounting, Economics, Finance, Management, Marketing, Tourism, Information Science, and International Business (see BCom Majors, pages 14–31).

Minors

In addition to the many major subjects offered through the Business School, students can also complete a recognised minor in either Entrepreneurship (see page 32) or Hospitality (see page 30). Minors can either complement your main area of study or give a different perspective.

Employment prospects

Students choose Otago for the quality and variety of its academic programmes and for the independent lifestyle they'll experience — a winning combination that sees employers actively recruiting our graduates each year.

The Business School has a well-deserved reputation for producing outstanding graduates in all fields of business, spread all over the world. While many hold high posts in national and international companies, others have launched into successful self-employment.

The Otago BCom is designed to sharpen your skills in areas that will impress prospective employers. The core business papers studied by all business students complement your major area of study to give you invaluable insights into a wide range of business subjects. They arm you with useful skills such as problem-solving, decision-making and communication. You'll also develop IT skills, cross-cultural communication skills, analytical skills, and teamwork abilities.

This practical approach to academic training mixed with a 'can do' attitude makes Otago graduates highly sought after — and not just in New Zealand.

Throughout this booklet are a number of graduate profiles to give you an insight into where graduates develop careers. The Business School also has a specific careers booklet that showcases significantly more graduate pathways. Contact the University's Contact Centre to receive a printed copy, or visit our website to download a copy – www.otago.ac.nz/business

International opportunities

The Otago BCom is internationally recognised and holds the European EQUIS and US-based AACSB accreditations, so your degree is a passport to work and travel overseas. Students can take advantage of Otago's excellent relationship with other educational establishments around the world through the Business Case Competition and Student Exchange Programme.

Otago's Business School is the only New Zealand member of Partners in International Management (PIM), a consortium of leading international business schools representing the highest degree of excellence in their fields. Our students can also spend a semester on exchange at these schools.

International student exchange programme

This programme allows students to study part of their Otago degree abroad (see Student Exchange Programme, page 39). Employers know that leaving the comfort zone of friends and family to travel overseas and experience new cultures takes character. Successful exchange students send a powerful, positive message to potential employers.

Practical experience & internships

There are strong links between the Business School and New Zealand commercial enterprises. Many papers offered within the Business School, as part of your BCom, offer opportunities for you to work with businesses on specific projects. These projects can either be completed in small teams or independently. These experiences help reinforce the theory you learn in lectures and tutorials and provide opportunities for real application of the knowledge you're gaining as part of your degree.

The Business School also organises summer internships with many organisations such as Tip Top, Nestle, Deloitte, L'Oreal, and Murray and Company, as well as a formal Undergraduate Internship Programme which is offered as part of your degree meaning you gain practical experience and credit towards your BCom – see page 40 for further information.

An internship helps you discover real world practices, get a taste of life in that industry, and see if it is a possible career – while organisations get to know students and see how they handle many work-related challenges. Relationships built during internships often prove useful when it comes to job-hunting.

Graduate recruitment programme

Each year representatives from major companies from many sectors visit Otago to recruit students. Many students who gained their first job through this programme are now in senior management roles in those organisations, or used those initial placements to gain valuable work experience. Companies that visit campus specifically seeking our business students include:

<i>Anderson Lloyd</i>	<i>ANZ</i>
<i>ASB</i>	<i>Audit New Zealand</i>
<i>Bank of New Zealand</i>	<i>BDO</i>
<i>Chapman Tripp</i>	<i>Contact Energy</i>
<i>Craigs Investment Partners</i>	
<i>Datacom</i>	<i>Deloitte</i>
<i>Disney World</i>	<i>EDANZ</i>
<i>Ernst & Young</i>	<i>First NZ Capital</i>
<i>Fonterra</i>	<i>Forsyth Barr</i>
<i>Frucor Beverages</i>	<i>Fulton Hogan</i>
<i>Goldman Sachs JB Were</i>	<i>Hewlett Packard</i>
<i>Intergen</i>	<i>KPMG</i>
<i>Lion Nathan</i>	<i>L'Oreal</i>
<i>Mainfreight</i>	<i>Orion Health</i>
<i>Polson Higgs</i>	<i>Price Waterhouse Cooper</i>
<i>Russell McVeagh</i>	<i>Staples Rodway</i>
<i>Telecom</i>	<i>Telogis</i>
<i>The Reserve Bank</i>	<i>Transpower</i>
<i>Treasury</i>	<i>Unilever</i>
<i>Westpac</i>	<i>WHK</i>

The Otago degree and the Otago experience are often key ingredients to securing that important first job.

Career Development Centre

This service offers all kinds of information from career ideas and course advice to details of specific jobs or employers.

It also provides:

- Personal career counselling*
- Employment related seminars and resources*
- Networking opportunities*
- CV and cover letter writing skills*
- Interview preparation skills*
- On-campus careers fairs*
- Graduate and summer job vacancies*
- Information and assistance with job search strategies*
- OtagoCareerHub*

Student networks – OCOM

Students' society OCOM offers social and academic support and activities for all Business School students. OCOM is also involved in academic activities and holds events throughout the year to bring the business community and business students together.

Māori and Pacific Islands student support

The Business School's Kaiārahi and Kaiāwhina Māori (Māori student support officers) offer academic support as well as links with the pastoral care available for Māori students through the Māori Centre. Māori students are also supported to join the local Māori business network, KUMA. See page 34 for further information. There is a Māori Business students group, Te Tai Tuara which is closely linked to other Māori student groups on campus. The Business School also works closely with the Pacific Islands Centre and offers an academic mentoring programme for Pacific Island students which provides one-on-one mentoring with academic staff. See page 36 for further information.

International student support

The Business School welcomes international students to Otago. International students bring a special dynamic to lectures and tutorials through sharing language, culture and customs. International students help enrich the lives of domestic students, and vice versa. The University offers numerous support services for international students from before you arrive until the time you graduate. For specific information such as how to enrol at Otago, tuition fees, or language requirements visit the International Office's website: <http://www.otago.ac.nz/international/index.html>

Distance education

Some papers are available off-campus by distance learning. The Department of Tourism offers two introductory Tourism papers via the Internet, while the Department of Information Science offers an advanced 400-level paper by distance. Check out Otago's Distance Learning options at www.otago.ac.nz/courses/distance_study

Scholarships

There are many scholarships available for undergraduate and postgraduate students. Check the website <http://www.otago.ac.nz/study/scholarships/> to see if there is anything you might be eligible to apply for. Remember, it isn't always about having the best grades! There may be other scholarships available that are not administered through the University of Otago, but are advertised within departments – so drop in to your department when you get here to have a look around. We also have scholarships available for students heading away on international exchanges (see Student Exchange Programme, page 39). The University also offers scholarships to students before they arrive on-campus (see Scholarships, page 51).

PhD and Master's candidates can apply for University of Otago scholarships or awards (respectively). Successful candidates may have their fees paid and an annual emolument of \$25,000 for three years (PhD) or \$13,000 for one year (Master's).

Postgraduate opportunities

If you want to improve on your BCom there are many postgraduate qualifications available, from postgraduate certificates and diplomas to a Master's degree or PhD (see page 43). If you enjoy research and teaching then you might consider an academic career. And if you're already out in the workplace you could look at some of our professional development qualifications (see page 45).

Start your own business

The University and Dunedin City Council's Audacious programme provides a free business mentoring service for entrepreneurial students keen to develop their own ideas. Each year many new student-run businesses become full-time employment after graduation. The Audacious business coaches can also help students to enter the Audacious Business Plan Challenge, which has a prize pool of \$60,000, and a first prize of \$25,000 to put towards starting a new venture. Previous winners and participants have developed successful businesses. See page 42 for further information or visit www.audacious.co.nz

Careers opportunities

Make sure your business qualification is from Otago, and your career possibilities are almost endless. The Business School prides itself on the quality of its programmes, and the wide range of organisations that come to campus to recruit students clearly shows that the School is preparing students for the demands of the workforce, and meeting the needs of industry.

Positions secured by recent graduates:

Tax Accountant
Audit Assistant
Financial Analyst
Business Consultant
Financial Advisor
IT Consultant
Operations Manager
Fixed Interest Dealer
Broker Assistant
Events Manager
Marketing Executive
Sales Consultant
Volunteer Co-ordinator
Spa Manager
Tour Guide
Funding and Transport Analyst
Teacher
Sales & Marketing Executive
Marketing Co-ordinator
Communications Co-ordinator
People & Culture Manager
General Manager
Investment Banking Analyst
Investment Advisor
Qualitative Research Executive
Global Purchasing Manager
Clinical Research Administrator
Economist
Web Developer
Integration Analyst
Marketing Manager
Foreign Policy Officer
Chief Executive Officer
Managing Director
Human Resource Manager
Data Analyst
Visitor Services Translator
Business Support Officer
Branch Manager

What do employers say?



“The Otago BCom and postgraduate qualifications provide a balance of academic rigour and practical application that ensures graduates are well prepared to hit the ground running when they start at Craigs Investment Partners.”

CRAIGS INVESTMENT PARTNERS

“Otago University produces more than academically sound students. The environment challenges Otago students to be independent, driven and full of initiative. These rare, yet valuable qualities help separate good graduate candidates from great graduate candidates.”

WHK

“Each year we make sure we are involved with the graduate recruitment programme at Otago. Past experience has shown business graduates are well prepared for the workforce and they quickly learn what it takes for Mainfreight to be a major player in the global logistics sector. We enjoy hiring Otago graduates and they enjoy the benefits Mainfreight can offer them.”

MAINFREIGHT LTD

“As demonstrated by our recent graduate and scholarship appointments, we continue to be very impressed by the calibre and financial skills of the students from the Otago Business School.”

MURRAY & COMPANY

“Otago graduates are highly prized by Deloitte and make up a critical part of our graduate recruitment programme. The academic training Otago students receive stands them in excellent stead when applying for graduate opportunities at Deloitte. Otago graduates can be found in all of our five offices in New Zealand and in locations around the world.”

DELOITTE

“Attending University Careers Fairs and advertising on the University Career Hub play a big part in the successful marketing of our Graduate Programme each year. The Careers Fairs provide us with the opportunity to meet with some very talented students who have a genuine interest for working for a financial institution such as ANZ National.”

ANZ NATIONAL

“L’Oréal has been successfully recruiting graduates from the University of Otago for 10 years. We have continued to be impressed by the high caliber of students graduating from Otago University, especially their maturity and general attitude to work and career development. Many graduates we have employed have shown that passion to further their careers overseas and on many occasions we have been able to satisfy that ambition by placing them within L’Oreal’s subsidiaries in Europe and Australia.”

L’ORÉAL

“As one of the country’s largest recruiters of graduates, we are always looking for students with qualities that make them stand out from the crowd. We take many Otago graduates each year because they have those qualities in abundance. There is something about the unique Otago learning environment that produces graduates who have an independence, flexibility and maturity that fits right in with our professional yet friendly work environment.”

