



Bachelor of Business Studies

If you are starting your business career and you want a degree then our Bachelor of Business Studies is just right for you. Alternatively, you might not yet know what direction you want to take your career but know you want a degree; in this case a business degree is a good option to develop your generic skills that could be used in a wide variety of careers.

Our philosophy is that business is a practical subject and that is how we teach it so don't be surprised when you are asked to solve problems in the real business world.

There are lots of business degrees and content is often quite similar, our point of difference is that we offer a practical approach together with a supportive learning environment and lots of practical hands-on experience.

Location	Hawke's Bay and Tairāwhiti
Start	February and July
Length	Three years full-time*
Contact	Lorilei Barnett Phone: 06 830 1019 Email: lbarnett@eit.ac.nz

* Part-time study available.
For NZ Citizens and Permanent Residents



TE AHO A MĀUI

Real life, real learning, real business

Full-time students take four 15 credit courses per semester, part-time students can take one to three courses per semester and may choose to study only part of the year.

There are two majors: management, and marketing. It is also possible to take a double major in management and marketing. Within each major there is a wide choice of courses available to meet your needs.

The programme distinguishes itself from many other business degrees by being more practically orientated with a work-based placement.

You can expect a supportive environment with small classes and positive, experienced staff.

A further advantage is readily available one-to-one advice on course selection targeted towards your career.

Management

- Management
- Human resources management
- Operations management
- Entrepreneurship/starting your own business

Marketing

- Marketing communication
- Branding
- Marketing research

Career and Study Opportunities

- **Management Major:** Typical opportunities after graduating include the areas of: human resources; operations management; or developing your own business. You will work initially in roles such as team leader, functional manager or management trainee, progressing to more senior positions with experience. A good generic option.
- **Marketing Major:** Typical opportunities after graduating include work as a marketing manager, sales manager, account manager or product manager and progressing to more senior positions with experience.

Further your study with a postgraduate qualification on offer.



Bachelor of Business Studies

Level 7, 360 credits (single major) or
375 credits (double major)



Hawke's Bay and Tairāwhiti



Full-time: 3 years

Part-time: equivalent



Fee: Visit fees.eit.ac.nz to see the fees for this programme



2025 Key Dates

Intake One

Starts: Monday, 17 February
Year ends: Friday, 28 November

Intake Two

Starts: Monday, 21 July
Year ends: Friday, 26 June 2026

Semester Breaks

14-25 April
30 June - 18 July
22 September-3 October

Work Integrated Learning

The workplace component of the Bachelor of Business Studies (BBS) involves:

- Activities in the majority of courses such as external speakers and site visits.
- Specific courses such as Business Planning also include extensive collaboration with local organisations.
- The capstone of the EIT BBS is the work-based business project or internship. All majors have the option of a 30 credit work integrated learning project or 45 credit business internship, subject to the Programme Coordinator's approval.

Degree Electives

Depending on which major you choose the structure of the BBS allows for up to three elective courses to be included in your degree. These courses can be in any reasonable topic at Level 6 or above.

A list of degree electives from other degree programmes is available from eit.ac.nz/students/degree-electives-2.

Timetable

Your study time will be made up of contact time (class times, tutorials) and non-contact time (your own individual study time, online learning).

Contact Time

On-campus classes are usually scheduled between 8.00am-5.00pm, Monday to Friday.

Non-contact Time

You should plan to spend 4-6 hours per week, per course on individual study.

Additional Costs

- \$120 approximately for textbooks for some courses
- \$120 approximately per year for stationery

Entry Requirements

A personal interview is available as part of the application process.

Applicants must meet one of the following criteria:

Standard Entry

- University Entrance; or
- an equivalent qualification.

Provisional Entry*

- Applicants who do not meet the criteria above, but present evidence of ability to succeed (e.g. maturity, life experience, work experience, other study); or
- Those who narrowly fail to meet the standard entry above.

** Please note: this normally requires an interview and entry to subsequent study is conditional on satisfactory academic progress in the first year.*

English Language Entry Requirements

If English is not your first language you are required to have attained an acceptable level of English language fluency. This may be demonstrated in a variety of ways, including:

- Successful study in English;
- Approved scores on TOEFL or IELTS (6.0 Academic with no band score lower than 5.5) tests;
- Completion of accepted international equivalents; or
- Completion of a EIT language assessment.

In addition, applicants are required to show evidence of good school records.



Entry with Credit

You may already have some knowledge or skills that can be recognised as part of your intended study. This may take a number of different forms including study at any other tertiary institution, life or work experiences and workplace training can also be considered. If you think you qualify, you can apply for Cross Credit (CC) or Recognition of Prior Learning (RPL).

