



Bachelor of Applied Management



Domestic Fees

\$7,432.00



International Fees

\$22,586.00*



Intakes

20/07/2026



Campus

New Plymouth



Duration

3 years full-time or part-time equivalent



witt.ac.nz



Our industry-experienced tutors will equip you with the skills and knowledge essential for thriving in the fast-paced and ever-evolving world of management - both in New Zealand and around the world. You'll gain a strong foundation in business knowledge, grounded in proven best practices and enriched by cutting edge, innovative, and entrepreneurial models. These approaches are tailored to meet the demands of sustainable global economies and communities.

A standout feature of this qualification is the final course: a Cooperative Education Project completed in partnership with a local business. This professionally facilitated project allows you to collaborate on an industry-relevant challenge, applying your newly acquired skills and knowledge in a real-world setting. Spanning across 17 weeks, the placement offers valuable hands-on experience and meaningful learning that bridges academic study with practical workplace application.

You will learn:

- **Gain a deep understanding of the dynamic and evolving environment in which managers operate, both within New Zealand and internationally.** This knowledge will be supported by a broad base of business expertise, including historical insights into New Zealand's business development and an appreciation of the multicultural influences shaping modern business practices.
- **Develop the skills to implement sustainability-focused business strategies** that align with global trends and contribute to long-term economic, environmental, and social well-being.
- **Transition seamlessly into the workplace, equipped with practical experience gained**

through integrated work-based

learning. Throughout your studies, you'll apply theoretical knowledge in real-world contexts, ensuring you're ready to contribute effectively from day one.

Choose a Major

You'll develop a strong understanding of the multicultural influences that shape business operations, preparing you to navigate diverse workplace environments with confidence. Through practical, work-integrated learning, you'll apply the skills and knowledge gained throughout your studies, enabling you to transition smoothly into your professional role.

Upon completion of your program, you can choose to graduate with one of the following options:

- **Project Management Major**
- **General Business (No Major)**

For domestic students there are full and part-time study options. An excellent option if working or those with a busy schedule to undertake one or two papers at a time. This is a great opportunity for you to upskill while in employment. There are also evening papers available.

Careers in management are available in nearly every industry and graduates can step easily into employment having already spent time in a work environment as part of the programme. Graduates also experience good opportunities for career progression both locally, nationally and overseas.

Year One (NZ Diploma in Business with strands in Accounting or Leadership and Management)

Compulsory Courses

BSNS5001

Organisations in an Aotearoa New Zealand Context

The aim of this course is to develop the knowledge, skills, and competencies to analyse organisations and engage with stakeholders in an Aotearoa New Zealand context.

BSNS5002

Business Environments

The aim of this course is to develop the knowledge, skills, and competencies to analyse and manage the impact of environmental influences on an organisation.

BSNS5003

Business Functions

The aim of this course is to develop knowledge, skills, and competencies relevant to the core business functions of accounting, operations, human resource management, marketing and sales.

BSNS5004

Change and Innovation

The aim of this course is to develop the knowledge, skills, and competencies to contribute to organisational change and innovation.

Accounting Strand Courses

ACCY5101

Introduction to Accounting and Taxation

The aim of this course is to develop the knowledge, skills, and competencies to apply accounting concepts, standards, processes, and tax rules to prepare financial statements.

ACCY5102

Applied Accounting

The aim of this course is to develop the knowledge, skills and competencies to record and process a range of financial transactions.

ACCY5103

Analysis of Financial Information

The aim of this course is to develop the knowledge, skills and competencies to calculate, analyse and interpret financial information to inform decision making for an organisation.

ACCY5104

Budgets for Planning and Control

The aim of this course is to develop the knowledge, skills, and competencies to prepare and use budgets to monitor performance and determine internal controls to minimise risk for an organisation.

Leadership and Management Strand Courses

BSNS5401

Introduction to Leadership

The aim of this course is to develop the knowledge, skills, and competencies to analyse and identify effective leadership approaches that promote positive workplace culture, diversity and change.

BSNS5402

Operations Management and Compliance

The aim of this course is to develop the knowledge, skills, and competencies to evaluate operational issues and challenges and apply operational techniques for continuous improvement and compliance.

BSNS5403

Business Planning

The aim of this course is to develop the knowledge, skills, and competencies to engage in business planning and develop strategies that improve organisational performance.

BSNS5404

Managing Projects

The aim of this course is to develop the knowledge, skills, and competencies to effectively manage projects and lead project teams.

Year Two

ACCY6107

Research Methods

The aim of this course is to develop the knowledge, skills, and competencies to apply research methods within a business environment.

BAM6.014

Human Resource Management

The aim of this course is to develop the knowledge to understand the roles, functions and application of human resource management within contemporary New Zealand organisations.