KPMG

“Graduates of The University of Otago Business School are academically astute and many Otago students are part of our team. We find they are always well rounded individuals who flourish in our firm’s professional environment, and enjoy the ‘BDO style’ of working.”

BDO

Uni Speak 101

Even before you arrive at Otago you'll encounter a new type of language that is used on a daily basis on-campus. It's English, but it can sometimes be confusing to understand if you're new to the University environment. Within this booklet you'll read about majors, minors, undergraduate, postgraduate, prerequisites and many more terms you'll need to understand.

Below are some common terms and phrases associated with studying at Otago that are used throughout this booklet. Further terms and explanations can be found on page 52-53.

100- 200- 300-level

Levels identify how advanced a course is. A 100-level paper is an introductory course and is where all first year students begin. You then progress to more advanced study at 200- and 300-level. If for example you are a third year student you can complete papers at 100- 200- or 300- level provided you have completed the appropriate prerequisites.

Degree

A degree is the qualification that most students complete while at University. If you are completing your first business qualification then you will complete a Bachelor of Commerce degree (BCom). The BCom is an undergraduate degree that usually takes three years to complete when studied full-time.

More advanced business qualifications are referred to as postgraduate degrees. Essentially this means you will need to have already graduated with a BCom degree before undertaking advanced study – hence postgraduate.

Double degree

A programme of study leading towards completing two degrees, e.g. a BA and BCom. Two full-time three-year degrees would normally take a total of six years if you studied them consecutively. By studying the two degrees as a double degree you can cross-credit points and complete both of them in four and a half or five years (full-time).

Major

A subject chosen as the main area of study for your bachelor's degree (i.e. your chosen area of specialty such as Accounting). A major is studied up to 300-level.

Double major

Two subjects chosen as main areas of study in the same degree. For example, you complete a BCom and you major in Accounting and also Finance. Choosing two specialty areas instead of one does not increase the amount of time it will take to complete the degree.

Minor

A selection of papers in a particular subject area (normally involving approved papers studied at 200- and 300-level). You complete less papers in this subject when compared to those who are majoring in it, yet it can be acknowledged on your academic record in addition to your major.

Papers

The building blocks of your degree are called papers. A paper is a fixed course of work in certain aspects of a subject at a particular level. The first courses you take are called 100-level papers, for example, BSNS 106. You then move on to 200-level and 300-level papers. You will generally study seven or eight papers a year (three to four papers a semester).

Paper Code

Each University paper is identified by its subject code, a three-digit number and a subject name. For example, there is a first-level Tourism paper called TOUR 101 Principles and Business of Tourism Management. This paper is referred to as TOUR 101. Second-level papers are numbered in the 200s (e.g. TOUR 211, TOUR 212 etc.) and third-level papers in the 300s.

Points

Each paper is worth a set number of points (or credits), and these contribute to the total required for a qualification. A paper completed in one semester is usually worth 18 points. You need a total of 360 points to complete a BCom. If you successfully complete a paper you gain the full number of points associated with it. If you fail to pass it you will not gain any points. Depending on your degree requirements you may be required to take the paper again until you pass it.

Prerequisites and Corequisites

A prerequisite is a paper you must complete before commencing a particular paper. Most papers beyond 100-level have prerequisites. If you have not completed a prerequisite for a paper, you are not normally permitted to enrol in that paper. Some papers have corequisites. If you have not already passed a corequisite, you must take it at the same time as your other paper.

Undergraduate

Degree Options





ate

**OTAGO HAS A WORLDWIDE
REPUTATION FOR
ACADEMIC EXCELLENCE.**

Bachelor of Commerce (3 years)

MAJORS INCLUDE: Accounting, Economics, Finance, International Business, Information Science, Management, Marketing Management and Tourism.

OTHER DEGREE OPTIONS TAUGHT BY STAFF WITHIN THE BUSINESS SCHOOL

Bachelor of Applied Science

MAJORS INCLUDE: Computational Modelling / Geographic Information Systems / Software Engineering / Telecommunications. All majors include Commerce papers. (3 years)

Bachelor of Arts

MAJORS INCLUDE: Economics / Philosophy, Politics and Economics / Information Science. (3 years)

Bachelor of Science

MAJORS INCLUDE: Information Science / Economics and Statistics. (3 years)

Double degree options (4–5 years to complete)

Bachelor of Commerce + Bachelor of Arts (BCom/BA)

Bachelor of Commerce + Bachelor of Laws (BCom/LLB)

Bachelor of Commerce + Bachelor of Physical Education (BCom/BPhEd)

Bachelor of Commerce + Bachelor of Science (BCom/BSc)

Bachelor of Commerce + Bachelor of Applied Science (BCom/BAppSc)

Which business major would suit me?



To study business at Otago you don't need to have previously studied a business subject at high school. If you have, or have been involved with the Young Enterprise Scheme then you'll have an insight into how businesses operate and interact with their customers and suppliers.

The great thing about business is that we are all consumers. We know what we like, how we like to be treated and what we think is a good deal. These factors alone equip you with a good understanding of the buyer-seller relationship and what influences your purchasing decisions.

Because there are no subjects at high school that you must take, although English and Statistics are recommended, we've identified some personal attributes that might help you decide which BCom major might suit your personality and academic strengths.

Accounting

- Good mathematical and numeracy skills
- Is able to keep information confidential
- Honest, with an eye for detail
- Is methodical, logical and able to make sound judgements
- Works well under pressure to meet deadlines
- Strong analytical and problem-solving skills
- Excellent communication and people skills
- Enjoys being part of a team

Economics

- Good mathematical and numeracy skills
- Interested in human behaviour
- Has good research and problem-solving skills
- Demonstrates decision-making ability
- Excellent communication and people skills
- Thinks logically, laterally and is creative
- Interested in people and society
- Highly developed analytical skills

Finance

- Good mathematical and numeracy skills (statistics & calculus)
- Calculated risk taker
- Has good research and problem-solving skills
- Demonstrates decision-making abilities
- Is accurate and patient
- Able to make good judgements, and adapt quickly to change
- Works well under pressure to meet deadlines
- Excellent communication and people skills

Information Science

- Interested in technology
- Project orientated
- Interested in computer programming
- Creative and inventive
- Likes gadgets and new challenges
- Has good research and problem-solving skills
- Practical thinker
- Excellent communication and people skills

International Business

- Interested in other cultures and knowledge of global events
- Interested in foreign affairs and trade
- Willingness or ability to learn a language
- Is a potential spokesperson
- Entrepreneurial flair – business minded
- Excellent communication and people skills
- Friendly and outgoing, yet competitive
- Good mathematical and numeracy skills

Management

- Ability to motivate and inspire others
- Enjoys being part of a team
- Has good research and problem-solving skills
- Diplomatic and persuasive
- Ability to analyse and interpret data
- Able to think strategically
- Excellent communication and people skills
- Able to make good judgements, and adapt quickly to change

Marketing

- Good problem-solving skills
- Artistic and creative
- Enquiring and analytical
- Understands people, behaviour and different cultures
- Ability to interpret qualitative and quantitative data
- Good research and evaluation skills
- Effective planning and time management skills
- Excellent communication and people skills

Tourism & Hospitality

- Friendly, patient, helpful and outgoing
- Adaptable and resourceful
- Relates well to people from different cultures and backgrounds
- Awareness of NZ culture, history, and geography
- Good leadership skills
- Has good research and evaluation skills
- Effective planning and time management skills
- Excellent communication and people skills

Bachelor of Commerce

BCom

The Bachelor of Commerce (BCom) lets you follow your interests in business and related subjects. You can create individual courses from a wide range of papers from the Business School and the University as a whole. You can combine two specialisations and graduate with a double major. Here are a few guidelines.



BCom majors

For a Bachelor of Commerce degree you must specialise/major in at least one of the following subjects:

- *Accounting*
- *Economics*
- *Finance*
- *Information Science*
- *International Business*
- *Management*
- *Marketing Management*
- *Tourism*

Most of the above subjects are available as minors, and the Business School also offers specialist minors in Hospitality and Entrepreneurship.

Core papers

Within the BCom there are certain papers that you must take. Some are needed as part of your chosen major. Others are part of the overall BCom degree requirements.

BCom students must take seven introductory 100-level papers:

- *BSNS 102 Quantitative Analysis for Business (18 points)*
- *BSNS 103 Marketing and Consumption (18 points)*
- *BSNS 104 Principles of Economics 1 (18 points)*
- *BSNS 105 Management and Organisations (18 points)*
- *BSNS 106 Information and Communication in Organisations (18 points)*
- *BSNS 107 Understanding Accounting (18 points)*
- *BSNS 108 Business Finance (18 points)*

BSNS papers do not make up a foundation year, and you are not required to complete them all in your first year. On the contrary, it

is strongly advised that you keep your options open by taking a range of core papers as well as the 100-level requirements for at least one (preferably two) major(s). This ensures you keep your options open and are well prepared to progress into 200-level study. If one of the BSNS papers is a prerequisite for a 200-level paper required for your major, you must complete and pass that paper before advancing. All BSNS papers must be passed before you can be awarded your BCom.

Otago's flexible degree structure means it is possible to combine most subjects, majors, and degrees. You should be able to study a double degree (two degrees simultaneously), a double major (two majors simultaneously), or an endorsed minor without the required papers adding significantly to your overall workload.

To complete a BCom you must gain a minimum of 360 points, of which 180 must be above 100-level. Up to 90 points may be taken from outside Commerce (e.g. Humanities or Sciences).

Here's one example of how you could structure your BCom degree

Bachelor of Commerce, BCom

360
POINTS

MAJOR SUBJECT: Economics

MINOR SUBJECT: Marketing Management

ELECTIVE PAPERS (from outside major and minor subject requirements): Finance and Quantitative Analysis

YEAR
1

PAPER CODE	PAPER NAME	POINTS
BSNS 104	Principles of Economics 1	18
ECON 112	Principles of Economics 2	18
BSNS 102	Quantitative Analysis for Business	18
BSNS 103	Marketing and Consumption	18
BSNS 107	Understanding Accounting	18
MART 112	Marketing Management	18
FINQ 102	Business Mathematics	18
TOTAL POINTS:		126

YEAR
2

PAPER CODE	PAPER NAME	POINTS
ECON 201	Microeconomics I	8
ECON 202	Macroeconomics	18
ECON 207	Environmental Economics	18
BSNS 105	Management and Organisations	18
BSNS 106	Information and Communication in Organisations	18
BSNS 108	Business Finance	18
MART 203	Pricing and Distribution Management	18
TOTAL POINTS:		126

YEAR
3

PAPER CODE	PAPER NAME	POINTS
ECON 302	International Trade	18
ECON 312	Natural Resource Economics	18
ECON 317	Urban and Regional Economics	18
ECON 376	Macroeconomic Theory	18
MART 202	Product and Brand Management	18
MART 301	Strategic Marketing Management	18
TOTAL POINTS:		108
TOTAL POINTS:		360

BCom Major Accounting

Accounting is the language of business. An understanding of accounting information is important for everyone whether they intend to practise accounting, work in a business environment or simply wish to be a better informed shareholder or consumer. The Business School offers a menu of accounting study choices providing interesting and challenging study opportunities.

