



Business (Accounting, Marketing & Management) Degree & Graduate Diplomas

Faculty of Business Programme Enrolment Guide 2012 Course of study and programme specific completion requirements

This guide provides you with specific programme information and course summaries for the programmes offered in Business (Accounting, Marketing & Management). Prior to selecting your courses and occurrences, please ensure that you work with both this enrolment guide (EG3) and the latest version of the timetable (T3, T4 & T5). Some courses have prescribed texts. It is your responsibility to check these using a textbook and course materials list (TB). These documents are available online <http://www.manukau.ac.nz/departments/business/enrolment-documents>.

PROGRAMMES OFFERED:

For all programmes below please work with EG3 and T3, T4 & T5

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If you require information about the progress of your enrolment contact:

Christine Walker Programme Administrator 968 7739 degrees.business@manukau.ac.nz

If you require help planning your course of study:

Pawan Pathela Programme Co-ordinator 968 7210 degrees.business@manukau.ac.nz

BACHELOR OF BUSINESS, GRADUATE DIPLOMA IN PROF. ACCTG, DIPLOMA IN PROF. ACCTG & GRADUATE DIPLOMA IN HRM
Colleen Fisher Programme Leader 968 8000 ex 7426 colleen.fisher@manukau.ac.nz
GRADUATE DIPLOMA IN MARKETING
Arjan van der Boon Programme Leader 968 8000 ex 7486 arjan.vanderboon@manukau.ac.nz

Some programmes require you to refer to this information during the academic year. We recommend that you file this document for safe keeping.

FACULTY OF BUSINESS

Manukau Institute of Technology
NO 110 North Campus, Gate 13 Alexander Cres, Otara, Manukau, Auckland.

Private Bag 94 006, Auckland 2241.
Phone 09 968 7705 www.manukau.ac.nz facultyofbusiness@manukau.ac.nz

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BACHELOR OF BUSINESS

LEVEL 7 MN4136

Method of study	Full-time/Part-time
Qualification	MIT Degree
Duration	Three years (full-time)
Start dates	February and July
Credits	360
Fees (2012) one year	\$5,200 approx

ABOUT THE PROGRAMME

A graduate of the Bachelor of Business will have the ability to succeed in business, having developed generic business skills, personal attributes and abilities, pursuit of further education, and discipline specific competencies. The graduate skills will reflect economic, political, legal, cultural, technological, social and natural environmental factors that influence business practice nationally and globally.

The programme comprises 24 courses of 15 credits and taken full time over three years or part time up to six years, or longer by arrangement with the programme committee.

In planning your degree, remember that not all courses are available each semester so it is important to plan ahead. Consult the programme timetable carefully. You must check the programme structure, pre-requisites and availability of your chosen courses in advance.

The Programme Leader will approve your chosen course of study.

To graduate with the Bachelor of Business you must complete:

Eight compulsory courses at level 5	120 credits
One compulsory courses at level 6	15 credits
One compulsory course at level 7	15 credits
Plus 14 courses	210 credits
Total	360 credits

ENTRY REQUIREMENTS

Applicants must meet one of the following entry requirements:

NCEA 56 credits at Level 3, including a minimum of 14 credits in each of two subjects, plus a minimum of 14 credits in one or two subjects and a minimum of 4 credits in reading and a minimum of 4 credits in writing, both at level 2 **or**

Cambridge International Examinations: 120 points on the UCAS tariff, including a minimum E grade in AS English **or**

Have been awarded the full International Baccalaureate Diploma 24 points minimum **or**

Have relevant work experience **or**

Have successfully completed a degree from New Zealand or from another country **or**

Have been successful in partially completing a degree from another tertiary institution **or**

NZDipBus or comparable diploma **and**

Have English language competence to undertake this programme which is taught and assessed in English

and applicants must meet the following entry requirement:

Any applicants whose first language is not English may be asked to provide evidence of an overall IELTS (Academic) score of 6.0 (with no score below 5.5) or equivalent. An applicant may be required to take an interview to allow that applicant to demonstrate the knowledge, maturity and aptitude, at the level required, to succeed in this programme (evidence may be required).

Applicants will be accepted in order of application.

Course Codes The fourth digit in a course code indicates the level:

xxx.5xx is a level 5 course

xxx.6xx is a level 6 course

xxx.7xx is a level 7 course

LEVEL 5 COMPULSORY COURSES

(ALL THESE COURSES)

143.504 Statistics for Decision Making

185.504 Business Writing

311.527 Business Accounting

323.508 Commercial Law 1

351.509 Marketing 1

343.508 Business Management

371.512 Business Economics

561.587 Computing in Organisations

LEVEL 6 COMPULSORY COURSE

301.608 Business Environment

LEVEL 7 COMPULSORY COURSE

301.708 Integrated Business

STUDY MAJORS AND SPECIALISATION

We suggest that you follow one of the recommended study majors or specialisation outlined on pages 4 to 7. They include:

- the compulsory courses
- specialised courses recommended by the Faculty for your qualification or major
- additional optional courses which you select to complete the pathway to 360 credits. These can be selected from the Bachelor of Business or other MIT programmes.