- CC is based on the equivalency of courses or qualifications. You would apply for CC if you have passed a very similar course at the same level.
- RPL is based on the assessment of your current knowledge and skills. You would apply for RPL if you had gained the relevant knowledge and skills through life experiences and informal learning situations.
- There is a fee for RPL.
- A maximum combined total of CC and RPL credits allowed is 240 credits.
- Advanced Entry into either Year Two or Three may also be possible if you have extensive study elsewhere at degree level. Applicants will still need to meet pre-requisite requirements.

You will be asked to provide details of anything that you would like to be considered as credit toward your intended programme of study, as part of your application.

CC and RPL cannot be awarded for a course if you are enrolled in that course. An original transcript or notice of results from the institute at which you previously studied (or verified copies) will be required for all applications.

For information and enquiries about CC and RPL please contact Lorlei Barnett, the Programme Administrator, on 06 830 1019.

Facilities

Both campuses' have a pleasant environment for study with a range of general purpose rooms and lecture theatres all with data projector equipment. Courses offered in blended mode are delivered in specialist rooms with video links to both campuses. The library provides plentiful computer workstations with six/ seven-day access for students, group meeting rooms and a wide range of academic resources.

Assessments

All assessments in the School of Business courses are marked internally. Assessments include assignments, tests, case studies and practical tasks. Assessment is continuous throughout the semester, and may include a final test/examination for some courses.

Year 13 Scholarship

Our Year 13 Scholarship supports school leavers across the Hawke's Bay region to study any one of our degrees or selected diploma programmes that lead into a degree by providing 1 year FREE* study.

Live outside these region? No problem, there are some programmes that are available for applications from Year 13 students nationwide, so if you are Year 13 and want to study one of these, you can apply for this scholarship too.

The Year 13 Scholarship covers one year of tuition fees including any course related costs which have been approved to be included as part of the scholarship. When combined with the Government Fees Free initiative, some Year 13 Scholarship recipients are studying fees free for two years of their degree.

For full information about the Year 13 Scholarship check out year13.eit.ac.nz or email yr13@eit.ac.nz.

** Conditions apply.*



Scholarships

Scholarships are a way to help financially support your study. They can make life easier by helping to cover your fees and living expenses while you complete your qualification. You don't always need to be an academic high-flyer to qualify.

Find out what's available at scholarships.eit.ac.nz or for general scholarship information please contact scholarships@eit.ac.nz.

The experience you need & the support to succeed

When you study at EIT you'll get the kind of experiences that will help you gain the knowledge and skills to get ahead.

You'll also be supported by lecturers and tutors who are here for you, within a learning environment where you are treated as an individual, not just a number.

They'll know your name and you'll receive one-on-one attention to make sure you get the support to succeed.

Experienced Lecturers

At EIT, you can be confident in the quality of our teaching and your learning experience.

EIT is highly regarded in New Zealand for research excellence due to the quality of our community centred research, our publications and our external grant income provided by funding institutions who have confidence in our research capability. You can be confident your lecturers use the latest knowledge and research in their field of expertise to inform their teaching, and many are at the forefront of knowledge creation within their discipline area.

Our lecturers are highly trained professionals with particular areas of expertise in accountancy, management, economics, law, computing, marketing and statistics. Staff also maintain contacts with other professionals through organisations such as Chartered Accountants Australia and New Zealand, CPA Australia, New Zealand Law Society, New Zealand Institute of Management and New Zealand Association of Cooperative Education.

Name	Qualification
Russell Booth <i>Programme Coordinator</i>	MEd (eLearning), PGDipBus, PGCertEd (Secondary), BSc (Hons) (Geog)
Dr Michelle Simbulan	PhD, MBM, BSA, BSMA
Dr Noushad Feroz	PhD, MDP, BBA
Dr Pii-Tuulia Nikula	PhD, MA, NZCertATT
Dr Ram Roy	PhD, MTech (Distinction), MPOMS (USA), MCILT (NZ), PGDipBA (UC), BEng (Distinction)
Dr Robbie Field	PhD, MA (HRM), BA (Hons) (I/O Psychology), BComm, ADvCertPR, NZCertAdEd, CertMāoriStudies
Dr Surej P John	PhD, MBA (Marketing), BEng, NZCertAdTT
Barbara Stokes	BSc (Hons), CertAdEd
Conrad Schumacher	LLB (Hons), BA (Hons)
Jaikaran Narula	MApM, PGDipTourism
Joanna Frain	CA, BBS, NZCertAdEd
John Thomas	PGDipEd, DipAcc
Nick Cordery	BSc (Hons), CIPD CertTngPractice, CertEd



Programme Information

Typical courses taken in Year One of the degree are indicated below:

BBS (Management or Marketing Major) - Year One

Course Code	Course Title	Level	Credits
BSNS5001	Organisations in an Aotearoa New Zealand Context	5	15
BSNS5002	Business Environments	5	15
BSNS5003	Business Functions	5	15
BSNS5004	Change and Innovation	5	15
BSNS5401	Introduction to Leadership	5	15
BSNS5402	Operations Management and Compliance	5	15
BSNS5403	Business Planning	5	15
BSNS5404	Managing Projects	5	15
Total Credits for Year One			120

Course Descriptions

In the following descriptions:

Pre-requisite = courses which must be studied before.