Students planning to major in Accounting have the opportunity not only to enjoy an excellent education in accountancy but also have the opportunity to develop excellent information technology, interpersonal and communication skills. A major in Accounting equips students to work as accountants in a wide range of organisations.

If you wish to improve your understanding of accounting for a career in business but don't wish to complete a full Accounting major, we offer a minor in Accounting (i.e. two 100-level papers leading to a further three papers at 200- and 300-level). For those who simply wish to be able to read and understand accounting information better, BSNS 107 Understanding Accounting, which is a BCom core paper, provides an interesting introduction to the discipline.

Career opportunities

Employment prospects for accounting graduates are very good. About one-third of graduates go to work for Chartered Accountants firms. They usually start with these firms working either in taxation, auditing or general accounting work and business advisory services. In addition to further training, many Chartered Accountants firms can offer graduates a variety of work experiences and the opportunity to see a variety of businesses in a short period of time. The remainder of graduates undertake additional education or go into manufacturing, banking, retailing, government departments or overseas.

What you need to study

For a Bachelor of Commerce (BCom) majoring in Accounting you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 102 Quantitative Analysis for Business

BSNS 107 Understanding Accounting

BSNS 108 Business Finance

ACCT 102 Principles of Accounting

200-LEVEL

ACFI 201 Corporate Financial Decisions

ACCT 211 Financial Accounting and Reporting

ACCT 222 Cost and Management Accounting

300-LEVEL

ACCT 310 Issues in Financial Reporting

ACCT 320 Accounting Theory

ACCT 302 Accounting Performance
Management

or

ACCT 307 Management Accounting

And one further ACCT 300-level paper

Professional memberships

By studying a BCom in Accounting you will also have the opportunity to become a member of the New Zealand Institute of Chartered Accountants (NZICA), Certified Public Accountant (CPA) Australia, or the Association of Chartered Certified Accountants (ACCA).

Business Law

Success in business requires a keen awareness of the central role played by the law and an appreciation of the fact that all commercial relationships and transactions have legal consequences. Those who plan to become Chartered Accountants are required to complete two papers of business law, which are offered in the Business School through the Department of Accountancy and Finance.

Business Law papers aim to develop some crucial but practical skills, including identifying potential and actual legal problems in practical situations, knowing your own limits in dealing with these and being able to use professional legal advisors effectively. The themes of these papers include the central role played by contract law, the variety of business vehicles and their legal foundations, consumer/trader tensions in the market, and the practical importance of the courts and government in developing the law that regulates the business environment.

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Melissa Hamilton

Taxation Consultant - WHK

BCom (Hons), LLB

WHK taxation consultant Melissa Hamilton says studying a double degree in Accounting and Law has added up – and the challenging equation meant she gained employment a number of years before completing her Bachelor of Commerce with Honours.

Melissa was employed through the WHK bursary scheme, and the opportunity has led to a varied role with future opportunities across New Zealand and Australia. She enjoys assisting clients with tax issues in relation to commercial transactions, business restructuring and compliance work.

"I secured my job from the start of my fourth year at University (I still had three years of studying left), so my employer viewed my qualifications as very important."

She's already completed the New Zealand Institute of Chartered Accountants Foundations programme and will soon tackle her PAS/PCE 2 exams. Melissa was also admitted to the Bar in 2010, becoming an enrolled Barrister and Solicitor of the High Court of New Zealand.

Melissa says the small class numbers during the final years of her Accounting degree – often

between three and eight students – created a highly interactive learning environment, which required her to "step out of [her] shell and contribute fully". Small classes also meant getting to know staff better; and gaining from their areas of expertise.

"I enjoyed a lot of papers that involved practical components. It is important to see the real life application of any theory you learn, as it helps cement your learning."

During her final two years of study she enjoyed tutoring a compulsory first year accounting paper.

"Make the most of any opportunities you are given – accounting is a lot different from what you do in high school; it is not all about numbers. The theoretical side of accounting is just as interesting – an Otago accounting degree is well regarded and worth it."



BCom Major Economics

Economics provides a framework for thinking about almost everything. Economics is about choice and is at the heart of decision-making. Governments, businesses and individuals are all faced with making choices in situations where resources are scarce.

Not just a subject, but a way of thinking, Economics applies to business, finance, administration, law, local and national government and most aspects of everyday life. It provides a logical way of looking at a variety of issues.

Economics examines topics important to human well-being such as unemployment, economic growth, inflation, poverty, distribution of income, and resource allocation in areas such as education, health, business and the environment.

Career opportunities

Graduates work in large industrial and commercial firms and many different branches of the public sector including the Ministries of Economic Development, Foreign Affairs and Trade, and Health, the Reserve Bank, Treasury, Statistics New Zealand, the Departments of Labour and Internal Affairs, local government and planning authorities and banks and financial institutions.

Some work with health providers, research bureaux and management consultancies, while others have careers in universities, other tertiary institutions and secondary schools.

What you need to study

For a Bachelor of Commerce (BCom) majoring in Economics you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 104 Principles of Economics 1

ECON 112 Principles of Economics 2

200-LEVEL

ECON 201 Microeconomics

or

ECON 271 Intermediate Microeconomic Theory

ECON 202 Macroeconomics

And one further 200-level ECON paper

300-LEVEL

Four 300-level ECON papers

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Mike Burrowes

Portfolio Manager - The Reserve Bank of New Zealand

BCom, BA (Hons)

After completing his Economics honours degree, Reserve Bank of New Zealand (RBNZ) Portfolio Manager Mike Burrowes felt ready to enter the workforce – but he soon found that the knowledge and skills gained while studying had to have real world applications.

Mike was initially employed as a Markets Analyst through RBNZ's graduate recruitment programme, and received an early introduction to the complexity, and volatility, of the markets he would be working in.

"On my third day the US Federal Reserve cut interest rates by 0.75% in a shock move shortly before the Global Financial Crisis. I'd never seen this in a text book, but my University of Otago education served as a good foundation to understand such developments."

This role provided invaluable experience preparing snap-shots of developments in global financial markets, as well as medium-term research to better understand how financial markets function.

Mike is now a Portfolio Manager, involved in managing New Zealand's foreign exchange reserves, providing analysis on developments with the New Zealand dollar, and trading global currency and fixed interest markets.

He says his career path was in part due to some good guidance from a high school economics teacher

who suggested that an Economics degree from Otago, followed by work at the RBNZ, would mean that the "world would be his oyster".

"Looking back this was very wise advice. Otago offered strong academic courses and a great social environment. A first-class Economics honours degree from Otago, combined with a Finance degree, was very well regarded by potential employers and these qualifications helped my CV stand out in the pile."

Mike's advice would be to consider doing more than a degree. "In my case, an honours degree gave me a much deeper understanding of economic theory and made me more attractive in the job market."



BCom Major Finance

Finance is a modern and fascinating discipline dealing with money, markets and valuation that is relevant to all aspects of business and personal and professional planning. There are few businesses today that are not acutely aware of the significance of markets and financial planning for their viability. Professionals in finance are involved with a myriad of issues in investments, planning and risk.

Finance provides a framework for weighing risks and rewards, and develops essential problem solving skills. It systematically analyses information and uses it to make and test predictions. However, because these activities are not exact there is frequently no 'right' answer. Therefore, intuition and experience play a strong role.

Finance also recognises that all financial decisions affect people. This human factor contributes to the uncertainty that is inherent in Finance and that helps to make it a challenging, yet highly rewarding career.

Career opportunities

A major in Finance is a passport to a highly paid career.

- *You will develop critical, analytical and managerial skills that can be applied to any situation.*
- *You will often have to make swift decisions about large amounts of money. You will learn to rapidly identify and assess choices and cope in any financial situation.*

Finance graduates work in New Zealand and throughout the world in:

- *Investment and Trading Banks*
- *Share-broking firms*
- *Government departments*
- *Chartered accounting firms*
- *Professional organisations*
- *Research units*
- *Investment consultancies*
- *International agencies, or as*
- *Specialists in the private sector*

What you need to study

For a Bachelor of Commerce (BCom) majoring in Finance you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 102 Quantitative Analysis for Business

BSNS 107 Understanding Accounting

BSNS 108 Business Finance

FINQ 102 Business Mathematics

200-LEVEL

ACFI 201 Corporate Financial Decisions

FINC 202 Investment Analysis and Portfolio Management

FINC 203 Financial Data Analysis

300-LEVEL

FINC 302 Applied Investments

FINC 303 Financial Management

And two further 300-level FINC papers

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Thomas Sheng

Relationship Associate - ANZ

BCom

ANZ Relationship Associate Thomas Sheng attributes his success in the work place to studying Finance at Otago. Originally from China, Thomas chose to come to Dunedin after being won over by the University's reputation.

He credits his BCom with providing a strong research background which enabled independent learning; attributes which have proved invaluable in real-world business situations.

After graduating, Thomas joined ANZ's International Trade Finance team as a support officer. He believes his education and

subsequent experience laid the foundations for progression, which has seen him become a Relationship Associate assisting Relationship Managers to assess commercial customers' overall banking needs. A typical day involves meeting with customers, structuring deals and writing credit proposals.

Thomas says his expectations of study at Otago were exceeded.

"I was hoping the lecturers would interact with us and provide guidance on our assignments, but it was equally important that they also give us enough room and opportunities to let us do our

own research and study beyond the text book. These expectations were met, especially in my last year, where assignments involved an extensive amount of research, which I really enjoyed."

Thomas also had the opportunity to take part in a student exchange programme while studying at Otago.

"I went on an exchange to the National University of Singapore for one semester. While I was there I experienced different cultures, travelled in the region, met students from other parts of world, made life-time friends, and I didn't have to delay graduation. This was an

eye-opening and truly unique experience."

He believes studying Finance gives greater choice in terms of career options.

"If you want to work in a financial institution or the treasury department of a large corporation in the future, studying Finance at Otago is definitely the right choice. For me, Finance offered interesting courses and has led to exciting job opportunities."



BCom Major

Information Science

Computer-based systems play a vital role in contemporary society. We live in a world where information is constantly being sorted, transported and analysed. Online shopping, in-car navigation and digital/streamed media all use computer systems and software to process information. Information Science is an exciting and progressive field of study that focuses on problem-solving through applying information and communications technologies and techniques to business.

Topics students can study in the Information Science major include software engineering, database design, system development, business intelligence, user experience, project management, and several state-of-the-art techniques in the area of Artificial Intelligence, spatial information systems, distributed information systems, networking, security, and multimedia systems.