The majors and specialisation are:

- Major in Accounting – New Zealand Institute of Chartered Accountants (NZICA) pathway
- Major in Accounting (non-NZICA pathway)
- Major in Marketing
- Specialisation in Human Resource Management

Or complete the compulsory courses and select courses from any of the above majors and specialisation to customise your programme of study. Please note that it is the student's responsibility to ensure that they meet all requirements necessary for the completion of their degree.

MAJOR IN ACCOUNTING: NZICA PATHWAY
PROGRAMME CODE: MN4136

LEVEL 5 135 CREDITS (ALL THESE COURSES)

143.504 Statistics for Decision Making

185.504 Business Writing

311.527 Business Accounting

311.528 Accounting Processes

323.508 Commercial Law 1

343.508 Business Management

351.509 Marketing 1

371.512 Business Economics

561.587 Computing in Organisations

LEVEL 6 120 CREDITS (ALL THESE COURSES)

301.608 Business Environment

311.640 External Corporate Reporting

311.641 Management Accounting

311.642 Taxation

311.643 Auditing and Risk

311.644 Financial Management

323.606 Commercial Law 2

578.604 Accounting Information Systems

LEVEL 7 60 CREDITS (ALL THESE COURSES)

301.708 Integrated Business

311.724 Advanced Corporate Reporting

311.725 Advanced Management Accounting

341.733 Workplace Accounting Project

OPTIONAL COURSES 45 CREDITS

To make up a total of 360 credits, three optional courses need to be taken. You must select at least one course from the first list.

Select two additional courses, one level 5 course and one level 6 or 7 course, or two level 6 or 7 courses. They can be chosen from the second list given below or from the BBus or other MIT degree programmes.

LEVEL 7 15 CREDITS (SELECT ONE COURSE)

311.722 Advanced Auditing and Assurance

311.723 Advanced Taxation

311.726 Advanced Corporate Finance

312.702 Governance and Ethics

LEVELS

6 AND 7 30 CREDITS (SELECT TWO COURSES)

311.645 Personal Financial Planning

311.722 Advanced Auditing and Assurance

311.723 Advanced Taxation

311.726 Advanced Corporate Finance

312.702 Governance and Ethics

323.705 Finance Law

OR other courses from the Bachelor of Business or other MIT Degree programmes

MAJOR IN ACCOUNTING: NON NZICA PATHWAY
PROGRAMME CODE: MN4136

LEVEL 5 135 CREDITS (ALL THESE COURSES)

143.504	Statistics for Decision Making
185.504	Business Writing
311.527	Business Accounting
311.528	Accounting Processes
323.508	Commercial Law 1
343.508	Business Management
351.509	Marketing 1
371.512	Business Economics
561.587	Computing in Organisations

LEVELS

6 AND 7 45 CREDITS (ALL THESE COURSES)

301.608	Business Environment
301.708	Integrated Business
341.733	Workplace Accounting Project

ACCOUNTING CORE 135 CREDITS

(SELECT NINE COURSES, OUT OF WHICH THREE MUST BE FROM LEVEL 7)

311.640	External Corporate Reporting
311.641	Management Accounting
311.642	Taxation
311.643	Auditing and Risk
311.644	Financial Management
311.645	Personal Financial Planning
323.606	Commercial Law 2
578.604	Accounting Information Systems
311.722	Advanced Auditing and Assurance
311.723	Advanced Taxation
311.724	Advanced Corporate Reporting
311.725	Advanced Management Accounting
311.726	Advanced Corporate Finance
312.702	Governance and Ethics
323.705	Finance Law

OPTIONAL COURSES 45 CREDITS

(SELECT THREE COURSES)

To make up a total of 360 credits, three optional courses at levels 5, 6 and 7 need to be taken. No more than one course can be at level 5. Courses may be selected from the Bachelor of Business or other MIT degree programmes.

MAJOR IN MARKETING
PROGRAMME CODE: MN4136

LEVEL 5 120 CREDITS (ALL THESE COURSES)

143.504	Statistics for Decision Making
185.504	Business Writing
311.527	Business Accounting
323.508	Commercial Law 1
343.508	Business Management
351.509	Marketing 1
371.512	Business Economics
561.587	Computing in Organisations

LEVEL 6 105 CREDITS (ALL THESE COURSES)

301.608	Business Environment
351.625	Marketing Research
351.626	Consumer Behaviour
351.627	Marketing 2
351.628	Global Marketing
361.615	Advertising Practice
361.616	Integrated Marketing Communications

LEVEL 7 75 CREDITS (ALL THESE COURSES)

301.708	Integrated Business
351.721	Brand Strategy
351.723	Marketing 3
361.719	Genesis (30 credits)

LEVEL 7 15 CREDITS (SELECT ONE COURSE)

341.731	eMarketing
361.718	Creative Strategy

OPTIONAL COURSES 45 CREDITS

(SELECT THREE COURSES)

To make up a total of 360 credits, three optional courses at levels 5, 6 and 7 need to be taken. No more than two courses can be at level 5. Courses may be selected from the Bachelor of Business or other MIT degree programmes.