Co-requisite = courses which can be studied before or at the same time.

Level 5 Courses

Course No.	Brief Description	NZQA Level	No. of Credits
BSNS5001	Organisations in an Aotearoa New Zealand Context To develop the knowledge, skills, and competencies to analyse organisations and engage with stakeholders in an Aotearoa New Zealand context.	5	15
BSNS5002	Business Environments To develop the knowledge, skills, and competencies to analyse and manage the impact of environmental influences on an organisation.	5	15
BSNS5003	Business Functions To develop knowledge, skills, and competencies relevant to the core business functions of accounting, operations, human resource management, marketing and sales.	5	15
BSNS5004	Change and Innovation To develop the knowledge, skills and competencies to contribute to organisational change and innovation.	5	15
BSNS5401	Introduction to Leadership To develop the knowledge, skills, and competencies to analyse and identify effective leadership approaches that promote positive workplace culture, diversity and change.	5	15
BSNS5402	Operations Management and Compliance To develop the knowledge, skills and competencies to evaluate operational issues and challenges and apply operational techniques for continuous improvement and compliance.	5	15
BSNS5403	Business Planning To develop the knowledge, skills and competencies to engage in business planning and develop strategies that improve organisational performance.	5	15
BSNS5404	Managing Projects To develop the knowledge, skills and competencies to effectively manage projects and lead project teams.	5	15
ACCY5105	Commercial Law To develop the knowledge, skills, and competencies to understand the legal system and creation and interpretation of law and to find and apply relevant law.	5	15
ACCY5106	Economics To develop the knowledge, skills, and competencies to apply elements of economic theory to contemporary business issues.	5	15

Level 6 Courses

Course No.	Brief Description	NZQA Level	No. of Credits
ACCY6105	Data Analytics To develop the knowledge, skills, and competencies relevant to business data and decision-making.	6	15
ITPM6.318	Project Management To provide students with the knowledge and skills in formal project methodologies in business and IT and the applications of best-practice project management frameworks and techniques to select, plan, execute, and control projects to successful conclusion. <i>Pre-requisites: BSNS5404 Managing Projects or equivalent knowledge and skills</i>	6	15
LM6.01	Accounting and Finance for Managers To enable students to use financial information effectively in managerial decisions and in discharging accountability for organisational or investors' resources. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	6	15
LM6.02	Business Planning To produce a business plan in the context of a defined business scenario or case study. The business plan will link financial, operations and marketing issues into a cohesive whole. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	6	15
ACC6107	Research Methods To develop the knowledge, skills, and competencies to apply research methods within a business environment.	6	15
MG6.01	Supply Chain and Logistics Management To develop techniques to manage the chain of supplies.	6	15
MG6.02	Designing and Improving Operations To implement techniques to design and improve business operations.	6	15
MG6.03	Human Resource Management To provide students with an understanding of the roles, functions and application of human resource management activities for the effective management of people in an organisation.	6	15
MG6.04	Organisational Behaviour To provide students with a detailed examination and understanding of organisational behaviour related variables, concepts, principles, practices and issues with relevance to the modern workplace.	6	15
MG6.05	Employment Relations To understand the New Zealand employment relations system.	6	15
MK6.01	Marketing Management To provide students with an understanding of contemporary marketing management. Students will develop their skills in applying key marketing concepts to demonstrate marketing decision-making within the organisational context.	6	15
MK6.02	Consumer Behaviour To provide students with in-depth knowledge of the consumer decision process, influences on consumer and buying behaviour, and the implications for marketing strategy. The course also considers contemporary consumer and consumption issues faced by marketers, organisations, society. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	6	15
MK6.03	Branding To provide students with in-depth knowledge of contemporary branding, brand design and strategic brand management; including the development, implementation and evaluation of integrated branding strategies. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	6	15