Information Science is a dynamic course of study that is an excellent partner to subjects ranging from Physics and Statistics through to Accounting and Marketing, Anthropology and Linguistics.

Career opportunities

A degree in Information Science can enable a successful career in business, science, medicine and the arts. Otago graduates can be found in companies doing a variety of roles such as:

- *Analysis*
- *Database administration*
- *System and web design*
- *Programming*
- *IT Management*

What you need to study

For a Bachelor of Commerce (BCom) majoring in Information Science you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 106 Information and Communication
in Organisations

COMP 150 Practical Programming

or

COMP 160 General Programming

200-LEVEL

INFO 211 Systems Analysis and
Design Methods

INFO 213 Business ICT Strategy

INFO 214 Business ICT Infrastructure

INFO 221 Application Software Development

300-LEVEL

INFO 312 Information Systems
Development Project

INFO 321 Database Systems

INFO 323 Distributed Information Systems

And one further 300-level INFO paper or

SENG 301 Software Project Management

or

TELE 303 Wireless Communications

Contact

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Will Dougherty

Senior Associate in Assurance - PricewaterhouseCoopers

BCom (Hons)

Studying Information Science at Otago has enabled Will Dougherty to forge a rewarding career both in New Zealand and overseas.

Will believes his BCom(Hons) equipped him with a wide range of skills that have been essential in his career. In his second year of study, Will was involved in a group project building an information system for a local company. This led to an honours dissertation on project management.

"Embrace group projects – they provide an excellent insight into work, which will be helpful in interviews and as you start your career."

After graduating, Will gained a place on the graduate programme at PricewaterhouseCoopers (PwC) New Zealand. His role as an IT auditor was to assess clients' IT risks, particularly in relation to system change management and security. This role provided the opportunity to apply his technical skills to business situations – translating IT problems into business risks.

"As daunting as entering the workforce was, I found that I was able to use the base skills from my time at university to be confident to research, learn and understand new areas."

He has now transferred to the PwC UK firm, in the Edinburgh office, where he is working as a Senior Associate in Assurance reviewing the controls used to manage IT risks, with a key focus on banking and insurance clients.

"Although the transfer [to the UK] has meant I have moved to a new role in a new country, I had a solid grounding in how the business operates, and what my role entailed. In fact, I was able to facilitate a methodology training course for junior staff within a few months of arriving."

Will recommends taking advantage of the breadth of disciplines taught within Information Science (especially in third year and above) as "they provide an opportunity to find what you are passionate about".



BCom Major

International Business

International Business is about learning how to conduct business in the 'global village', which requires a wide range of skills. You have to be able to conduct business not just in your own country but in many different countries, each of which has its own way of doing things.

That means being able to deal with the culture, language, law, institutions, companies and communities of different countries and understanding how the people from other cultures do business.

International Business is also about gaining a sound foundation in each of the basic business subjects – accounting, economics, finance, management, and marketing – and then putting those into the international context. With this comprehensive training, a graduate can work in any arena of global business, including positions in international institutions. Understanding and being able to work comfortably in that environment is the mark of the leader of the future.

If you have an interest in culture and business International Business is a worthwhile option and also offers excellent international student exchange opportunities.

Career opportunities

A degree in International Business will enable you to work in any area of business for any organisation in the international community. Examples of areas you could work in include:

- *Finance*
- *Human Resource Management*
- *Foreign Economic Relations*
- *International Trade and Investments*
- *International Marketing and Business Strategy*
- *Management Consulting or Operations*
- *Government Departments, such as the Ministry of Foreign Affairs and Trade*

What you need to study

For a Bachelor of Commerce majoring in International Business you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 102 Quantitative Analysis for Business

BSNS 103 Marketing and Consumption

BSNS 104 Principles of Economics I

BSNS 105 Management and Organisations

BSNS 107 Understanding Accounting

BSNS 108 Business Finance

ECON 112 Principles of Economics 2 (recommended)

200-LEVEL

ECON 201 Microeconomics

ACFI 201 Corporate Financial Decisions

One of:

MANT 211 Organisation, Strategy and Society

MANT 215 Organisational Behaviour

MANT 217 International Management

MANT 222 Interpersonal/International Business Communication

300-LEVEL

ECON 302 International Trade

FINC 305 International Finance Management

MANT 332 International Management

or

MANT 341 Management in Asia Pacific

MANT 326 International and Export Marketing

and

108-points of approved language/culture papers (see www.otago.ac.nz/languagescultures)

Contact

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Florian Stroehle

Marketing Communications Manager - Winscribe

BCom, MBus

Originally from Hamburg, Germany, Florian Stroehle was impressed by Otago's International Business (IB) programme because it combined business studies with an awareness of foreign languages, cultures and customs.

"I wanted to gain a broad range of skills to allow me to work in a variety of industries. IB introduced me to business fundamentals such as accounting, finance, management, marketing, economics and statistics, while also focussing on the international aspects of cross-border and cross-culture business."

Florian believes the practical aspects of his Otago degree really helped prepare him for the workforce.

"I remember creating a marketing campaign for New Zealand Prison Services, entering the Google Online Marketing Challenge, working with local start-up Pocketsmith, and developing a business plan for an export business. It's the practical learning at Otago that makes it really stand out."

Florian completed a BCom and MBus majoring in IB. During his MBus he worked with a company exporting to China. While in Shanghai he orchestrated the build of a website specifically for the Chinese market.

"Without an understanding of Chinese language and culture it would have been almost impossible to overcome some of the challenges we faced, or appeal to our target market. My BCom had literally equipped me with the knowledge to successfully conduct international business."

Florian is now the Marketing Communications Manager for Winscribe in Auckland, the world's largest supplier of digital dictation technology, with installations in 25 countries and more than 350,000 users globally.

His role requires him to coordinate and manage the company's global brand and PR efforts. He's responsible for web marketing and e-commerce, developing marketing material for numerous global markets, plus he helps to manage five team members located around the world.

"It's a great experience working in a truly global, yet Kiwi company. Every day I get to be creative and use my skills in intercultural communication, project management, design, business development and corporate strategy."



BCom Major Management

Management is the art of getting things done through people. It is integral to all business; successful people end up managing and leading wherever they work.

Success in professions such as law, accountancy and other areas will lead individuals to the chance, first to manage themselves and other staff and ultimately the chance to manage a whole organisation. The people who make things happen in any area of life, are managers and leaders.

The study of management explores a diverse range of topics that provide students with a broad preparation for dealing with the dynamics of managing in complex organisations. Students will learn organisation-wide issues, such as competitive positioning, managing new technologies, shaping organisational cultures, and the skills needed by individual managers to plan, lead, organise and control these issues.

The introductory management programme is structured so students receive an introduction to planning and organising as well as the human elements of managing. Further courses consider management functions providing students with an introduction to human resource management, employment relations, operations and supply chain management, organisation theory, international management, and communication.

Students can choose to specialise in a subject area or take a generalist approach and select a variety of topics according to individual interest areas.

Career opportunities

Management majors can expect to develop a career in a range of fields. These may include:

- *Business Development*
- *Employment Relations*
- *Human Resource Management*
- *Industrial and Organisational Psychology*
- *International Management*
- *Organisational Communications.*
- *Operations Management*
- *Policy Analysis*
- *Strategic Management*
- *Training and Development*

What you need to study

For a Bachelor of Commerce (BCom) majoring in Management you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 105 Management and Organisations

200-LEVEL

MANT 250 Managing People

MANT 251 Management and Organisations

Plus one further 200-level MANT paper

300-LEVEL

MANT 350 Challenges in Management

Plus three further 300-level papers (excluding MANT 365 – Research Methodology)

Contact

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Shannon Hegan

Branch Manager - Owens Logistics

BCom, MBus

As a Branch Manager with Owens Logistics, part of the Mainfreight group, Shannon Hegan manages a 10,000m² dangerous goods storage and distribution warehouse in Otahuhu, Auckland. He's responsible for a team of 22, ensures on average 2500 freight movements occur each week, plus monitors the operation's financial performance.

Sounds like a tough job doesn't it? Well it is, but Shannon developed a range of skills and knowledge through his time at Otago, and during Mainfreight's excellent graduate recruitment programme that assist him on a daily basis.

"I never really considered going anywhere other than Otago for my degree. I wanted a qualification that was applicable to a variety of commercial settings, and gave me a strong analytical background whilst bridging the gap between theory and practice. My BCom and MBus majoring in management didn't disappoint."

He admits he was tested throughout his degrees, but particularly liked being involved with a real business as part of his MBus, helping him gain an appreciation of the many challenges businesses face.

As part of Mainfreight's graduate recruitment programme Shannon's first position was as a store man in Christchurch. After three months he was managing one of the company's marquee customers plus three team members. Seven months of hard graft later he got the call he'd been waiting for, offering him a role in the Supply Chain National Support Team in Auckland.

"At first I thought what sort of company would let a 23-year-old deal with major clients, seek out new business and even negotiate terms of engagement? Two months later I donned a shirt and tie

and walked into our Auckland facility to begin my new Business Development role."

Three and a half years since completing the graduate recruitment programme Shannon's position as Branch Manager is busy, yet working in a progressive company makes life exciting with many future career opportunities.



BCom Major

Marketing Management

Marketing Management looks at the world from the point of view of consumers. It is important to understand how to satisfy their needs and wants in a world full of an ever increasing variety of goods and services.

What do we mean by value? How does advertising work? Why do people buy things? Are customers always right? Are products different from services? What is a brand?

These are marketing questions and answering them helps us to understand, influence and better meet the needs of other people or organisations.

Marketing is essential to almost every industry and to every part of society. You'll learn transferable skills that will be useful to you wherever you go, for example, group work, communication, analysis, negotiation, management skills. Above all, Marketing is fun and relevant to everyday life.

Career opportunities

There are many career opportunities and graduates can start on approximately \$35-40,000 per annum, with experienced and successful marketers earning \$100,000 plus. Marketing Management is a broad-based discipline, so graduates are well-equipped to work in a huge variety of roles within organisations large and small across the private, public and not-for-profit sectors.

Many of our graduates begin their careers as part of a formal graduate training programme with such well-known companies as Nestlé, L'Oréal or Tip Top. Others choose to work for a smaller organisation offering equally stimulating career opportunities ranging from sales to advertising or market research to market analysis.

What you need to study

For a Bachelor of Commerce (BCom) majoring in Marketing Management you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

BSNS 102 Quantitative Analysis for Business

BSNS 103 Marketing and Consumption

MART 112 Marketing Management

200-LEVEL

MART 201 Integrated Marketing Communications

MART 202 Product and Brand Management

MART 203 Pricing and Distribution Management

300-LEVEL

MART 301 Strategic Marketing Management

MART 307 Marketing Research Methods

And two further 300-level MART papers

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Emma Wyeth

Assistant Brand Manager - Nestlé

BCom (Hons)

Emma Wyeth says the introduction to the core tenets of commerce she received while studying for her BCom(Hons) ensures she can apply a broad range of concepts in her role as Nestlé New Zealand Assistant Brand Manager (Beverages).