SPECIALISATION IN HUMAN RESOURCE MANAGEMENT

PROGRAMME CODE: MN4136

LEVEL 5 120 CREDITS (ALL THESE COURSES)

143.504	Statistics for Decision Making
185.504	Business Writing
311.527	Business Accounting
323.508	Commercial Law 1
343.508	Business Management
351.509	Marketing 1
371.512	Business Economics
561.587	Computing in Organisations

LEVELS

6 AND 7 60 CREDITS (ALL THESE COURSES)

301.608	Business Environment
301.708	Integrated Business
341.730	Workplace Research Project (30 credits)

MANAGEMENT COURSES 120 CREDITS

(SELECT EIGHT COURSES, OUT OF WHICH TWO MUST BE FROM LEVEL 7)

171.605	Occupational Safety and Health Management
341.626	Operations Business Management
342.614	Employment Relations Practice
342.615	Human Resource Management
342.616	Leadership
342.618	Employment Relations Law
343.605	Project Management
341.734	Quality Management
341.735	Strategic Management
342.717	Contemporary Workplace Relations
342.718	Strategic Human Resource Management
342.719	Organisational Behaviour
343.701	Applied Project Management

OPTIONAL COURSES 60 CREDITS

(SELECT FOUR COURSES)

To make up a total of 360 credits, four optional courses at levels 5, 6 and 7 need to be taken. No more than two courses can be at level 5. Courses may be selected from the Bachelor of Business or other MIT degree programmes.

BACHELOR OF BUSINESS — CUSTOMISED
PROGRAMME CODE: MN4136

LEVEL 5 120 CREDITS (ALL THESE COURSES)

143.504 Statistics for Decision Making

185.504 Business Writing

311.527 Business Accounting

323.508 Commercial Law 1

343.508 Business Management

351.509 Marketing 1

371.512 Business Economics

561.587 Computing in Organisations

LEVEL

6 AND 7 30 CREDITS (ALL THESE COURSES)

301.608 Business Environment

301.708 Integrated Business

LEVEL 7

(SELECT ONE COURSE BASED ON YOUR
MAJOR/SPECIALISATION)

341.730 Workplace Research Project (Management)
(30 credits)

341.733 Workplace Accounting Project (Accounting)
(15 credits)

361.719 Genesis (Marketing)
(30 credits)

ACCOUNTING 135 CREDITS

(SELECT NINE COURSES, OUT OF WHICH THREE
MUST BE FROM LEVEL 7)

MARKETING OR MANAGEMENT 120 CREDITS

(SELECT EIGHT COURSES, OUT OF WHICH TWO MUST
BE FROM LEVEL 7)

OPTIONAL COURSES 60 CREDITS

(SELECT FOUR COURSES)

To make up a total of 360 credits, four additional courses at levels 5,6 or 7 need to be taken. No more than two courses can be at level 5. Courses may be selected from the Bachelor of Business or other MIT degree programmes.

GRADUATE DIPLOMA IN MARKETING

LEVEL 7 MN4405

Method of study	Full-time/Part-time
Qualification	MIT Graduate Diploma
Duration	One year full-time or equivalent part-time
Start dates	February and July
Credits	120
Fees (2012) one year	\$5,200 approx

The Graduate Diploma consists of the following eight courses:

Three compulsory courses at level 6	45 credits
Five compulsory courses at level 7	75 credits
Total	120 credits

ENTRY REQUIREMENTS

Applicants must meet the following entry requirements:

Be a graduate of a degree programme **or**

Have at least three years practical or professional experience in a relevant area in the industry **and**

Students for who English is a second language will be required to provide evidence that they have a minimum of IELTS (Academic) 6.5, no one score below 6.0, or equivalent. In addition, all students must demonstrate competence in written and spoken English **and**

Applicants must be able to demonstrate the following attributes: a strong motivation to work in the field of Marketing the ability to work in a team; the ability to communicate in groups and one on one; a mature approach to study

and applicants must meet the following entry requirement:

The above attributes will be assessed through an interview process at which they may bring family and/or whanau support.

Applicants who successfully meet the entry criteria will be selected on a first come first served basis, on receipt of application

ABOUT THE PROGRAMME

All students must complete 120 credits by successfully passing the required courses to graduate with this Graduate Diploma. Courses are worth 15 credits and not all courses will be offered every semester. Please consult the course timetable which is available at the Faculty of Business office. Students need to take care that pre-requisites are met.

LEVEL 6 45 CREDITS (ALL THESE COURSES)

351.625 Marketing Research

351.626 Consumer Behaviour

351.627 Marketing 2

LEVEL 7 75 CREDITS (ALL THESE COURSES)

341.731 eMarketing

351.721 Brand Strategy

351.722 International Marketing Management

351.723 Marketing 3

351.724 Project in Marketing Management

DIPLOMA IN PROFESSIONAL ACCOUNTING

LEVEL 6 MN4443

Method of study	Part-time
Qualification	MIT Diploma
Duration	One year full-time/or equivalent part-time
Start dates	February and July
Credits	120
Fees (2012) one year	\$5,200 approx

Programme requirements: All students must complete 120 credits to graduate with the Diploma in Professional Accounting.

