

# BACHELOR OF BUSINESS STUDIES 2025

## Information for international applicants

Napier

This degree will give you a strong foundation in business and help you gain the skills today's employers demand. You will benefit from a wide-ranging business education with plenty of practical experience, and you can choose to specialise in one of two majors:

- Management
- Marketing

Small classes and experienced staff mean you will get the right level of support to show employers you mean business. This programme distinguishes itself by being practically orientated and having an optional project in the final semester for real-world learning. 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 complex world of people and uncertainty.

## CAREER AND STUDY OPPORTUNITIES

### Management Major

Typical opportunities after graduating include the areas of:

- Human Resources
- Operations Management
- Entrepreneurship / starting 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
- Product Manager

With experience you can progress to more senior positions.

Further your study with a postgraduate qualification on offer.

## CAREER OUTLOOK

Visit the following websites for the latest information about job opportunities in New Zealand for your chosen career path.

[careers.govt.nz](https://careers.govt.nz)

[mbie.govt.nz](https://mbie.govt.nz)

[immigration.govt.nz](https://immigration.govt.nz)



**"Take time to study the valuable Bachelor of Business Studies programme at EIT and gain one of the best business experiences"**

**SUVISESH HARIKRISHNAN | India**

## BACHELOR OF BUSINESS STUDIES

<b>Start</b>	17 February, 21 July
<b>Length</b>	3 years full-time
<b>Level</b>	7
<b>Credits</b>	Single major: 360 credits (3 years) - 120 credits per year Double major: 375 credits (3 years) - 120 credits Year 1 and 2, 135 credits Year 3
<b>Fees<sup>1</sup></b>	NZ\$26,000 per year
<b>IELTS</b>	6.0 (academic) with no band lower than 5.5 or equivalent OR accepted international equivalent qualification
<b>Class times</b>	Classes are scheduled between 8:00am and 5:00pm, Monday to Friday. Full-time study includes seven classroom hours per course each week.
<b>Self-directed study</b>	Approximately two hours for each classroom hour

1. All fees shown in this information are in New Zealand dollars and include Goods and Services Tax (GST) at current rates. If you need to study for more than one year to complete your qualification, your fees in the second year, and subsequent years, will not be known when you first enrol. If you choose to do a double major, there will be an additional cost in Year 3 as you will need to study 135 credits.



## WHAT YOU WILL LEARN

Full-time students take four 15 credit courses per semester. 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.

### MANAGEMENT

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

### MARKETING

- Marketing communication
- Branding
- Marketing research

## WORK EXPERIENCE

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.



## ENTRY CRITERIA<sup>1</sup>

### ACADEMIC ENTRY REQUIREMENTS

Applicants must meet degree standard entry requirements. Approved bridging programmes include the New Zealand Diploma in Business or provisional entry without prerequisites for those over 20 years old.

### ENGLISH LANGUAGE ENTRY REQUIREMENTS

PTE (Academic) score of 50 with no band score lower than 42 or IELTS (Academic) score of 6.0 with no band score lower than 5.5 (or equivalent) achieved within the last two years.

## FACILITIES

The campus has 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 learners, group meeting rooms and a wide range of academic resources.

## COURSE LIST

Typical courses taken in Year 1 of the degree are indicated below.

BBS (Management or Marketing major)

BBS (Management or Marketing major)	Credits
BSNS5001 Organisations in an Aotearoa New Zealand Context	15
BSNS5002 Business Environments	15
BSNS5003 Business Functions	15
BSNS5004 Change and Innovation	15
BSNS5401 Introduction to Leadership	15
BSNS5402 Operations Management and Compliance	15
BSNS5403 Business Planning	15
BSNS5404 Managing Projects	15

1. To study onshore in New Zealand, students must meet current Immigration New Zealand requirements for a student visa. For more information please see the [Immigration New Zealand website](#).

2. Further information about NZQA English language entry requirements for international students can be found at [www2.nzqa.govt.nz/tertiary/english-language-entry-requirements-for-international-students/](http://www2.nzqa.govt.nz/tertiary/english-language-entry-requirements-for-international-students/)



## COURSE DESCRIPTIONS

NB: Courses are offered subject to sufficient enrolments being received.

In the following descriptions:

- P= Pre-requisite – courses which must be studied before.