The Otago Business School's reputation as the best business school in New Zealand, combined with Otago's 'work hard, play hard' ethos and the ease of living in a city which embraces student culture made Otago the obvious choice for study.

Emma felt confident specialising in marketing after exposure to a wide range of commerce disciplines in the first year of her degree.

"I liked the breadth of options a BCom provides. Once you are out in the workplace, there are so many different paths it can take you down. I also liked the extensive options within a chosen major; within marketing alone there were a plethora of different papers that focussed on their own individual territory under the broader umbrella."

Emma's first job after graduation was working as a category assistant at Nestlé, a position that stemmed from a scholarship she received at the end of her third year of study. She has since moved into a marketing role as the Assistant Brand Manager on Nestlé's beverages portfolio, working on the MILO brand.

This involves a range of product marketing tasks, from media briefs to in-store activations, liaising with the sales team and sampling programmes.

Emma absolutely recommends studying Marketing at Otago.

"You meet a great group of people, get a great degree and get to experience the best student culture of any university in New Zealand! I think employers respect the fact that in addition to gaining your degree you also gain life experience when you study at Otago."



BCom Major Tourism

Studying tourism and hospitality unlocks a wide range of exciting and dynamic career opportunities in New Zealand and across the globe with insights from a range of disciplines. The BCom(Tour) provides students with the critical skills in the ever evolving global tourism industry.

The Bachelor of Commerce, Tourism option, goes beyond the realm of hospitality to focus on travel – theory, concepts, industry-related, applied, and scale – ranging from international, national, regional to local.

Tourism has a diverse subject base:

- *Destination management*
- *Ecotourism*
- *Sport*
- *Hospitality*
- *Events and Conventions*
- *Cultural and Heritage*
- *Product Development*

Our tourism papers are taught by an international staff, many with industry-related experience, promoting current thinking based on their own research.

Career opportunities

With a degree in Tourism, you can work in all fields of tourism, hospitality, entertainment and leisure. With tourism being one of the largest industries in the world, there is no shortage of places to work. The industry world-wide is a multibillion-dollar affair and therefore has a huge demand for people to keep it running.

Past graduates have become:

- *Marketing co-ordinators*
- *Events and meetings co-ordinators*
- *Economic Development officers*
- *Accommodation and restaurant/business managers*
- *Operation co-ordinators or managers*
- *Museum curators*
- *Staff in tourism organisations – e.g. Tourism New Zealand, Tourism Dunedin*
- *Staff in community employment groups*
- *Tour guides, operators*
- *Self-employed*
- *Researchers, academics, policy makers and planners*

What you need to study

Majoring in Tourism you must complete the following papers (and also meet BCom degree requirements including the completion of all BCom core BSNS papers):

100-LEVEL

TOUR 101 Introduction to Tourism

200-LEVEL

TOUR 217 Tourist Behaviour

TOUR 218 Tourism and Hospitality
Enterprise Management

TOUR 219 Destination Management

300-LEVEL

TOUR 309 Tourism Research Methods

And three further 300-level TOUR papers

Hospitality Minor

The hospitality sector combines the growth of the tourism industry with changing patterns of leisure consumption, creating one of New Zealand's fastest growing business sectors. It's about more than food, beverage and accommodation. Hospitality is first and foremost about people, designing and managing memorable experiences. This happens through the transfer of products, services and knowledge to both domestic and international customers.

Hospitality businesses involve down-to-earth things like business planning, managing people and marketing. The business examples you study will allow you to enhance your career opportunities on a local, regional, national and international level.

Hospitality is available as a minor subject. It may be of particular interest to Bachelor of Commerce students, as well as students from a variety of other disciplines including sociology, anthropology, geography and psychology.

A graduate with a minor in Hospitality will take with them critical skills developed whilst analysing the social and cultural aspects that underpin the host-guest relationship. These skills offer you the competitive advantage needed to reach your potential in this fast paced and exciting sector.

Contact

Email: tourism@otago.ac.nz

Web: www.otago.ac.nz/tourism

Tel: 03 479 8520

Jo Van der Linden

Sales Executive - Explore NZ

BCom, BTour (Hons)

Explore NZ sales executive Jo van der Linden says the University of Otago's Bachelor of Tourism* provided so many valuable academic insights and personal experiences she now has no trouble putting theory into practice.

With an image of herself as being a successful young professional, Jo knew an internationally recognised qualification was necessary, as were life and work experiences.

"All of this was met when I embraced what Otago and Dunedin had to offer. Those experiences will stay with me forever."

Jo, a former Blue Mountain College pupil, says studying tourism complemented her management studies, but the year which provided the most valuable insight into the industry came via the tourism honours programme.

She also balanced study with work in the hospitality and events industries, and involvement in netball. While honours commitments saw her scale back these extra curricula activities, the sacrifices and hard work paid off.

"Employers were very impressed with my qualifications and it was a significant contributor to my

success in securing roles. My work experience and practical knowledge [was] a major contributing factor also."

After graduation Jo worked as a Real Journeys crew member on overnight cruises in Doubtful Sound. Working in a variety of roles – from hostess to kayak guide – the objective was to enhance visitor experiences; she now describes interaction with tourists, and hands on work as invaluable in terms of "understanding products from an operator's viewpoint".

A commitment to comprehensive product knowledge remains a

core value in her current position as representative for Explore NZ's Auckland and Bay of Islands products to the Auckland agent market.

"Otago provided the foundation for my career. Embrace the University and Dunedin life as the memories, skills and knowledge you will acquire are a once in a lifetime experience!"

**Tourism is now a major in the BCom programme.*



Minor in Entrepreneurship

The minor in Entrepreneurship provides a focus of attention for undergraduate business students on the important topic of entrepreneurship, and adds a commercial element to non-vocational degrees in the Humanities and Sciences.

If you're inspired by, and respect people such as Sir Richard Branson, Bill Gates, Steve Jobs, Annah Stretton, Stephen Tindall, or Oprah Winfrey then it's likely you appreciate innovation, advances in technology, calculated risk taking, and that you enjoy pushing the boundaries of what might be considered normal business practice. If this sounds like you then you've probably got the entrepreneurial spirit that has sparked so many people into developing new products and services.

If you've got a business idea right now then check out the Audacious programme on page 42, and learn how Otago's Business School could help you launch your business idea into a commercial reality.

Minor Subject Requirements

Entrepreneurship as a minor subject for a Bachelor of Commerce (BCom), Bachelor of Arts (BA), Bachelor of Theology (BTheol), Bachelor of Science (BSc) or Bachelor of Applied Science (BAppSc) degree:

100-LEVEL

BSNS 107 Understanding Accounting

MART 112 Marketing Management

200-LEVEL

MART 205 Marketing the Professional Practice

or

MART 307 Marketing Research Methods

or

any other 200-level paper from Commerce Schedule C

300-LEVEL

MANT 303 Entrepreneurship

MANT 301 Managing Innovation and Growth

or

MART 306 Innovation and New Product Development

Note: Prerequisites for 200- and 300-level papers may be varied with approval from the Head of the Department of Marketing and the Professor of Entrepreneurship.



Māori Student Support



The University of Otago is dedicated to the advancement of education among Māori and has dedicated staff in most departments who act as department Māori Liaison staff. The University also has the well-established Māori Centre, which offers support services for all students of iwi descent. The Centre aims to encourage Māori to participate and succeed in tertiary education. The Centre offers support for academic, cultural and social needs from pre-enrolment through to graduation and operates from a kaupapa Māori base (Māori philosophy). The Māori Centre will also give you the opportunity to meet other Māori students and whanaunga studying at Otago.

The Business School has strong links to the University's Māori Centre and are able to pay special attention to Māori students studying business through the services offered by our Kaiārahi and Kaiāwhina Māori (Māori student support officers). Their role is to make your time in the Business School as productive and successful as possible.

Our staff can help you with any questions you may have regarding your academic studies or any other support you may need. They can also provide information about on-campus services available to students. This information includes:

- *Scholarships/Grants*
- *Mentoring support*
- *Student support groups*
- *Welfare Advice*
- *Iwi/ Community networks*
- *Divisional support*
- *Peer study groups*
- *Supplementary tutorials*
- *Study skills and exam preparation classes.*

Each department within the Business School has dedicated Māori liaison staff, so if you have questions, need help, or want to meet other Māori business students, help is never far away.

In our teaching and research we are committed to developing a pro-active, co-ordinated approach to growing Māori and Indigenous economies through a mix of relationship building, growing context aware students, curriculum development and seeking and realising research opportunities.

Terere Aoake

Marketing Co-ordinator - Te Puia

BCom

Te Puia New Zealand Māori Arts and Crafts Institute marketing co-ordinator Terere Aoake says a highly supportive learning environment that embraced various cultures not only made studying Marketing at Otago enjoyable, it also afforded numerous opportunities for personal and professional growth.

“Otago allowed me to meet people from all over the world through varied classes, clubs and groups.”

In addition to playing touch rugby and playing and coaching netball Terere was part of Te Tai Tuara (The Commerce Māori Student Group) which enabled her to meet Māori students with similar goals.

There were many opportunities for students to meet with tutors and lecturers to discuss lecture topics, providing a more in-depth understanding of the material covered. The Māori Centre also offered extra tutorials when needed. “If I ever needed one-on-one support, they were always willing to find someone to help me.”

Through the Business School's Kaiawhina Māori Terere was able to attend the 2010 Māori Business Symposium in Queenstown. Māori business men and women from around the country attended the symposium, which provided both inspiration and a great opportunity to network and view first-hand how many successful Māori have reached their goals in the business world.

Terere believes her Otago qualification was viewed very favourably by potential employers: “I was offered a contract after only my second interview!”

“My first job out of university is as the marketing co-ordinator for Te Puia New Zealand Māori Arts and Crafts Institute. I am based in Rotorua and work at one of the largest tourist attractions in New Zealand. I deal with advertising contracts and I work with the designers as well as the advertising agency. I get to work closely with media groups and also with people on different marketing, digital and communication strategies.

“Otago offers the best education, social and life experiences.”



Pacific Islands Student Support



The Business School extends a warm Pacific greeting to all Pacific Islands students considering tertiary education at the University of Otago. We know we can offer you the skills, education, and experiences to assist you launch your business career. Whether you decide to return home after graduation, remain in New Zealand, or travel further afield, your time at Otago coupled with your Pacific insights place you well to conduct business in an ever growing global market place.