LEVEL 6 OR 7 120 CREDITS (SELECT EIGHT COURSES)

312.702 Governance and Ethics

Five specialist accounting and/or law courses plus

Two liberal* courses

ENTRY REQUIREMENTS

Enrolments for this programme will only be accepted from students who are currently enrolled in the Diploma in Professional Accounting.

ABOUT THE PROGRAMME

This programme has been developed to meet the NZICA membership requirements of a fourth year of academic study for those students intending to become Chartered Accountants. The programme involves further advanced study in specialist accounting and law courses at levels 6 and 7.

Note: All courses will not be offered every semester. Please consult the timetable which is enclosed in your enrolment pack or available at the Faculty of Business office.

*Liberal courses are non-Business courses and do not include Marketing or Management courses. Please see the Programme Leader for further information as to which courses are classified as liberal by NZICA.

GRADUATE DIPLOMA IN PROFESSIONAL ACCOUNTING

LEVEL 7 MN4443

Method of study	Full-time/Part-time
Qualification	MIT Graduate Diploma
Duration	One year full-time/or equivalent part-time
Start dates	February and July
Credits	120
Fees (2012) one year	\$5,200 approx

Programme requirements: All students must complete 120 credits to graduate with a Graduate Diploma in Professional Accounting. A minimum of five courses must be at level 7.

ENTRY REQUIREMENTS

Applicants must meet the following entry requirements:

Successfully completed the MIT Bachelor of Business majoring in accounting, or equivalent New Zealand undergraduate degree in accounting **or**

Graduates with an overseas undergraduate accounting degree, together with a NZQA assessment and NZICA assessment of relevance and list of topic requirements to fulfil the NZICA SLOs **or**

Concurrently studying MIT Bachelor of Business majoring in accounting **and**

Have English language competence to undertake this programme which is taught and assessed in English.

Any applicant whose first language is not English may be asked to provide evidence of an overall IELTS band score of 6.5 (Academic) (with no score below 6.0) or equivalent. If entry is by completion of the MIT Bachelor of Business with a major in Accounting, the English language entry requirement is not applicable. Any applicant who does not meet the overall IELTS band score of 6.5 (Academic) but does have a band score of 6.0 may be accepted on to the programme on the condition that they complete the course 185.504 Business Writing course or equivalent in the first semester of their study.

Applicants are considered by the Programme Leader and selected in order of application

ABOUT THE PROGRAMME

This programme has been developed to meet the NZICA membership requirements of a fourth year of academic study for those students intending to become Chartered Accountants. The programme involves further advanced study in specialist accounting and law courses at levels 6 and 7. Students need to discuss their study options with the Programme Leader who will approve and sign off their independent academic learning plan.

GRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT

LEVEL 7 MN4428

Method of study	Part-time
Qualification	MIT Graduate Diploma
Duration	Two years
Start dates	February and July
Credits	120
Fees (2012) per paper	\$625 approx

ENTRY REQUIREMENTS

Applicants must meet the following entry requirements:

Graduate of a degree programme **or**

Have at least three years practical, professional or educational experience in the field of study, or a related field **and**

Have English language competence to undertake this programme which is taught and assessed in English.

Any applicant whose first language is not English may be asked to provide evidence of an overall IELTS (Academic) band score of 6.0 (with no score below 5.5) or equivalent test of English.

All applicants will be interviewed. The applicant must demonstrate the knowledge, maturity and aptitude, at the required level, to succeed in this programme, which is at Level 7 (evidence may be required).

Applicants will be accepted in order of application

ABOUT THE PROGRAMME

This programme is aimed at developing the critical analytical and problem solving skills needed to succeed as a Human Resource Manager in today's business environment. This Graduate Diploma is for those in the workforce who seek more advanced knowledge and skills to further their careers in human resource management.

Programme Requirements: All students must complete 120 credits by successfully passing the required courses to graduate with this Graduate Diploma. This Graduate Diploma consists of the following courses:

LEVEL 6 15 CREDITS (ONE COMPULSORY COURSE)

342.615 Human Resource Management

LEVEL 6 30 CREDITS (SELECT TWO COURSES)

171.605 Occupational Safety and Health Management

342.614 Employment Relations Practice

342.618 Employment Relations Law

LEVEL 7 60 CREDITS (ALL THESE COURSES)

342.717 Contemporary Workplace Relations

342.718 Strategic Human Resource Management

341.730 Workplace Research Project (30 credits)

(This course is equivalent to two courses and is studied over two semesters. Enrolments are accepted in Semester 1 only.)

OPTIONAL 15 CREDITS (SELECT ONE COURSE)

Plus one additional level 7 course selected from the Bachelor of Business, other MIT degree programmes or NZ degree.