ACCY6104

Introduction to Finance

The aim of this course is to develop the knowledge, skills, and competencies to apply business finance techniques.

ACCY5105

Commercial Law

To enable students to demonstrate knowledge and

skills in law relevant to business.

ACCY5101 (if completed leadership and management strand)*

Introduction to Accounting and Taxation

The aim of this course is to develop the knowledge, skills, and competencies to apply accounting concepts, standards, processes, and tax rules to prepare financial statements.

ACCY5106

Economics

The aim of this course is to develop the knowledge, skills, and competencies to apply elements of economic theory to contemporary business issues.

BAM5.006

Introduction to Marketing

To enable students to have a working knowledge of fundamental marketing concepts relevant to contemporary organisations.

BAM6.016

Project Management

To enable students to learn the basic principles and terminology of the profession of project management, and apply this to create project plans. Students will also be given a brief introduction to using project management software tools such as (MS Project®).

*If you have completed the accounting strand, please pick an elective from semester 2 leadership and management strand

Year Three

BAM6.021

Principles of Leadership

The aim of this course is to understand concepts and apply principles of leadership in a dynamic environment.

BAM7.001

Cooperative Education Project

To develop capabilities related to chosen area of specialisation, in a "hands on" immersion in industry practice. This enables students to apply their learning, test the relevance of academic theories to the workplace and to reflect critically on this relationship between their academic study and industry practice.

BAM6.017

Operations Management

To give students an understanding of the concepts and analytical methods that contribute to the systematic direction and control of the processes that transform inputs into completed goods and services. Operations management focuses on the management of people and resources through systematic management and feedback. Students will gain introductory knowledge and experience of an operation's contribution to the macro-management environment.

BAM7.013

Advanced Project Management

This course will enable the student to learn the principles of the project management body of knowledge and apply and evaluate them in practice. Students will also learn the principles of agile methodology for project management.

BAM7.014

Business Transformation and Change

This course will give students an insight into the excitement and challenge associated with introducing change, especially strategic change in organisations. It will examine the forces that impact on an organisation in today's business environment such as the pressures of deregulation, privatisation, social renewal, globalisation and other external and internal factors. Having identified the forces that drive strategic change, discussed issues associated with articulating a vision of strategic change, practical aspects of implementing change will be addressed. The student will explore what it means to be a change agent in an organisation. The student will learn how to align business strategy, culture and management capability in order to match the level of turbulence within the organisation's operating environment.

Entry requirements

Academic entry requirements

NCEA Level 3 comprised of 60 credits at NCEA Level 3 or above and 20 credits at NCEA Level 2 or above, including:

- 14 credits each at NCEA Level 3 in three approved subjects; and
- Literacy (10 credits at NCEA Level 2 or above made up of 5 credits each in reading and writing); and
- Numeracy (10 credits at NCEA Level 1 or above);

OR

Satisfied the criteria for entrance to a New Zealand University, or an equivalent qualification approved by School Management;

OR

If the applicant can provide evidence of equivalence through practical, knowledge, life skills, work experience or study they can apply for entry. Evidence of literacy and numeracy will be required.

English language requirements

Candidates who have English as a second language are required to have an academic international English Language Test System (IELTS) score of 6.0 (general or academic) with no individual band score lower than 5.5, or equivalent.

International Scholarships

Please see [here](#) for information regarding international scholarships.

Programme specific information

The Bachelor of Applied Management may be completed in three years full time study or up to ten years part time. If you have already completed the NZ Diploma in Business, please contact us to discuss what papers may be credited to your degree programme of study.

75 elective credits of this programme are a principal feature of its design. They allow students to complement the core course specific to the degree, and compulsory courses in a major, with papers of their choice thus allowing them to enhance their future career or personal goals. Elective courses may be chosen from any levels from 5, 6 or 7 and relevant pre-requisite courses must be completed prior.

Career Options

On completion of this programme, graduates will have a sound understanding of the dynamic and changing environment in which management takes place; enabling them to apply that knowledge at both operational and strategic levels in a range of industries.

Career options include: Accountancy, Finance, Operations and Production Management, Project Management, Human Resource Management, Marketing/Sales Management, Advertising/Business Development, General Management.

*International Fee Exclusions

International fees displayed are for 1 year of study (equivalent to 120 credits); OR as specified for the duration of the programme of study, and do not include the below;

- Travel and Medical Insurance – NZ \$800 per year (provided by UniCare NZ)
- Compulsory Student Services Fee (CSSF) – NZ \$303 per 120 credits

International fees may increase in each new academic year. Any increase in the fees is required to be paid in full before a student is enrolled and allowed to attend class.



Programme Structure

<https://www.witt.ac.nz/assets/ProgrammeDocuments/Bachelor-of-Applied-Management-Programme-Delivery-Structure.pdf>

(70 KB)