Pacific Island Academic Mentoring Programme

- *Do you identify with the Pacific Islands outside of New Zealand?*
- *Do you plan to study at the Business School?*
- *Need some help with your studies?*
- *Need advice on scholarships and grants?*
- *What about extra tutorials or study skills?*

The Pacific Islands Academic Mentoring Programme has been established to assist you as a Pacific Islands student with your academic problems. Our team of mentors are experts in their fields and can offer academic assistance to help Pacific Islands students successfully complete their degree.

Academic Mentors work closely with the Pacific Islands Centre and the Pacific Islands Mentoring Programmes in other divisions. Together we hold several events throughout the year aimed at enhancing students' study experience at Otago.

Pacific Islands Centre

The Pacific Islands Centre has dedicated staff that cater specifically for the needs of Pacific Islands students. Their job is to assist you in your pursuit of knowledge, and to make sure your time at Otago is a smooth and an enjoyable journey.

Throughout the year the Centre offers students many academic and social opportunities to interact with other Pacific Islands students, network with community leaders and have a home away from home.

The University's motto is "Sapere Aude", which in English translates to "Dare to be wise" and it's a true reflection of what Otago is all about. The Pacific Islands Centre provides all the means to enable you to dare yourself to be wise!

The staff and students at the Centre will welcome you as family and will make sure you return to your family with 'mission accomplished'.

‘Ema Latu

Business Support Officer - Dunedin City Council

BCom

‘Ema Latu expected a top-class education at the University of Otago but says she was pleasantly surprised to also find a support network that made the institution a “home away from home”.

‘Ema, who moved to Dunedin from Tonga during her high school years, says while Otago’s reputation was a major attraction, family members had also recommended study there – her grandfather was a student in the late 1940s, her mother graduated in the 1970s, and her brother was a recent student.

A highlight of study was involvement with the Pacific Islands Centre.

“They were incredibly welcoming with frequent social activities and academic mentoring in small groups of students. The Centre provided academic guidance and support. There were barbecues and Kiriketi matches and on the morning of graduation the Centre put on a Pacific Islands breakfast. There was a real sense of community.”

During her studies, ‘Ema was involved in events organised by the Centre, speaking at high schools to encourage Pacific Island pupils to consider tertiary study. She was also a member of the University’s Student Commerce Society (OCOM).

The International Business major offered the opportunity to pursue an interest in the study of language and culture in addition to Commerce papers – the ability to participate in a student exchange was also appealing.

Since graduating, ‘Ema has worked as a research assistant for the Department of Management and in a frontline support role at GBL Personnel Ltd, Wellington. More recently ‘Ema has worked as a Business Support Officer for the Dunedin City Council, before travelling to Indonesia.

“Although the initial reality of being away from family can be daunting, the Pacific Islands Centre at Otago really is incredibly supportive. On top of all that you get a top education from a world-renowned University, it’s a once in a lifetime opportunity.”



Bachelor of Applied Science

BAppSc



The University of Otago's Applied Science programme provides graduates with in-depth knowledge, information literacy and interdisciplinary perspective, skilled in the knowledge and application of scientific principles (e.g. observation, abstraction, logic, hypothesis, experimentation and peer critique), for the benefit of people and economies of New Zealand and the World.

The Applied Science programme represents a powerful integration of academic excellence from a range of disciplines at undergraduate and postgraduate level. The subject majors give students the ideal mix of skills for the expanding science and technology sectors. It is possible to include business papers with all BAppSc majors listed below:

- *Applied Geology*
- *Aquaculture and Fisheries*
- *Clothing and Textile Sciences*
- *Computational Modelling*
- *Consumer Food Science*
- *Design for Technology*
- *Energy Management*
- *Environmental Management*
- *Food Innovation*
- *Geographic Information Systems*
- *Molecular Biotechnology*
- *Software Engineering*
- *Sport and Exercise Nutrition*
- *Sports Technology*
- *Telecommunications*

“The unique combination of broad academic excellence, leading-edge technology, and relevance to the market-place, makes applied science graduates highly employable.” - Dr Max Shepherd, Executive Director of Zenith Technology Corporation and Member of the National Biotechnology Taskforce.

Contact

Email: appsci@otago.ac.nz

Web: www.otago.ac.nz/appsc

Student Exchange Programme

Export yourself to a new country with the University of Otago's student exchange programme!



The Business School places undergraduate and postgraduate students with around 50 similar schools in more than 30 countries throughout Asia, America, and Europe. It's a golden opportunity to step out of your comfort zone, experience new places, make new friends, and have something exceptional on your CV to impress employers.

You can spend one or two semesters at an overseas partner university and credit your work to your Otago degree – while only paying Otago fees. If you plan on being away for two semesters it is possible to spend time at two different universities. While abroad you remain eligible for your student loan or allowance. As an exchange student you'll also receive a travel grant from the Exchange Office. The amount varies but it is currently \$1100.

Language is NOT a barrier. There are many places in English-speaking countries but most non-English speaking universities offer loads of papers taught in English. Local language skills are not required for your study, although it's always good to brush up on the basics wherever you go. If you do have knowledge of a second (or third) language, there are even more options open to you. Taking papers in French, Spanish, or German might be just the challenge you need.

You also have a chance to take papers that Otago doesn't teach – such as Management of Fashion and Design Companies at Luigi Bocconi, Milan, Italy.

At the end of your travels you'll need to report back to Otago to help other students prepare for their exchanges. Before you go, make sure you check out previous student reports at the University's Exchange Office. They could help you decide where to go – because if you have completed at least one semester at the University of Otago with a B average then you have already met the minimum requirements for the Exchange Programme.

Application process

There are two application rounds each year, and students are required to complete an application form and statement of purpose, provide a character reference, and attend a short interview. For the most up-to-date overview of the application and selection process, or to download the application forms visit http://www.otago.ac.nz/study/student_exchange

Business School scholarships

Additional financial assistance may be available through the Business School. Each year the School offers the Westpac Travelling Scholarship specifically for students participating on the exchange programme. The scholarship is promoted throughout the year, with applications being received twice yearly – 15 March and 22 July. If successful you could be awarded up to \$3,000. Each year many students benefit from these scholarships helping to make their exchange dreams a reality.

Business School approved exchange partners

Otago's Business School is the only New Zealand member of Partners in International Management (PIM), a consortium of leading international business schools representing the highest degree of excellence in their fields. Most of the exchange schools are also PIM members, keen to develop international cooperation. Visit our website for a list of countries and schools you could go to. www.otago.ac.nz/business

Undergraduate Internship Programme



The global employment market is becoming increasingly competitive. Otago's Business School recognises this fact and offers business students who have completed their 200-level BCom requirements (second year papers) the opportunity to participate on the Undergraduate Internship Programme.

What is an internship?

Internships offer you a period of practical experience in an industry related to your field of study. This experience is valuable as a means of allowing you to experience how your studies are applied in the "real world", and as work experience that can be highly attractive to potential employers.

Internships give you the ability to test yourself in the workforce, integrate theory and practice, make a more informed career choice, tailor your BCom specifically to your future goals, create a network of contacts, and stand out from the crowd in the international marketplace for the very best jobs.

Why do an internship?

Participation on the internship programme will ultimately better prepare you to enter the workforce after you graduate. You'll improve your interview and application skills, identify your strengths and weaknesses, refine your interest in your study area, and make industry contacts.

Employers look for graduates who not only achieve well academically and have good social skills, but those with meaningful work experience. Having a part-time job during high school or while at University is a good start, but getting work experience relevant to your chosen career is more difficult. The Business School can provide you with both an internationally recognised business degree and meaningful paid work experience through the Internship Programme.

So often we hear it's 'who you know' – an internship is your opportunity to meet successful industry professionals, learn from them, network, and keep in touch with them long after your internship ends.

Duration of internship

Internships run through the Business School usually last between six – 15 months. A standard BCom usually takes three years to complete. If you choose to complete a 12 month internship your BCom will therefore take four years to complete. Students complete a pre-placement training programme. As part of this pre-placement programme you'll enhance your CV and cover letter writing skills, practice interview techniques, as well as gain valuable insight into professional skills and attitudes.

Gain credit towards your BCom

During your internship you will complete one 18-point 300-level distance learning paper related to your internship experience. This helps reinforce your learning and also potentially lightens your workload when you return to campus to complete your BCom. You'll have access to a mentor at your place of employment as well as an Academic Mentor and the Internship Coordinator back on-campus. There's always someone to answer your questions or seek advice from.

Business Case Competition



The Business School has a proud history of success at national and international business case competitions. In 2009 and 2011 Otago were crowned National Case Champions, and every year Otago consistently pushes teams for the top spot at international events against teams from leading business schools.

Case competitions give you the opportunity to apply what you learn in the classroom to practical, real-life business problems. In doing so, you maximise your learning potential and better prepare yourselves for the workforce.

Otago case competition alumni have fond memories of their time at Otago and many now work in leading New Zealand and international firms including Forsyth Barr, PricewaterhouseCoopers, Deloitte, Deutsche Bank, Russell McVeagh, Fonterra, Chapman Tripp and Goldman Sachs.

What is a business case competition?

Essentially a business case competition is an event where teams of four students are given a real business problem to solve in just four hours - it may be a company which needs help launching a product, a company on the verge of liquidation, or a company which has international connections but hasn't reached its full global potential.

Once the team has devised a strategy for the future direction of the organisation they have 10 minutes to present their strategy to a panel of industry and academic judges who then quiz the team for a further 10 minutes on the pros and cons of their proposal.

Teams are expected to show a range of skills and capabilities in their presentations, covering a range of different disciplines such as finance and accounting, management, and marketing.

The best strategy wins the competition!

Why participate in Business Case Competitions?

- *Opportunities for travel: Each year the Business School sends teams to national and international competitions.*
- *Recruitment opportunities: Employers love case competition students because it shows you are prepared to incorporate the practical realities of business into your academic life. Many former case students have gone on to high profile careers.*
- *Increased knowledge and enhanced skills: Your public speaking skills, analytical abilities, knowledge of the world, and confidence in pressure situations will improve markedly. Learning about other disciplines within a company is priceless.*
- *Network with employers: Judges often come from some of New Zealand's leading companies, universities, and financial institutions.*
- *Variety: Cases are always different and keep you interested in the competition and your studies. They help develop your understanding of issues facing different business sectors and expand your general knowledge and business acumen.*

Please see www.caseclub.co.nz for more information.

Audacious

If you've got an idea that you think could make you a little extra cash, or perhaps you have ambitions of world domination - going head to head with the likes of Richard Branson, or Bill Gates, then the Audacious programme at Otago can help kick-start your business dreams.



Audacious supports student entrepreneurs in their efforts to start and run their own businesses. It's designed to inspire young entrepreneurs to explore their business ideas, gain valuable business insight from local experts, and kick-start future businesses.

Audacious essentially consists of three aspects, a business challenge, a Business Coach, and an entrepreneurs lounge.

NBR Online Audacious Student Entrepreneurs Challenge.