Note: All courses will not be offered every semester. Please consult the course timetable.

COURSE SUMMARIES AND PRE-REQUISITES

LEVEL 5

143.504 Statistics for Decision Making

Acquire the skills to gather, interpret and present data to support business decisions. Learn about the basic statistical tools required to: critically appraise statistical plots, tables, measures and reasoning presented in business reports; write reports, with emphasis on supporting business cases and business decision making utilising plots, tables, measure with reasoning and be able to explain the salient features to others; obtain data from websites such as StatsNZ; and obtain plots, tables, measures and other statistics such as confidence intervals and test statistics using statistical packages. Interpret output from statistical packages.

185.504 Business Writing

Learn to write business documents, deliver presentations, and apply intercultural communication skills effectively in the professional environment.

311.527 Business Accounting

Gain an overview of accounting and the use of accounting information as a basis for user decision making.

311.528 Accounting Processes

Classify, measure, record, and summarise accounting data of sole traders, companies and not-for-profit organisations. Use a commercial accounting package to record the accounting data of different accounting entities.

Pre-requisite: 311.527 Business Accounting

323.508 Commercial Law 1

Gain an understanding of the nature of the legal system in New Zealand, especially in the context of business. This involves a critical examination of the legal framework within which business activity occurs, the legislative process and an introduction to and critique of, some of the concepts which form the basis of commercial law.

343.508 Business Management

Understand the challenge of "management". Learn about both the new and the traditional approaches to key management issues and gain both a respect both for management concepts and the confidence to understand and master them.

351.509 Marketing 1

Learn the fundamental principles of marketing and their application to the business environment. Apply this marketing knowledge to a comprehensive major project.

371.512 Business Economics

Understand how the New Zealand economic system operates, apply economic concepts within the contemporary business environment, and comprehend the integration of the New Zealand economy with the Global Economy. Additional course materials fee may apply.

561.587 Computing in Organisations

Gain an understanding of the computing environment in the workplace and how computing is used to meet an organisation's goals. Also gain an understanding of contemporary computer applications in the work place. Learn to use typical applications and how to communicate computing needs effectively.

LEVEL 6

171.605 Occupational Safety and Health Management

Gain an understanding of occupational safety and health including OSH responsibilities and the principles and practices involved in managing occupational safety and health in the contemporary New Zealand.

Pre-requisite: 342.615 Human Resource Management

301.608 Business Environment

Learn to critically examine the changing business environment – external and internal – and to identify key elements of flux and transformation that impact on the contemporary organisation.

Pre-requisites:

185.504 Business Writing

and 323.508 Commercial Law 1

and 343.508 Business Management

311.640 External Corporate Reporting

Gain an understanding of financial reporting and other selected accounting issues. Involves examining selected financial reporting standards and provides practical skills in applying the reporting requirements of these standards. Take a critical view of the standards and their conceptual underpinnings.

Pre-requisites: 311.527 Business Accounting

and 311.528 Accounting Processes

311.641 Management Accounting

Design and use cost and cost management systems to meet the cost information requirements of an organisation.

Pre-requisites: 311.527 Business Accounting

and 311.528 Accounting Processes

311.642 Taxation

Apply knowledge of taxation rules to New Zealand taxable entities in a range of situations.

Pre-requisites: 311.527 Business Accounting

and 311.528 Accounting Processes

311.643 Auditing and Risk

Gain an awareness of the nature and purpose of auditing and the conduct of the audit according to regulatory and professional requirements. Understand the theory and practice of internal auditing as an added value service for corporate governance with a particular focus on risk management frameworks.

Pre-requisites: 311.527 Business Accounting

and 311.528 Accounting Processes

311.644 Financial Management

Gain the necessary knowledge and skills of business finance so that they may function effectively in association with financial management decision makers.

Pre-requisite: 311.527 Business Accounting

311.645 Personal Financial Planning

Understand the fundamentals of basic personal financial investment criteria, investment and insurance products, risk management philosophies and the impact and effect of various investment schemes including the effect and advantages of Kiwi Saver for personal investment needs.

Pre-requisite: 311.644 Financial Management

323.606 Commercial Law 2

Acquire knowledge of the legal implications of business transactions and organisations including a study of business structures and obligations, agency, negligence and the management of commercial risks.

Pre-requisite: 323.508 Commercial Law 1

341.626 Operations Business Management

Understand different techniques and application of operations science, including the basic theory, concepts and terminology of Operations Management for both the manufacturing and service industry contexts and introduces statistical and other analytical techniques with practical application in case situations.

Pre-requisite: 343.508 Business Management

342.614 Employment Relations Practice

Gain the knowledge and skills required to: apply major theoretical approaches to past, present and future employment relations practice; current New Zealand employment relations best practice in the formation of employment agreements; apply best practice to the operation, enforcement and resolution of personal grievances and disputes; understand the role and motivations of the major parties to employment relations practice in New Zealand, and their complex relationships; and analyse critically and discuss a number of important contemporary issues in New Zealand employment relations practice.