### Level 5 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
BSNS5001	<b>Organisations in an Aotearoa New Zealand Context</b> To develop the knowledge, skills, and competencies to analyse organisations and engage with stakeholders in an Aotearoa New Zealand context.	5	15
BSNS5002	<b>Business Environments</b> To develop the knowledge, skills, and competencies to analyse and manage the impact of environmental influences on an organisation.	5	15
BSNS5003	<b>Business Functions</b> To develop knowledge, skills, and competencies relevant to the core business functions of accounting, operations, human resource management, marketing and sales.	5	15
BSNS5004	<b>Change and Innovation</b> To develop the knowledge, skills and competencies to contribute to organisational change and innovation.	5	15
BSNS5401	<b>Introduction to Leadership</b> To develop the knowledge, skills and competencies in leadership to promote diversity, positive workplace culture and organisational agility.	5	15
BSNS5402	<b>Operations Management and Compliance</b> 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	<b>Business Planning</b> To develop the knowledge, skills and competencies to engage in business planning and develop strategies that improve organisational performance.	5	15
BSNS5404	<b>Managing Projects</b> To develop the knowledge, skills and competencies to effectively manage projects and lead project teams.	5	15
ACCY5101	<b>Introduction to Accounting and Taxation</b> To develop the knowledge, skills, and competencies to apply accounting concepts, standards, processes, and tax rules to prepare financial statements.	5	15
ACCY5105	<b>Commercial Law</b> 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	<b>Economics</b> 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	LEVEL	CREDITS
ACCY6105	<b>Data Analytics</b> To develop the knowledge, skills, and competencies relevant to business data and decision-making.	6	15
ITPM6.318	<b>Project Management</b> 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>P: BSNS5404 Managing Projects</i>	6	15



COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
LM6.02	<p><b>Business Planning</b> 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.</p> <p><i>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i></p>	6	15
ACCY6107	<p><b>Research Methods</b> To develop the knowledge, skills, and competencies to apply research methods within a business environment.</p>	6	15
MG6.01	<p><b>Supply Chain and Logistics Management</b> To develop techniques to manage the chain of supplies.</p>	6	15
MG6.02	<p><b>Designing and Improving Operations</b> To implement techniques to design and improve business operations.</p>	6	15
MG6.03	<p><b>Human Resource Management</b> 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.</p>	6	15
MG6.04	<p><b>Organisational Behaviour</b> 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.</p>	6	15
MG6.05	<p><b>Employment Relations</b> To understand the New Zealand employment relations system.</p>	6	15
MK6.01	<p><b>Marketing Management</b> 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.</p>	6	15
MK6.02	<p><b>Consumer Behaviour</b> 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.</p> <p><i>P: MK6.01 Marketing Management</i></p>	6	15
MK6.03	<p><b>Branding</b> 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.</p> <p><i>P: MK6.01 Marketing Management</i></p>	6	15

#### Level 7 Courses

COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
BU7.01	<p><b>Special Topic</b> To provide students with an opportunity to investigate a business topic of their interest.</p> <p><i>P: 180 credits of degree-level study</i></p>	7	15
LM7.01	<p><b>Business Project</b> To provide students with the opportunity to demonstrate their knowledge and skills in a real business context.</p> <p><i>P: A minimum of 300 credits in the Bachelor of Business Studies</i></p>	7	30
LM7.02	<p><b>Business Internship</b> To provide students with the opportunity to demonstrate their knowledge and skills in a real business context.</p> <p><i>P: A minimum of 300 credits in the Bachelor of Business Studies</i></p>	7	45
LM7.07	<p><b>International Business</b> 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.</p> <p><i>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i></p>	7	15



COURSE NO.	BRIEF DESCRIPTION	LEVEL	CREDITS
MG7.01	<b>Strategic Management</b> To enable students to review critical aspects of organisational strategy evaluation and formulation. <i>P: BSNS5001 Organisations in an Aotearoa New Zealand Context, BSNS5002 Business Environments, BSNS5003 Business Functions and BSNS5004 Change and Innovation</i>	7	15
MG7.02	<b>Advanced Operations Management</b> To design and apply operations strategy models and frameworks to business operations. <i>P: MG6.01 Supply Chain and Logistics Management and MG6.02 Designing and Improving Operations</i>	7	15
MG7.03	<b>Advanced Human Resource Management</b> To understand and critically evaluate topical issues in the HRM field and prepare learners to perform the role of a strategic HRM business partner. <i>P: MG6.03 Human Resource Management</i>	7	30
MG7.04	<b>Career Management</b> To give students the knowledge and skills to develop and manage their careers in a contemporary business and careers environment.	7	45
MG7.05	<b>Entrepreneurship and Innovation</b> To develop students' understanding of the theory and practice of entrepreneurship and innovation. <i>P: None, but it is desirable for learners to take complementary courses in business planning and finance to form a cohesive package.</i>	7	15
MK7.01	<b>Strategic Marketing</b> 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>P: MK6.01 Marketing Management</i>	7	15
MK7.02	<b>Marketing Research</b> 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>P: MK6.01 Marketing Management</i>	7	15
MK7.10	<b>Social Media Marketing</b> The aim of this course is to allow learners to develop knowledge and skills to plan, implement and manage social media marketing activities in contemporary business environments. <i>P: MK6.01 Marketing Management</i>	7	15

## 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.



**Disclaimer:** All information pertains to international students, and is correct at the time of publication but is subject to change without notice. The programme fees, other costs, entry requirements, duration and programme start dates are for 2025 and are listed as a guide only. Conditions apply. EIT (a Business Division of Te Pūkenga – New Zealand Institute of Skills and Technology) reserves the right to cancel or postpone any programme or course for any reason and shall not be liable for any claim other than that proportion of the programme fee which the cancelled or postponed portion bears.