An exciting aspect of Audacious is the student challenge sponsored by the National Business Review (NBR). The challenge provides budding entrepreneurs with the opportunity to compete for financial support from a \$60,000 prize pool. Free seminars are held throughout the year providing practical support on topics such as business planning, law, website development and finance. These provide a useful background when working on your entry.

The challenge is split into two sections. The first requires you to provide a basic two-page overview to your business idea. The top 40 ideas receive \$500.

If your idea wins a prize then you'll be asked to enter the second part of challenge where you'll develop your idea further into a comprehensive business plan, plus make a 55-second "elevator pitch" to tout your idea to the judging panel (as if you'd just met a potential investor in the elevator).

The winning entry receives around \$25,000 in cash and prizes towards fully commercialising their idea. Category prizes of cash and professional assistance are also up for grabs.

Previous winning entries have included, Medikidz, Language Perfect, Home In, and Creative Hype! You could be next!

Business Coach

The Audacious Business Coach supports you if you want to start a business, as well as providing assistance if you already have a business up and running. The service is free to all students at the University of Otago regardless of whether you enter the entrepreneurs challenge. The service is confidential and can provide information or leads to help you develop your business or idea.

Student Lounge

The student lounge is a dedicated area in the Commerce Building for entrepreneurially minded students where you can go to meet with the Business Coach, meet with potential investors, go to for quiet time to develop your idea or work on your challenge entry, or to use the computer and business resources. Adjacent to the lounge is a small boardroom if you require a professional group meeting environment.

Building on your BCom

There is a whole range of postgraduate programmes for BCom graduates from Otago and other institutions, both in research and practical applications. There are also many opportunities for those already in the workforce to enhance their career prospects with further study at the Business School.

Here's a look at the academic approach. If you're considering returning to University for professional advancement, read on to Moving up in the world on page 45.

Postgraduate programmes

Your BCom could open up a whole new world of study at the Business School. You can take honours, diplomas for graduates, postgraduate diplomas, master's, and doctorates. Here's what they mean.

Honours

From 2013 the Bachelor of Commerce with Honours (BCom (Hons)) programme will require you to complete one year of postgraduate study. It is a full-year, full-time course, consisting of 400-level papers and a dissertation (approximately 15,000 words). If you wish to complete a BCom (Hons) degree you are required to firstly complete a three-year BCom, and then complete the one year postgraduate honours degree. Honours is an excellent stepping stone into other research based postgraduate degrees.

Admission to the programme is subject to majoring in the subject or subjects of study proposed with an average grade of at least B+ for the best four 300-level papers in the proposed subject of study.

Postgraduate diplomas

You need to have an undergraduate major in the area you want to do your Post-Graduate Diploma in Commerce (PGDipCom). You also need to meet certain entrance criteria including a B or B+ average in your 300-level papers (this varies from department to department).

The PGDipCom can be completed full-time over one year or part-time over a maximum of three years. It is similar to honours but doesn't require a dissertation.

It may be awarded with distinction (80–100%) or credit (70–79%).

Another diploma option is the Postgraduate Diploma in Health Informatics (PGDipHealInf). This diploma is intended for health care professionals who may want to focus on clinical care delivery, management, education, quality assurance, information systems, or research.

Master's Programmes

The Business School offers a range of different master's programmes – Master of Business (MBus), Master of Commerce (MCom), Master of Entrepreneurship (MEntr), and Master of Tourism (MTour).

In simple terms, the MBus tends towards practical applications, the MCom is more about pure research, the MEntr suits the entrepreneurially minded, and the MTour is specifically focused on tourism issues.

Master of Business (MBus)

If you are looking to impress prospective employers, and you are a pretty good student, then the MBus is a good choice. Applied research skills are becoming essential attributes for an employee.

Special requirements:

Research Topic (590) and Project Report (591)

These vary from department to department but are each about 10,000–12,000 words, and should be finished over one semester (on completion of the 400-level paper requirements).

Master of Commerce (MCom)

The MCom leads naturally to PhD study so if you thrive on research — perhaps you could become a lecturer or professor — then this is for you.

The MCom is solely assessed by written thesis. This can be completed full-time or part-time (minimum one year of enrolment but must be completed within four years of admission to the programme).

Master of Entrepreneurship (MEntr)

This qualification is for budding entrepreneurs with ideas to develop. The 15-month programme for recent graduates and professionals is taught in intensive three-day modules every six weeks in Dunedin. Participants also complete a five-month practical project based on their new ventures.

Master of Tourism (MTour)

If tourism is your forte the MTour is your next step after your BCom. The MTour is an interdisciplinary programme that examines the phenomena of tourism, leisure, sport, recreation, events, and hospitality from social, commercial, and environmental perspectives both within New Zealand and across the globe. This programme is a combination of taught papers and concludes with the completion of a research project.



Doctor of Philosophy

Have you always wanted to be called Dr? Do you love getting your teeth into a big research project? Are you considering an academic career? Do you want to climb to the top of the business world?

A PhD is a piece of significant independent research, which is more rigorous and demanding than the MCom. It can be completed full-time over three or four years, or part-time over no more than six years.

Diploma for Graduates

The Diploma for Graduates (DipGrad) is neither undergraduate nor postgraduate – this is a graduate level course. It can be used to obtain a second major or as a bridging course to get into postgraduate courses. You may have done your undergraduate degree in perhaps a Science area, but want to change focus and do some studies in the Business area to improve your marketability. The DipGrad might give you all you require or it might just be a stepping-stone to get into the PGDipCom.

It can be done full-time over one year or part-time over several years. The minimum requirements are 120 points of which 72 points must be at 300-level.

Endorsements

The Diploma may be endorsed in any of the subjects available as majors in the BCom. If you have an interest in sports and business then a specialist Sports Business DipGrad endorsement is also available.

Postgraduate Certificate

The Business School offers the Postgraduate Certificate in Technology and Entrepreneurship (PGCertTE) that provides an introduction to technology-based businesses, the processes involved in commercialising science and technology, innovation management and the ways in which knowledge can be applied to drive innovation. This certificate complements undergraduate courses in Science, Applied Science or Commerce and will also be beneficial for PhD graduates from the Sciences or Health Sciences. The PGCertTE can be completed full-time over six months or part time over two years.

Other information

Check with the postgraduate coordinator in your department for details if the following points apply to you.

Some departments may have specific paper requirements that need to be completed prior to postgraduate study.

Most subject areas require 400-level papers to be done at Otago (or on an international student exchange if that is an option), although your research may be able to be completed elsewhere.

It may be possible to upgrade between qualifications (e.g. MBus to MCom or MCom to PhD).

Moving up in the world

The Business School offers a wide range of advanced qualifications for people who may already be working and want to increase their professional knowledge – and their career prospects.

Programmes range from three to five-day intensive courses to full-time on-campus study. Whether you're a graduate or have considerable work experience, you can choose a qualification that suits your situation.

Postgraduate Certificate in Executive Management (PGCertEM)

This part-time executive education programme suits middle and senior managers who have specific skills but would like to broaden their knowledge and advance up the ladder. Otago offers a suite of courses – you must complete four, each one run as part of a week-long residential programme.

Postgraduate Diploma in Executive Management (PGDipEM)

This builds on the PGCertEM and allows you to select the areas you want to develop. There are six papers - four PGCertEM courses plus two additional executive education courses – and a business management project.

Otago MBA

Otago's Master of Business Administration (Otago MBA) is an internationally recognised, general management degree. Graduates with three or more years work experience do an MBA to take their career to the next level and maximise their earning potential. Our MBA is characterised by its small classes of high achievers who come from all over the world to undertake MBA study at Otago.

The Otago MBA consists of two phases. Phase One involves intensive study in all areas of business management on campus for nine months. This includes a business mentor for every student, a career development programme, leadership development and culminates with a real group consultancy project, called the Live Case Study. In Phase Two, students receive the option of an International Exchange or specialisation in a particular area of management that interests them. The final capstone of the Otago MBA is a major in-company consultancy project which can be undertaken anywhere in the world.

For more information visit www.otago.ac.nz/mba

Entrance Requirements

To enrol at a New Zealand university you must meet minimum university entrance requirements:

- be at least 16 years old by 31 December of the year before you begin your study, and
- have qualified for entrance, and
- meet language requirements.

For more information see www.otago.ac.nz/study/entrance/

In order to be considered for entrance to the University of Otago you must gain university entrance by one of the following methods:

Admission with NZ Secondary School Entrance Qualifications

- NCEA Level 3
- Bursary or Scholarship Examination or Unit Standards
- University of Cambridge International Examinations (CIE)
- International Baccalaureate (IB)

Admission with Overseas Secondary School Qualifications

- Australian secondary school ranking
- A levels: CIE or Edexcel
- International Baccalaureate (IB) taken overseas
- other overseas qualifications

Obtaining one of the university entrance qualifications above allows you to be considered for a place at university. As part of this consideration, to be selected you may also need to meet particular academic thresholds and other requirements that are in place for particular universities and/or qualifications.

It is important to be aware that these requirements are not necessarily the same for all qualifications and may differ between universities.

Admission with Tertiary Qualifications or Study

- *admission ad eundem statum with Credit*
- *admission ad eundem statum at Graduate Level*

Admission from Foundation Studies

Alternative Methods of Admission

- *Discretionary Entrance*
- *Special Admission*
- *New Zealanders who have completed Year 13 of secondary school overseas*

Admission to Otago

Depending on the qualification in which enrolment is being sought, first-year undergraduates (and those transferring to Otago from other universities) are considered via either the University's general Entry Pathways system, or by selection criteria specific to a particular qualification.

The Otago System

An overview of the Otago selection system is provided below. Full details can be obtained by contacting one of the University's liaison team, or online at www.otago.ac.nz/study/enrolment/entrypathways.html

Admission via Entry Pathways

The Entry Pathways System

The University of Otago is committed to maintaining its very high academic standards and the quality of service it provides to students. In order to achieve this, the University needs to manage the number of undergraduate enrolments it accepts.

A university entrance qualification is essential for admission to the University. However, not all students with a university entrance qualification will necessarily be admitted (see Entry Pathways information at www.otago.ac.nz/study/enrolment/entrypathways.html).

The programmes subject to the Entry Pathways system are:

- *Bachelor of Arts (BA)*
- *Bachelor of Applied Science (BAppSc)*
- *Bachelor of Biomedical Sciences (BBiomedSc)*
- *Bachelor of Commerce (BCom)*
- *Bachelor of Music (MusB)*
- *Bachelor of Science (BSc)*
- *Bachelor of Laws (LLB) (the open-entry first year only)*
- *Health Sciences First Year*
- *other first-year or intermediate courses*
- *Certificate of Proficiency (COP) for undergraduate papers*
- *Diploma in Language (DipLang) and Diploma in Language and Culture (DipLangC)*

The number of enrolments accepted across these programmes is limited, and students are selected primarily on the basis of academic merit.