Pre-requisite: 343.508 Business Management

342.615 Human Resource Management

Understand human resource management principles and practice in the current New Zealand context which includes a Maori perspective.

Pre-requisite: 343.508 Business Management

342.616 Leadership

Gain an understanding of current research and theory on leadership and an opportunity to develop leadership skills which can be applied in the workplace.

342.618 Employment Relations Law

Gain the knowledge and skills required to: understand the development of employment relations law; apply the major theoretical approaches to employment relations law; apply New Zealand employment relations law to the formation, operation and enforcement of

employment agreements and resolution of disputes and personal grievances; understand the role, obligations and motivations of the parties to employment relations law in New Zealand, and their complexity relationships; and analyse critically and discuss a number of important contemporary issues in New Zealand employment relations law.

Pre-requisite: 343.508 Business Management

343.605 Project Management

Develop an understanding of the planning and control techniques used by project managers to move through the project life cycle. Focuses on generic project management techniques as an introduction to the Project Management Body of Knowledge. Proficient use of Microsoft Project 2007 is one of the objectives of this course – a project case study is used to build a project on MS Project using intermediate to advanced features.

Pre-requisite: 343.508 Business Management

351.625 Marketing Research

Learn how to address a marketing opportunity in a structured way. Examine the issues in preparing a marketing plan, conducting a detailed situation analysis and developing a strategic marketing plan. Acquire knowledge on developing and evaluating alternative marketing programmes and the role of strategic planning in marketing.

Pre-requisite: 351.509 Marketing 1

351.626 Consumer Behaviour

Gain a sound knowledge of the concepts, principles and theories of consumer behaviour, skills in literature search, and the ability to apply such knowledge and research to marketing and advertising activity.

Pre-requisite: 351.509 Marketing 1

351.627 Marketing 2

Apply marketing tools, concepts and procedures to marketing planning and to provide the student with brand/product management skills.

Pre-requisite: 351.509 Marketing 1

351.628 Global Marketing

Learn to make effective global marketing decisions, by understanding the opportunities in the global marketing environment and the strategic response of the global marketer.

Pre-requisite: 351.509 Marketing 1

351.629 Project in Creative Marketing

This course lets students undertake a project of applied research in a real-live client / employer workplace setting; identify a problem, opportunity or needs; scope and research the customer need; formulate a creative strategy and a plan of action; and produce proposed marketing materials that can address the customer needs.

Co-requisite: 361.616 Integrated Marketing Communications

361.615 Advertising Practice

Gain an understanding of the wider advertising industry in New Zealand and issues about its future. Develop a sound knowledge of the concepts and principles of advertising, reflecting its role in the marketing mix and enables students to evaluate the likely effectiveness of advertising strategies – both creative and media.

Pre-requisite: 351.509 Marketing 1

361.616 Integrated Marketing Communications

Develop, analyse and present promotional programmes incorporating reasoned objectives, strategies and tactics.

Pre-requisite: 351.509 Marketing 1

578.604 Accounting Information Systems

Understand the requirements for the selection, acquisition, implementation and use of information systems in business; by studying their characteristic features, the tasks performed and the controls needed over accounting information systems. Practical laboratories cover the use of current computer accounting systems.

Pre-requisites: 311.527 Business Accounting and 311.528 Accounting Processes and 561.587 Computing in Organisations

LEVEL 7

301.708 Integrated Business

Gain a range of perspectives in contemporary organisations. Learn to evaluate different view points, develop and critique business plans for an entrepreneurial start-up business, and assess organisational ethics.

Pre-requisite: 301.608 Business Environment

311.722 Advanced Auditing and Assurance

Examine the conceptual framework and the audit process leading to the issue of an audit report to shareholders of a limited liability company and the current issues that auditors must consider at each stage of the audit process, for example, independence, corporate governance, internal control, audit risk, fraud and risk management.

Pre-requisite: 311.643 Auditing and Risk and Co-requisite 311.640 External Corporate Reporting

311.723 Advanced Taxation

The purpose of this course is to enable students to demonstrate an understanding of taxation compliance within statutory and professional requirements and apply this understanding to current and international taxation issues.

Pre-requisite: 311.642 Taxation

311.724 Advanced Corporate Reporting

Integrate accounting theory, empirical research and a selection of professional and technical issues so as to provide opportunities for students to explore

contemporary development in financial reporting both in New Zealand and overseas.

Pre-requisite: 311.640 External Corporate Reporting

311.725 Advanced Management Accounting

Learn to design, modify or assess management accounting systems which meet the strategic needs of the organisation.

Pre-requisite: 311.641 Management Accounting

311.726 Advanced Corporate Finance

The purpose of this course is for students to demonstrate an understanding and critical awareness of business finance and treasury, demonstrate skills in the analysis and management of an entity's financial position, and discuss recent developments in the regulation of the finance functions.

Pre-requisites: 311.644 Financial Management and 143.504 Statistics for Decision Making

312.702 Governance and Ethics

Gain an understanding of the key elements of corporate governance and ethics.