Level 7 Courses

Course No.	Brief Description	NZQA Level	No. of Credits
BU7.01	Special Topic To provide students with an opportunity to investigate a business topic of their interest. <i>Pre-requisite: 180 credits of degree-level study or equivalent knowledge and skills</i>	7	15
LM7.01	Business Project To provide students with the opportunity to demonstrate their knowledge and skills in a real business context. <i>Pre-requisite: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	30
LM7.02	Business Internship To provide students with the opportunity to demonstrate their knowledge and skills in a real business context. <i>Pre-requisite: A minimum of 300 credits in the Bachelor of Business Studies</i>	7	45
LM7.07	International Business To enable students to understand and critically evaluate international business from a strategic perspective and apply this knowledge and understanding to business opportunities in the Asia-Pacific Region. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	7	15
MG7.01	Strategic Management To enable students to review critical aspects of organisational strategy evaluation and formulation. <i>Pre-requisites: BSNS5001 Organisations in an Aotearoa New Zealand Context BSNS5002 Business Environments BSNS5003 Business Functions BSNS5004 Change and Innovation or equivalent knowledge and skills</i>	7	15
MG7.02	Advanced Operations Management To design and apply operations strategy models and frameworks to business operations. <i>Co-requisites: MG6.01 Supply Chain Management MG6.02 Designing and Improving Operations or equivalent knowledge and skills</i>	7	15
MG7.03	Advanced Human Resource Management To understand and critically evaluate topical issues in the HRM field and prepare students to perform the role of a strategic HRM business partner. <i>Pre-requisite: MG6.03 Human Resource Management or equivalent knowledge and skills</i>	7	15
MG7.04	Career Management To give students the knowledge and skills to develop and manage their careers in a contemporary business and careers environment.	7	15
MG7.05	Entrepreneurship and Innovation To develop students' understanding of the theory and practice of entrepreneurship and innovation. <i>Pre-requisite: None, but it is desirable for students to take complementary courses in business planning and finance to form a cohesive package.</i>	7	15
MK7.01	Strategic Marketing To enable students to develop a strategic approach to marketing decision making and planning to achieve sustainable competitive advantage and superior marketing performance in a global context. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15
MK7.02	Marketing Research To develop an understanding of the role of marketing research in marketing decision making and the skills to complete a comprehensive marketing research project. <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15
MK7.10	Social Media Marketing The aim of this course is to allow students to develop knowledge and skills to plan, implement and manage social media marketing activities in contemporary business environments <i>Pre-requisite: MK6.01 Marketing Management or equivalent knowledge and skills</i>	7	15

How to Enrol

There is an easy 3-step process to follow when enrolling at EIT.

Step 1

Check out eit.ac.nz to see the programmes available for you to study. A copy of the course information for each programme is available on our website.

Step 2

You can now use your RealMe verified identity to apply for study at EIT. If you use your RealMe verified identity you will no longer be sent a copy of your application form to sign. You also will not need to provide us with a copy of your primary ID.

If you apply online without using RealMe then you will be sent a summary of your enrolment to check and sign. It will also include course selection forms which you need to complete and return. Your enrolment cannot progress until you have sent the summary and forms back to us.

You can also apply using a paper enrolment form. Please call us on 0800 22 55 348 and we will send you one out.

You will receive an acceptance letter from your Faculty with programme information. This will include the start date of your study and any special information regarding your programme. Depending on your chosen programme of study, you may be invited to attend an interview before you are accepted.

Step 3

Arrangement for full payment of enrolment fees must be made before the start of your programme. You will receive an invoice with payment details.

Fees Free Government Scheme: Tertiary education is fees-free for eligible domestic tertiary students. To check if you are eligible, go to [FeesFree.govt.nz](https://feesfree.govt.nz) and enter your National Student Number (NSN). If you are not eligible you will be responsible for paying your fees.

Scholarships and Grants: Scholarships and grants make life easier by helping to cover your fees, other costs and living expenses while you study. You don't always need to be an academic high-flyer to qualify. You can find out more about scholarships and other options for paying your fees at eit.ac.nz.

StudyLink: If you need to pay for your own study you can choose to apply for your Student Loan and Student Allowance with StudyLink. You should do this early, even if you haven't yet been accepted on your programme. You can change your details later if anything changes. Visit studylink.govt.nz to find out more about StudyLink.

Student Services Levy

The student services levy is a compulsory non-tuition fee that is charged to students enrolled at EIT. The levy is to contribute to the provision of quality student services that support learning. The funds received by EIT from the levy are ring-fenced, meaning they can only be spent on student services.

Student Loans and Allowances

StudyLink is a service of the Ministry of Social Development. Apply well before your programme begins (even if you haven't been accepted yet) so you'll be ready to get your payments when you need them most.

Check out what you qualify for at studylink.govt.nz.



DISCLAIMER:

All information in this publication pertains to New Zealand Citizens or Permanent Residents, and is correct at the time of printing but is subject to change. EIT is a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology. EIT reserves the right to amend/withdraw programmes or courses. Fees for 2025 will be set by November 2024 and are subject to change.

For the latest information, or for full programme entry requirements visit eit.ac.nz or phone 0800 22 55 348.