The selection process will also include an enhanced admission system for Māori and Pacific applicants. Enhanced admission may also apply to applicants who have a disability.

There are two pathways for admission to these programmes for new domestic undergraduate students and certain students who have enrolled at Otago previously:

- Preferential Entry
- Competitive Entry

The majority of students admitted to Otago will be able to achieve entry via the Preferential Entry pathway. As long as enrolment patterns remain similar to previous years, a reasonable number of places will also be available via the Competitive Entry pathway.



Preferential Entry

Preferential Entry guarantees high-calibre students a place at Otago (subject to gaining a university entrance qualification and fulfilling minimum age and language requirements. For more information go to www.otago.ac.nz/study/entrance/)

You will qualify for Preferential Entry if you fulfil at least one of the following criteria:

- *have achieved NCEA Level 2 awarded with merit or excellence at the end of Year 12*
- *have achieved an entry score of at least 140 points for NCEA Level 3 (see table on page 49)*
- *have achieved the International Baccalaureate Diploma with at least 26 points*
- *have achieved an entry score of at least 140 points for the Cambridge International Examinations (see www.otago.ac.nz/study/entrance/otago012391.html#cie)*
- *have achieved an Australian ATAR rank of 80 or above, or an OP rank of 10 or below*
- *have accepted a place in a residential college owned by or affiliated to the University of Otago*
- *have accepted a University of Otago undergraduate scholarship*
- *are a recommending Otago student, or a student transferring from another New Zealand university, with a GPA of 4 (B-) or more for your most recent university study (only your results from your most recent equivalent two years of full-time enrolment will be considered)*
- *are a Māori applicant, or a Pacific applicant of Polynesian or Melanesian descent, who holds or is studying towards a New Zealand university entrance qualification*

- *are a recommending Otago student or a student transferring from a New Zealand Polytechnic with a GPA of 5.0 (B average) for study for qualifications at Level 5 or above*
- *have achieved an approved standard in other recognised qualifications or study.*

In addition, you need to have registered with the University by:

10 December (for study commencing in the Summer School or first semester)

15 June (for study commencing in the second semester).

Preferential entry automatically converts to a guaranteed place at Otago when you also meet university entrance requirements (including minimum age and language requirements). Many who do not have Preferential Entry when they first register may qualify later when their examination results become available or they accept a place in a residential college.

Some students may hold a university entrance qualification and meet one of the Preferential Entry criteria at the time of registration. For such students a place at Otago is immediately guaranteed.

Students with university passes will be considered on the basis of their university GPA rather than their secondary school results other than in exceptional circumstances.

Competitive Entry

Students who do not gain Preferential Entry and are applying to a capped programme will be placed on the Competitive Entry pathway and will be offered places in order of priority, subject to the availability of places in their nominated programmes.

If you are a Competitive Entry student, you will be assessed and ranked according to your academic performance and other relevant criteria. It is expected that many of the students who are initially placed on the Competitive Entry pathway will subsequently meet the criteria for Preferential Entry. Such students will be automatically transferred to the Preferential Entry pathway.

In every student's case, admission will be subject to meeting university entrance and minimum age and language requirements.

The system does not apply to postgraduate students, new international students, or students who have accepted places in programmes for the following degrees which have their own selective entry regulations: Bachelor of Teaching, Education Studies, Theology, Physical Education, Dental Technology, Oral Health, Radiation Therapy.

Selective Entry Qualifications

Students applying for the selective-entry qualifications of Diploma for Graduates, Bachelor of Physical Education, Bachelor of Oral Health, Bachelor of Dental Technology, Bachelor of Radiation Therapy, Bachelor of Theology and any of our Teaching degrees (Primary and Early Childhood Education) will be considered for admission according to specific criteria for each programme and, if selected, must also meet university entrance requirements (including minimum age and language requirements) as outlined on page 46. There is an audition for Performance Music. Refer to the listings for each of these degrees in the Subject Guide later in this *Prospectus*.



Admission Requirements for Students who have Previously Enrolled at the University of Otago

Students who have been enrolled at the University of Otago previously will be considered for re-enrolment in two categories: returning and recommencing. For more information, please visit: www.otago.ac.nz/study/enrolment/entrypathways.html

An Example of an Entry Score for an NCEA Level 3 Student

An entry score will be calculated by awarding points as follows:

Excellence 4 points; Merit 3 points; Achieved 2 points

APPROVED SUBJECT <i>(best 24 credits per subject)</i>	EXCELLENCE CREDITS	MERIT CREDITS	ACHIEVED CREDITS
English	3	4	9
Physics	3	-	12
Biology	-	3	18
Chemistry	-	-	16
Statistics and Modelling	2	3	10
Subtotals	8	10	65
Best 80 credits	8	10	62
Calculate points	32 pts (8x4)	30 pts (10x3)	124 pts (62x2)

Entry score 186

Note: Excellence and Merit credits are counted first, then Achieved credits as required to a maximum of 80 credits.

In this example, only 62 of the Achieved credits may be counted.

To calculate your NCEA entry score please go to: www.otago.ac.nz/study/enrolment/otago013543.html

While all reasonable efforts have been made to ensure that the information contained herein is correct at the time of going to press, matters covered by this publication are subject to change. The University reserves the right to introduce changes (including addition, withdrawal or restructuring of papers and programmes) as it may judge to be necessary or desirable, and to establish limitations on enrolment where necessary to restrict student numbers. Places for students in second semester may be further limited due to availability.

Scholarships



The University's major scholarships for students attending the University for the first time are listed below. Full details and application forms are available at www.otago.ac.nz/study/scholarships or by calling 0800 80 80 98.

The University also maintains a searchable database of all currently available scholarships, including additional scholarships for study in particular disciplines or for particular groups of students, at www.otago.ac.nz/study/scholarships/database

University of Otago Dux Scholarship

(up to \$5,000 towards first-year tuition fees or accommodation)

The Dux of every secondary school in New Zealand is eligible for this scholarship. The scholarship is payable towards the costs of a residential college or tuition fees for the first year of study at the University of Otago.

Alumni Annual Appeal Scholarship

(first-year fees rebate)

Alumni and friends of the University of Otago have gifted funds to provide scholarships for students attending the University. Applications close 1 September.

University of Otago Māori and Pacific Islands Entrance Scholarship

(up to \$10,000 towards first-year tuition fees and/or accommodation)

Established by the University of Otago to celebrate academic excellence and cultural diversity, these scholarships are intended to encourage the progression of Māori and Pacific Islands students into tertiary study. Applications close 1 September.

University of Otago Performance Scholarship

(up to \$5,000 towards first-year tuition fees or accommodation)

Established to support academically able students who have demonstrated potential to perform at an elite level in sport, culture, music or the arts. Applications close 1 September.

Leaders of Tomorrow Scholarship

(up to \$5,000 towards first-year tuition fees or accommodation)

For students who have demonstrated all-round ability and who exhibit leadership potential to attend the University of Otago. Applications close 1 September.

Young Enterprise Scholarship

(up to \$500 towards BCom tuition fees)

For high school students from within Otago and Southland whose Young Enterprise Scheme (YES) company wins the annual Otago or Southland regional final.

Useful Terms Explained

Audacious

Audacious is a support service for students who wish to develop their own business while they are students at the University of Otago. Audacious consists of a Business Coach Service, Entrepreneurial Business Challenge, and Student Lounge.

Business Case Competition

A business case competition is an event where teams of four students are given a real business problem to solve. They then present their solution to a panel of judges. Case Competitions tests a team's ability to consider many business and non-business disciplines.

Degree

A degree is the qualification that most students complete while at University. If you are completing your first business qualification then you will complete a Bachelor of Commerce degree (BCom). The BCom is an undergraduate degree that usually takes three years to complete when studied full-time.

More advanced business qualifications are referred to as postgraduate degrees. Essentially this means you will need to have already graduated with a BCom degree before undertaking advanced study – hence postgraduate.

Double Degree

A programme of study leading towards completing two degrees, e.g. a BA and BCom. Two full-time three-year degrees would normally take a total of six years if you studied them consecutively. By studying the two degrees as a double degree you can cross-credit points and complete both of them in four and a half or five years (full-time).

Double Major

Two subjects chosen as main areas of study in the same degree. Choosing two specialty areas instead of one does not increase the amount of time it will take to complete the degree. Eg: You complete a BCom and you major in Accounting and also Finance.

Internship

An internship is a period of practical work experience in an industry related to your field of study.

Honours

The honours programme is a one year degree for students who excelled in their Bachelor of Commerce. The BCom(Hons) is a more specialised degree than the bachelor's degree, usually involving more papers in the major subject and a research report or dissertation (completed at 400-level).

Major

A subject chosen as the main area of study for your bachelor's degree (i.e. your chosen area of specialty such as Accounting). A major is studied up to 300-level.

Minor

A selection of papers in a particular subject area (normally involving approved papers studied at 200- and 300-level). You complete less papers in this subject when compared to those who are majoring in it, yet it can be acknowledged on your academic record in addition to your major.

Papers

The building blocks of your degree are called papers. A paper is a fixed course of work in certain aspects of a subject at a particular level. The first courses you take are called 100-level papers, for example, BSNS 107 – Understanding Accounting. You then move on to 200-level and 300-level papers. You will generally study seven papers a year (three to four papers a semester).

Paper Code

Each University paper is identified by its subject code, a three-digit number and a subject name. For example, there is a first-level Tourism paper called TOUR 101 Principles and Business of Tourism Management. This paper is referred to as TOUR 101. Second-level papers are numbered in the 200s (e.g. TOUR 211, TOUR 212 etc.) and third-level papers in the 300s.

Points

Each paper is worth a number of points, and these contribute to the total required for a qualification. A semester paper is usually worth 18 points. You need a total of 360 points to complete a BCom. As an approximate guide, you can expect to spend about six hours a week working for each 18-point full year paper, or 12 hours a week for each 18-point single semester paper. These hours are made up of a combination of lectures, tutorials, laboratories, assignments, and reading.

Postgraduate Degree

A course undertaken by a student who has already completed a bachelor's degree. It normally comprises papers or other work at 400-level or above.

Prerequisites and Corequisites

A prerequisite is a paper you must complete before commencing a particular paper. Most papers beyond 100-level have prerequisites. If you have not completed a prerequisite for a paper, you are not normally permitted to enrol in that paper. Some papers have corequisites. If you have not already passed a corequisite, you must take it at the same time as your other paper.

Semester

The term of study. The academic year is divided into two teaching periods called the first and second semesters. Semester One runs from February to June. Semester Two runs from July to November.

Summer School

A programme run by the University of Otago between January and February. Students can take papers to make up for things they've missed, or to reduce the time it takes to complete their degrees. Each 18-point paper is condensed into a six-week programme.

Undergraduate Degree

Your first degree. It usually involves a minimum of three years' full-time study (360 points from 100-, 200- and 300-level papers).



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