*Pre-requisite: One of the following:
301.608 Business Environment
323.606 Commercial Law 2
342.616 Leadership*

323.705 Finance Law

Build on the fundamental knowledge and concepts of Commercial Law 2 with an emphasis on application in the areas of financing, securities, security instruments, financial structure and current developments.

Pre-requisite: 323.606 Commercial Law 2

341.730 Workplace Research Project

Conduct academic or applied research into a nominated work place management issue.

*Pre-requisite: One of the following:
301.708 Integrated Business
341.734 Quality Management
342.717 Contemporary Workplace Relations
342.718 Strategic Human Resource Management*

341.731 eMarketing

Understand the major issues and topics in electronic commerce. Explore several aspects of eMarketing from strategy to implementation, the impact it has had on consumer behaviour as well as its effect on business models. The course aims to bridge the knowledge gap that currently exists between management - which has to make operational and strategic decisions about electronic commerce technology and its business applications – and the technical experts who are implementing eCommerce solutions.

Pre-requisite: 351.627 Marketing 2

341.733 Workplace Accounting Project

Conduct applied research into a nominated workplace accounting issue.

Pre-requisite: One of the following:

301.708 Integrated Business

311.723 Advanced Taxation

311.724 Advanced Corporate Reporting

311.725 Advanced Management Accounting

311.726 Advanced Corporate Finance

341.734 Quality Management

Gain a complete and coherent knowledge and understanding of the theory and practice of quality. Learn about the new and traditional approaches to quality, the role of quality in organisations, barriers to its implementation, and the developments in management thinking which appear to underpin the quality movement.

Pre-requisite: 341.626 Operations Business Management

341.735 Strategic Management

The purpose of this course is to enable students to develop and show a critical understanding of contemporary organisational strategy. Upon completion of the course students will be able to:-Use their understanding to develop and implement technically suitable, and culturally acceptable strategic processes for organisations. Develop organisational strategy and make management decisions within a strategic framework. Critically discuss contemporary strategic issues.

342.717 Contemporary Workplace Relations

Get a thorough grounding in current theory and empirical research and focuses on models of employee involvement and the processes and structures required for successful labour management co-operation.

Pre-requisite: One of the following:

342.614 Employment Relations Practice

342.615 Human Resource Management

342.618 Employment Relations Law

342.718 Strategic Human Resource Management

The purpose of this course is to impart to students the knowledge, skills and attitudes required to identify and manage issues that enable the alignment of HR practice with wider corporate strategy, especially in the context of globalised operations.

Pre-requisite: 342.615 Human Resource Management

342.719 Organisational Behaviour

The course provides students with knowledge and skills required to understand and interpret the factors that shape human behaviour in work organisations, and to understand and manage issues at the interface of the individual with his/her employing organisation.

343.701 Applied Project Management

Gain an understanding of project management processes and stakeholders in relation to the effective flow of a specified project. Develop a project plan using project management tools and techniques. Apply the Planning-Monitoring-Controlling cycle to evaluate project constraints (time, cost, performance and customer

satisfaction). Apply Project Management tools and techniques using project simulation software.

SimProject™ a web-based computer simulation "Players Registration Code" and "Players Quickstart Manual" are required for this course. The cost of the codes will vary based on the exchange rate at the time of purchase (USD). An additional course material non-loanable fee will be included in the statement of fees. Students must paid prior to receipt of the "Players Registration Code".

Pre-requisite: 343.605 Project Management

351.721 Brand Strategy

Develop a platform of knowledge on the current and future strategic role of brands in marketing, business and society; advances theoretical and practical understanding, including ability to be critical in their thinking about brand strategy; and helps develop skills in the development of brand strategy.

Pre-requisite: 351.509 Marketing 1

351.722 International Marketing Management (available for Graduate Diploma in Marketing students only).

When completing this course, students are able to make effective international marketing decisions by understanding the opportunities of the international marketing environment and the strategic response of the international marketer.

Pre-requisite 351.509 Marketing 1

351.723 Marketing 3

Gain a critical understanding of the tools needed for identifying, analysing and developing appropriate marketing strategies in different competitive and dynamic situations; insights into the New Zealand strategic business environment; an understanding of the link between strategic tactical decision making processes; and the link between different business philosophies that are impacting on contemporary marketing practices.

Pre-requisite: 351.627 Marketing 2

351.724 Project in Marketing Management

This course lets students undertake a project of applied research in a workplace setting, identifying a workplace problem or opportunity, scoping and researching that problem, and formulating a report / a plan of action / or a set of marketing materials for a real-live client / employer.

Pre-requisite: 351.627 Marketing 2

361.718 Creative Strategy

Develop strategic creative solutions for marketing communication objectives. The course emphasises development of advertising design and copywriting.

Pre-requisite 361.615 Advertising Practice

361.719 Genesis (30 credits)

Participate in a structured work experience programme. A team of students work in the on-campus consultancy in which they handle the marketing, research and marketing communications requirements of a range of clients. Unlike other "project-based" work experience programmes, students are expected to work on several projects for several clients simultaneously. These clients

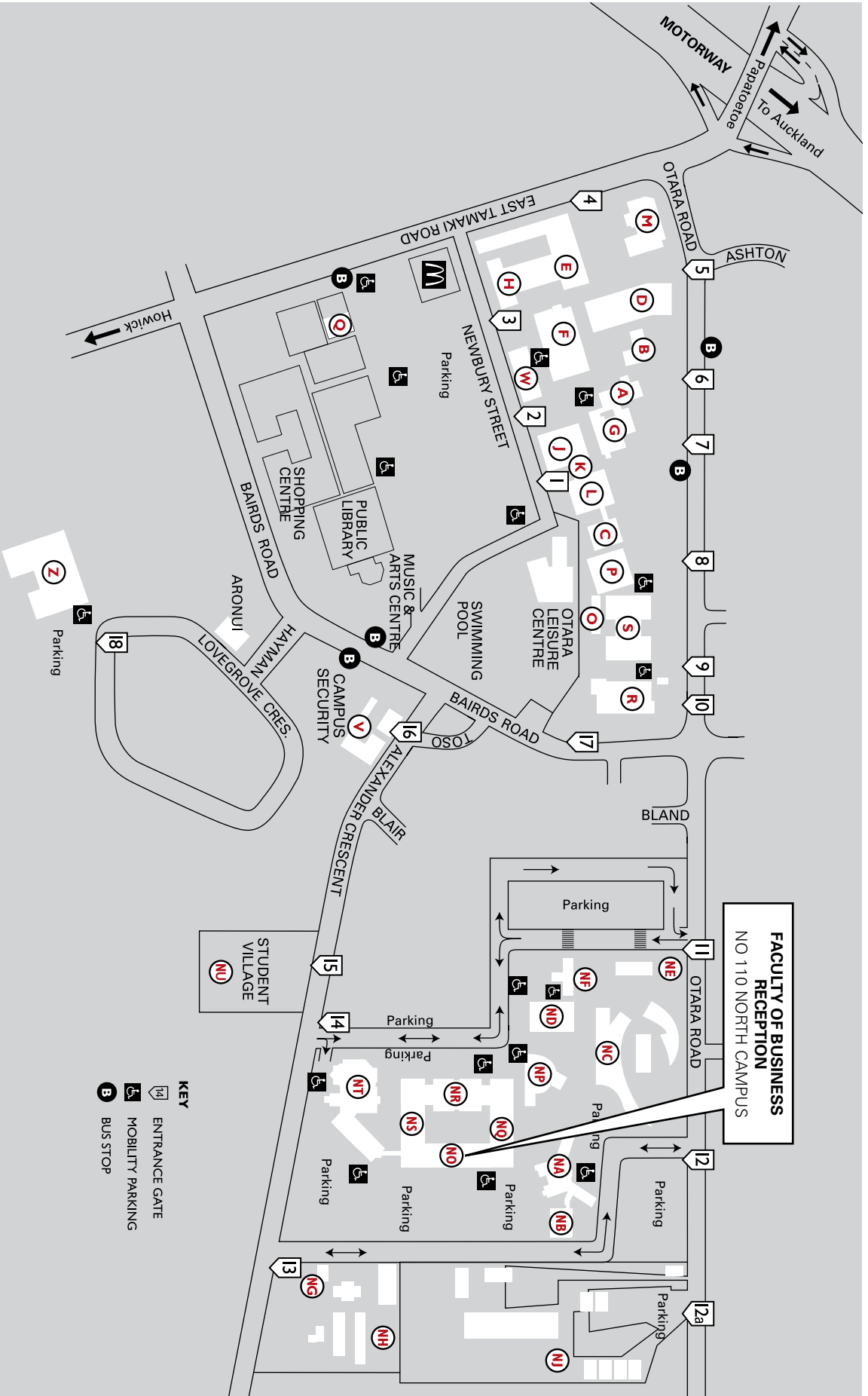
tend to be small private companies, local non-profit organisations and schools. The students develop client service skills, teamwork skills and work ethics within a controlled industry experience, under the supervision of the Course Coordinator. The course is specifically designed for students who may not have experience in a middle management role. The emphasis is on developing professionalism and competency in personal work skills rather than additional marketing or marketing communications knowledge. Students gain confidence in applying the knowledge gained in prior studies to real business problems.

Pre-requisite: 351.625 Marketing Research and 351.627 Marketing 2

OTHER OPTIONAL COURSES

Please refer to the Bachelor of Applied Communication (EG5) and the Bachelor of Information Systems (EG4) enrolment guides and timetable (T3, T4 & T5).

NOTE: Every effort is made to ensure that this Enrolment Guide is correct at the time of printing. However the Faculty of Business reserves the right to make any changes that may be necessary.



FACULTY OF BUSINESS LOCATION MAP

NO 110 North Campus, Gate 13 or 14 Alexander Crescent or Gate 12 Otara Road.

Hours: 8.30 am to 5.00 pm, Monday to Friday

Contact: 09 968 7705 facultyofbusiness@manukau.ac.nz